Rusty Draper appears to be enjoying his rescue from the train that goes "In The Middle Of The House". The disk, which may well turn out to be one of his top Mercury records, is currently garnering heavy sales. Rusty, who wins audiences instantaneously with his dynamic performance, is currently doing the number in his tour of clubs throughout the country.
<table>
<thead>
<tr>
<th>Artist</th>
<th>Song Title</th>
<th>Reference</th>
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<tbody>
<tr>
<td>Bill Kenny</td>
<td>Now You Say You Care</td>
<td>X/4X-0225</td>
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<tr>
<td></td>
<td>(Shuffle)</td>
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<tr>
<td>The Treniers</td>
<td>Rock and Roll President</td>
<td>X/4X-0227</td>
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<td></td>
<td>Cool It, Baby</td>
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<tr>
<td>Joe Valino</td>
<td>Garden of Eden Caravan</td>
<td>X/4X-0226</td>
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<tr>
<td>Helene Dixon</td>
<td>The Opposite Sex</td>
<td>X/4X-0228</td>
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<tr>
<td>George Girard</td>
<td>Liebestraum</td>
<td>X/4X-0223</td>
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<td></td>
<td>My Gal Sal</td>
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MOVIES AND SHOWS!

More than ever before, the record industry is making plans to avail itself of the promotional benefits of movie and Broadway show tie-ins in the coming season. This movement, which skyrocketed a couple of years ago when the positive results of such associations began to be proven over and over again, has been gaining more adherents steadily. Today, when most A&R men are demanding exclusives on songs, we are witnessing them break this rule time and time again to take advantage of a hot movie or show tune. A movie theme very often gets the top artist of each company and show scores are being covered thoroughly even by the record firms which don’t have the original cast album.

Without doubt this is one of the factors playing an important part in the almost unbelievably expanding sales which the record business is experiencing.

Almost everywhere you go today in your industry, you hear fantastic sales figures. As a matter of fact, after a summer of sales which reached proportions that had been totally unexpected, distributors are ordering for the fall in a quantity which leaves many record companies unprepared to meet their demands. These orders cover every field in the record business and they are coming in with such steadiness, that almost every sales force has been taken by surprise. At this rate, even the prediction of $300,000,000 sales for the year, which was considered high just a couple of months ago, may be exceeded.

As we said, one of the factors contributing to this increase is the willingness of the record industry to take advantage of the ready avenues of promotion being offered to it by movies and shows. A movie which is seen by millions of people, not only in this country, but throughout the world, offers a ready market for the record industry. In previous years, beautiful themes which might have sold millions of records, were neglected because no one in the record industry thought of recording them. Today that is almost impossible to happen. Every movie, no matter how obscure it is, is being watched carefully all the time, for any reaction to its music.

As for shows, the promotion they receive if they are hits, is interminable. Likewise their songs receive ready acceptance from disk jockeys, juke box operators and retailers because of this promotion. Moreover, in almost every new musical, there are several songs which are being aimed directly at the pop market, for it has been proven many times now that hit songs in a show create a wider audience for it and sometimes mean the difference between success and failure. The lesson of “Wish You Were Here” is still strong in everyone’s mind.

We can look forward therefore to even closer associations with the film industry and Broadway productions in the future. For the record industry is going on to new heights, and in this climb, it is wisely using all the means and methods available to it.
"Lay Down Your Arms"

A hit in England!
Now a bigger hit in America!

C/W Teen Age Goodnight
Cadence #1299

Cadence RECORDS

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE European JAZZ SCENE in... FABULOUS ALBUMS

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SWEDISH JAZZ
BAL-12002 $3.98

SWISS JAZZ
BAL-12004 $3.98

BELGIAN JAZZ
BAL-12005 $3.98

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Chicago 1, Ill.
A-Move 3-4677

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

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>No. 1</th>
<th>Hound Dog</th>
<th>Elvis Presley</th>
<th>9/1/56</th>
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<tr>
<td>2</td>
<td>My Prayer</td>
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<td>3</td>
<td>Don't Be Cruel</td>
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<td>4</td>
<td>Whatever Will Be</td>
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<td>5</td>
<td>Canadian Sunset</td>
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<td>6</td>
<td>Flying Saucer</td>
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<td>7</td>
<td>Honky Tonk</td>
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<td>8</td>
<td>Tonight You Belong</td>
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**Top 50 Selling Records**

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<tr>
<th>No. 1</th>
<th>The Cash Box Music Compilations (1956)</th>
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<tr>
<td>10</td>
<td>The Cash Box Music Compilations (1956)</td>
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</tbody>
</table>

**Code:**

- The Cash Box Music Compilations (1956)

**Notes:**

- Indicates best selling record or records.
- Ties are listed above in order of their popularity based on a continuing weekly national survey of recording retail dealers by The Cash Box. Each listing includes the name of the song, record number, artist and label on the reverse side.

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

**September 8, 1956**
they gave you...
Stranger in Paradise
A Woman in Love
Love Is a Many Splendored Thing

...and NOW

FRIENDLY PERSUASION

YOU CAN'T RUN AWAY FROM IT

(THEE I LOVE)
From Allied Artists Picture
"The Friendly Persuasion"

From Columbia Picture
"You Can't Run Away From It"

The FOUR ACES
Featuring Al Alberts

A New World of Sound DECCA records

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

Record Reviews

A DISK & SLEEPER  B  VERY GOOD  C  FAIR  D  MEDIOCRE
B+  EXCELLENT  C+  GOOD

The Cash Box
Disk of the Week

"FRIENDLY PERSUASION" (2:53) [Joe Feist ASCAP—Webster, Tiomkin]"CHAINS OF LOVE" (2:53) [Progressive BMI—Walls, Nugent]"FRIENDLY PERSUASION" (3:00) [Joe Feist ASCAP—Webster, Tiomkin]"YOU CAN'T RUN AWAY FROM IT" (2:24) [Columbia ASCAP—Van Zandt]FOURACES (Decca 30041)


A great new film, song that could develop into one of the year's biggest smashes, hit the record scene this week in gala fashion. The duos are offering the public favorable conditions to choose from and it looks as though each will set a record of its own at the close of the season. The song features the title of the Allied Artists' film "FRIENDLY Persuasion" and was penned by two Academy Award winners. The performances by Paul Francis Webster and Anthony Perkins who may well be the recipients of the '66 'Oscar' for this song among a host of others.

The vocal renditions include Bob Boone, whose voice is heard on the sound track of the film; The Four Aces; and Anthony Perkins who plays a lead role in the movie. George Cates (Remick ASCAP—Ayer, Grey) and the Busch orchestras offer interpretations highlighting chorus and orchestra. David Rose and Michel Legrand's versions are strictly instrumental. A brilliantly composed song that just can't miss going all the way. Watch it climb.

HAY ADAMS & THE DEL-ALIERS (Rainbow 348; 45-348)

BOB CREWE (Coral 6685; 9-6685)
B "CAN'T GET AWAY FROM IT" (2:20) [Regulations BMI—Loves] Bob Crewe comes up with a cute rock and roll novelty about a boy who can't escape the R & R beat. Cute novelty that has the earmarks of a hit that could step out and break big.

MICHEL LEGRAND (Columbia 40751)
"MELODY FOR LOVERS" [Cranmore BMI—Haynes & Raine] The movie, George Cates (Remick ASCAP—Ayer, Grey) and the Busch contribute interpretations highlighting chorus and orchestra. David Rose and Michel Legrand's versions are strictly instrumental. A brilliantly composed song that just can't miss going all the way. Watch it climb.

JOE VALINO (Vik 0226; 4X-0226)
B "GARDEN OF EDEN" (2:49) [Republic BMI—Newwood] Joe Valino's most striking side to date is this tremendous arrangement of a big production ballad in the semi-religious vein. Powerful delivery that builds to an amazing crescendo. Potent side that could become the hit of the year. B+ "CARAVAN" (2:12) [Mills ASCAP—Ellington, Toole] The echo effect is thrillingly employed on this half as Joe belts out a dramatic version of the Ellington evergreen "Caravan." Hot coupling.

The Cash Box Best Bets

"BE LOVELY DOVEY" [RCA Victor 20; 47-6646] B+ "BE LOVELY DOVEY" (1:55) [Roosevelt BMI—Harrison, Carroll] The rocking Four Lovers, who had the best seller in "Apple Of My Eye", follow up with a hard-hitting new one that should have the kids hopping. An exciting novelty with a winning sound and a socko beat.

"JAMALAYA" (2:19) [Ascot Rose BMI—Williams] A great big country smash of a few years ago is revived for the rock and roll market by the Lovers. Swinging arrangement that could bring the tune back onto the charts once again.

DON RONDO (Jubilee 5256; 45-5256)
B+ "TWO DIFFERENT WORLDS" (2:47) [Princess ASCAP—Wayne, Frisch] A beautiful, top drawer, A hit ballad is introduced on Jubilee by Don Rondo. Potent romantic offering with all the earmarks of a hit seller. Keep an eye on this sleeper.

"COME MAKE YOU MINE" (2:13) [BMI—Dixon, Taylor] The polished warbler chantees a stirring inspirational love song on this end. Smooth moving delivery.

ART LONE ORCH. (EMI 1230; 61220)
B+ "GIANT" (2:55) [M. Witmark ASCAP—Tiomkin, Webster] Art Monroe’s orchestra and chorus build in a wonderful rendition of the bouncy western title theme from the late James Dean’s fast hot film "GIANT," catchy melody that could sound strongly when the pie hits the theatre.

"ROCK AND ROLL TUMBLE-SCREEED" (2:54) [Robbins, ASCAP—Cahn, Brody] This half is a cute novelty about the change that has taken place in the teen scene. Now even the tumbleweeds are rockin’ and rollin’. Cute intro from the new flicker "The Opposite Sex".

LORRY RAINED (Out 15491; 45-15491)
B "CASUAL LOOK" (2:46) [Limax BMI—Wells] Lorry Rained hands in a strong pop rendition of a high-flying rock song. Strong cover rendition with that full R & B background. Should have a healthy run.

"COTTON PICKIN’ KISSES" (2:10) [Franky Smith ASCAP—Vaughn] The thorough cuss lasso on this half as she drives thru a wild and生活环境 beat and roller that’ll have the boxes hopping. Terrific sound and delivery on a commercial ditty.

THE GONDOLIERS (Request 2003; 45-2003)
B+ "PIRATE PETE" (2:18) [Sam Mye ASCAP—Avery, Kry] A contagious little sea farin’ novelty is refreshingly styled by the Gondoliers. Colloquial ditty that should appeal to the kiddle market too.

"THE FAMILY’S ALWAYS THERE" (2:19) [Pleasant ASCAP—Lenzfelder] The group is extremely inviting on this cute waltz-tempo novelty so charmingly handled. Good ditty for change-of-pace programming.

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
NOW WITH LYRICS, THE BEAUTIFUL...

“AUTUMN CONCERTO”

BY

NICK NOBLE

AND

“MOM OH MOM”

MERCURY 70959

TOP FLIGHT MERCURY HITS

RUSTY DRAPER
“In The Middle Of The House”
MERCURY 70921

GEORGIA GIBBS
“Happiness Street”
MERCURY 70920

FLORIAN ZABACH
“When The White Lilacs Bloom Again”
MERCURY 70936

SARAH VAUGHAN
“Fabulous Character”
MERCURY 70885

THE DIAMONDS
“Ka-Ding-Dong”
MERCURY 70934

DINAH WASHINGTON
“Soft Winds”
MERCURY 70906

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
**Record Reviews**

**The Cash Box**

**Sleeper of the Week**

**A DISK & SLEEPER**

**B VERY GOOD**

**C+ EXCELLENT**

**C+ GOOD**

**C+ FAIR**

**C+ MEDIOCRE**

---

**DAVID CARROLL**

(Mercury 70952; 70952445)

**B+ “LOVE THEME FROM ‘GIANT’”**

[2:15] [MPHC-ASCAP—-Tromkin Webster] The chart of a soprano's voice in the distance lends a celestial aura to the beautiful David Carroll interpretation of the “Love Theme from ‘Giants’,” the last film starring teenage idol James Dean. A haunting, moody love song that should make its mark on the charts when the film hits the local cinematics.

**B “BY THE FOUNTAINS OF ROME”** [Chappell ASCAP — Newell, Sieber] Voices blend with string backgrounds as this long awaited ballad tenderly interpreted by the Carroll ensemble. Romantic item.

---

**ANN GILBERT**

(Grove 0165; 4G-0165)

**B “TALL BOY”** [Saunders ASCAP — Kayne] Newcomer Ann Gilbert is another Groove monster with a fascinating version of a sentimental bluesy ballad. The Dark theme and mood are very unusual and a dramatic style.

**B “THERE WILL NEVER BE ANOTHER YOU”** [Mayfair ASCAP — Gordon, Warren] The thrush's versatility and distinct jazz quality is prominent on this swinging interpretation of a wonderful oldie. Chiret has talent and a veteran's understanding of music.

---

**ROY HAMILTON**

(Epic 9180; 5-9180)

**B+ “I TOOK MY GRIEF TO HIM”**

[2:10] [Decca BMI — Tennessey, LaVerne, Cook] Roy Hamilton does a beautiful job on a soulful, inspirational ballad that gives the listener chills. A touching, moving ballad that could break wide open.

**B “CHAINED”**

[2:43] [Blackwood BMI — Hamilton] Another dramatic, emotional ballad chanted with the same feeling heard on Roy's smash "You'll Never Walk Alone".

---

**TOMMY DURDEN**

(Melady 777; 45-777)

**B+ “ONLY WHEN”**

[2:11] [Sharina ASCAP — Pauluss] Newcomer Tommy Durden debuts on the Holiday label with a warm, romantic ballad intimately delivered. Tommy has an interesting voice and sound that could break thru with exposure.

**C+ “A-WEEPIN' AND A-WAILIN'”**

[2:15] [Billas ASCAP — Gilbert, Myrow] Tommy ambushes thru a soft, pleasant bluesy ballad on this end and comes off with an involving folksy type ditty.

---

**MARTHA LOU HARP**

(Capitol 3518; F-3518)

**B+ “COME HERE, DEAR”**

[2:10] [Embee BMI — Scott] Capitol introduces Martha Lou Harp, a songstress with a soulful ballad sound, singing a swinging ballad with a beat. Strong shuffle ditty that hits hard. Good teeneger.

**B+ “WHEN YOUR GUY IS GONE”**

[2:25] [Goldmine ASCAP — N. & C. Begay] RCA Victor. The dark sings the blues on this half. A torchy ballad belted from the heels by the talented thrilled.

---

**JILL COREY**

(Columbia 40743; 4-40743)

**B “WHAT AM I TO DO”** [Dorsey Bros. ASCAP — Linsley, Ross] Jimmy Carroll's ork sets up a smooth, laying waltz for Jill Corey as she sings a stirring ballad with a sorrowful lyric. Strong production. Label could take it.

**B “LET HIM KNOW”**

[2:40] [Bentley BMI — Campbell, Murphy, Gale] The thrush does another presentation of this portrait singing a touching romantic item.

---

**DAS HANSEN QUARTET**

(Capitol 3513; F-3531)

**B+ “BANJO BOOGIE”**

[2:10] [Mil has ASCAP] A talented German Quartet has a splendid version of a lively novelty that was introduced in America about a year ago. The record, by the Kornbailer, sung in English and German.

**C+ “DUDEL - DUDEL - DANDY”**

[2:57] [August Seith ASCAP — Bickel, Schonberger] The artists create some interesting vocal gimmicks on this side, produced in Germany. Guy dancer on the light side.

---

**ROSANNE JUNE**

(MGM X-1159)

**B “MY LITTLE WORLD”** [Songs from “The Day With God”] Here's a good kiddle item for retailers. Item for the many parents who want something in the educational category for their children, rather than a zany novelty. Leroy Holmes conducts. He also composed the music. A religious C.P. item that is non-commercial. Class item for children.

---

**DIZZY GILLESPIE & his ORCH.**

(Norgren 151; 15145)

**B “SEEMS LIKE YOU JUST DON'T CARE”**

[2:25] [Fred Fisher ASCAP—McCoy, Noble] Dizzy Gillespie, whose name is constantly glowing in stature in the jazz world, glides thru a great oldie with Herb Lance on the vocal. Dizzy does some wild loping and comes off with an exciting side that jazz and pop jocks should be spinning.

**C+ “PLAY ME THE BLUES”**

[2:45] [U.S. ASCAP—Tennant] Tony Harper does the vocalizing on this sentimental bluesy ballad. Dit and the boys do a great job on the backdrop.

---

**DEL COURTNEY**

(Carvel 866; 45-866)

**C+ “MAGGIE AT MIDNIGHT”**

[2:37] [Staue BMI — Gallagher] Del Courtney gets a pretty backing from the ork as he chalks a tender, tearful romantic ballad with a Latin tempo. Lush love story.

**C+ “I KISSED MY HEART GOOD- BYE”**

[2:18] [Stern BMI—Winkloughy] Another well presented ballad by the singer. Delightful wedding of lyrics and melody.

---

*Only those records best suited for commercial use are reviewed by THE CASH BOX*
Sock Sales Appeal

From the George Stevens epic for Warner Bros.

GIANT

THERE'S NEVER BEEN ANYONE ELSE BUT YOU

LES BAXTER

Record No. 3526

GET OUT AND VOTE!

Record No. 3544

PART 1 and 2

JOHNNY STANDLEY

THE LAST WAGON

TEX RITTER

with Orchestra and Chorus Conducted by

GORDON JENKINS

c/w PAUL BUNYAN LOVE

Record No. 3538

a smash instrumental version

FRIENDLY PERSUASION

THESE I LOVE!

From the Allied Artists Picture "Friendly Persuasion"

LOU BUSCH

c/w PORTOFINO

Record No. 3530

Round The Wax Circle

NEW YORK:

Bill Haley and his Comets, with Jo Ann Tolley also on the bill, set the season's attendance record when they appeared on the Steel Pier, Atlantic City, the week of August 19. The demand was so great, they had to schedule extra shows... "My Son John" by David Whitfield has taken off so far in England, that London Records is going to release it immediately here... London has also acquired the world rights, with the exception of the United States, to Forrest Records' "His Name Was Dean" by Nathan Russell... Marty Paich, Jubilee Records, reports immediate reaction in several key areas to Don Bexon's "Two Different Worlds" and "He Made You Mine"... Snowdon has been added to the disc roster with a release forthcoming this month... ABC-Paramount has just signed a group called the Hi-Jacks... Fanny Wolf singing the praises of newcomer Danny Raymond, who has just been signed by Vix... Sheriff Tex Davis, Gene Vincent's manager, reports that the singer has been losing on the average of one shirt a day by teenagers who have been mobbing him during his tour of the country... Darrel Robinson says that Abbott Records will henceforth go in for a policy of covering more of the hit records... Don Bexon into the Elegant September 7... Joan Roberts has signed an exclusive management contract with Major Artists, headed by Jerry Reppaport and Jim Tyson... Peggy Connolly, who has been making noise with her Bethlehem LP, opens at the Blue Angel September 6 for her New York debut... Hank Sylvern will do off-color albums for ABC-Paramount... the Gerrie Hormel label, Zephyr, due out momentarily with its first release—LP's at one time... Libbey and his brother George open their European tour in London on October 1.

CHICAGO:

A newly remodeled Mister Kelly's bowed 8/20. Also taking bows at this Rush St. room were Audrey Morris, Beverly Kenney and the Connie Milano Trio, who exclusive contract began his 5 year exclusive contract with WGN on 9/3... Jay Tromper, skedded to take over Eddie's Windy night show, was also note from thrush Ann Gilbert with her first groove single, "Tell Ray". Also informer of her signing with RCA Victor. Advises a forthcoming album due out 9/21... Marty Edoc has taken over promotional chores at Music Distribute, Inc. Manager Charley Gicke in town for confab with client, Betty Johnson... Eddie Ballentine, "Breakfast Club" org leader, taking a well deserved vacation... in tune with the recent convention activities, Capitol Records sent out a cute promotional piece on Kelly Smith's waxing of the target, "I Wish You Love"... Frazier Thomas bows an encore on WGN radio show in addition to chores on TV's "Garfield Gelatin" show. SPECIAL ON focal point of records and live ork stretching from 6:30 P.M. to 8:00 P.M. Frazier originally started career on radio and says he will be back in it... Johnny Hartman, Bethlehem recording artist, here for quick visit en route to New York... Harry Belafonte still packin' them in at the Forum Hotel Empire Room... Les Garmisa quietly celebrated his 39th (7) birthday. (Congrats and many more, Les.) Reports have hit to the Forum his break-up his hand this month on orders from his doctor... Bobby Clark doing promotion on new release... Johnny Pate and the trio playing nightly at the Sutherland Hotel... Sammy Fachs' top Rondo gospel while walking up Randolph St. with Norm Pink... Ethel Davis, WGN deejay, wondering where her mail is going. Mystery solved. Another Ethel Davis lives in the same building.

HOLLYWOOD:

Eileen Barton, now recording for Epic Records, in town for her Sept. 13 opening at the Mocambo... Gene Autry cut his first pop sides for the Dot label last week... Songwriters Dick Manning and Al Hoffman in town visiting the local disk-jockeys with Julie London, and preparing an NBC special for the fall... Al Friedman of Famous and Paramount Music taking Canadian singer Ruth Richards to the various West Coast recording companies for auditions... Larry Finley previiced Decca's new album line for a full six hours on his KFWB radio show... Dot Records sold over 200,000 of Pat Boone's "Friendly Persuasion" in the first week of release. Allied Artists plan a tremendous promotion campaign for the song and the movie... Jerry Johnson has signed singer Teri York to a personal management contract... Brothers Bill and Jack Simpson have formed Lampfair Music and Sunset Records to release their sister Jeff's recording of "Oo My Black Lace"... Imperial Records have a James Dean Memorial album recorded by Leonard Newman who wrote most of the music in Dean's films... Carl Burns sent the first Crystalolite pressings of the new version of Gom's Bond's Ain't She Sweet" to Ed Mcanide, who scored the original hit in Detroit... Sammy Lane getting big reaction from local jockeys on "Blues In The Night"... Eileen Barton in the Four Joes... Mike Turhan Jones in Los Angeles to turn that territory over to salesman Ray Wood... Mike Conner in town for a two week vacation and to discuss offers from West Coast firms... Larry Green taking Fraternity Records star, Dick Nolet, around to see the DJ's... with his release of "Clay Idol"... Gene Brewer expecting another big one for Somethin' Smith in his new Epic disk of "Heartaches"... Keeley Smith here to record for Capitol... New singer, Rose Lee bows on the Zephyr label with her first recording of "Beautiful Friendship" and "Magic Garden".
ANOTHER BIG ONE FROM-

Chuck Berry

“TOO MUCH MONKEY BUSINESS” b/w

“BROWN EYED HANDSOME MAN”

PROVEN HITS!!!!

That Great Group

“SEE SAW”

THE MOONGLOWS

CHESS # 1629

That Great Sleeper!!

“BILLY’S BLUES”

BILLY STEWART

CHESS # 1625

The Hit Maker

“TIME WILL TELL”

BOBBY CHARLES

CHESS # 1628

“I WANT TO DIE WITH THE ONE I LOVE”

J. B. LENOIR

CHECKER # 844

REALLY PROMISING!!!!

LITTLE WALTER

“JUST THE FEELING”

CHECKER # 845

HOWLIN’ WOLF

“SHE GAVE ME WATER”

CHESS # 1632

MUDDY WATERS

“DON’T GO NO FURTHER”

CHESS # 1630

CHESS RECORD CORP., 4750-52 Cottage Grove Ave., Chicago 15, III. (Tel.: Kenwood 8-4342)

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Bill Doggett's "HONKY TONK"

KING 4950—also on Extended Play #390
No. 10 BEST SELLER from The Cash Box TOP 50 Best Selling Records

Just Released—Another Great Version of "HONKY TONK" by Rusty Bryant Dot 15494 (Part 2)

King Records' Best Selling Album

"HOT DOGGETT" by Bill Doggett

and featuring BILLACE MUSIC Top Ten Tunes

"High Heels"—"Mama's Boy"—"True Blue"—"Wild Oats"—"Squash"—
"Percy Speaks"—"Out"—"Shove Off"—"Quaker City"—"Who's Who"

BILLACE MUSIC CO.
Gen. Mgr. and Promotion: ACE ADAMS
40-06 Vernon Blvd., (phone: RA 9-0945)
Long Island City, New York, New York

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Gogi's Done It Again
Her 3rd. Big Smash!

Gogi Grant

"YOU’RE IN LOVE"
(The most beautiful waltz in years)
b/w
"When The Tide Is High"
# 1019

Hear Gogi sing "You're In Love" on The Steve Allen Show, NBC-TV, Sunday, Sept. 16

A Great Singing Star
Her First Era Recording!

Connie Russell

"THAT’LL BE THE DAY"
(A Great Ballad—Destined To Be A Hit)
b/w
"You And Your Ways"
# 1020

Connie introduces "That'll Be The Day" on The Vic Damone Show, CBS-TV, Monday, Sept. 10

1481 No. Vine St.
Hollywood 28, Calif.

"It's What's in THE CASH BOX That Counts"
The 23rd Radio and T.V. Show opened at Earl's Court with the accent more modern and more on television, and for the first time among the hundreds of stands at the Exhibition, the two networks exhibited.

That fabulous "All Star" record made by the English Decca Label, which for many weeks has been gracing the Best Sellers, certainly proved worthwhile for the charity (the National Playing Fields Association) to which the proceeds are going, E. R. Lewis, Managing Director of Decca/London Record Company, presented a cheque for over £30,000 to the Duke of Edinburgh at Buckingham Palace.

Due over here from the States to visit many Continental Capitals is Hubert Knapp, of the American Decca Label... More top U.S. talent scheduled for appearances in the British Isles, and most probably playing The Prince of Wales Theatre in London, including Wednesday, the Ames Brothers and Vic Damone.

Possibly three or four songs will be recorded as remembrances for the Best Sellers over here during the next six weeks. I'll venture to name them in the hope that my prediction will come true. "Autumn Concerto," "Mama Teach Me to Dance" with lead by Aloma Cogan, Annette Klaeuser and Edmond Ros, "More" waxes by Percy Faith, Johnny 's Fingers and others, and Eddie Calvert's new disk "Goodnight Mother Goodnight" and I suppose I might add his next record titled "Bloodnocks Rock and Roll Call" backed with "Yin Tong Song".

THIS WEEK'S BILLBOARD POP POP SINGLES (Courtesy—"New Musical Express")

1. "Whatever Will Be, Will Be"—Doris Day (Philips)
2. "Why Do Fools Fall In Love"—Teen Agers (Columbia)
3. "A Thousand Hues"—Tony Martin (HMV)
4. "Sweet Old Fashioned Girl"—The Everly Bros (Vogue/Coral)
5. "Mountain Greenery"—M. Torkurne (Vogue/Colo)
6. "Rocking Through The Rye"—Bill Haley Comets (Brunswick)
7. "Heartbreak Hotel"—Elvis Presley (HMV)
9. "I'll Be Home"—Let's Dance (London)
10. "Saints Rock and Roll"—Bill Haley Comets (Brunswick)
11. "Tex Ritter"—Capitol
12. "I'm In Love Again"—Julie London
13. "Born To Be With You"—Chordettes (London)
14. "Lay Down Your Arms"—Annie Shelton (Philips)
15. "I Almost Lost My Mind"—Pat Boone (London)
16. "Who Are You?"—Rodgney (HMV)
17. "Walk Hand In Hand"—Elisa Carrera (Philips)
19. "I Do Not Want Him"—Gene Vincent (Capitol)
20. "You Are My First Love"—Ruby Murray (Columbia)
21. "Long Tall Sally"—Pat Boone (London)
22. "My Son John"—David Whitfield (Decca)
23. "Saturday Wind"—Gogi Grant (London)
24. "I'm In Love With Someone Else"—Edmund Hockridge (Pye-Nixa)
25. "Walking Backwards"/"Bluebottle"—(Decca)
26. "Dankey Cart"—Frank Chacksfield (Decca)
27. "Left Bank"—Winifred Atwell (Decca)
28. "Faithful Heart"—Ted Heath (Decca)
A NEW STAR ON FRATERNITY RECORDS

BEAUTIFUL

Bethe Douglas

SINGS TWO GREAT SONGS

"TWO INNOCENT HEARTS"

B/W

"WEDDING OF THE WINDS"

F-747

FRATERNITY RECORDS

413 RACE ST., CINCINNATI, OHIO

"It's What's in THE CASH BOX That Counts"
JATP to Tour About 50 Cities

Ella Fitzgerald to Head List of Stars Including Dizzy Gillespie

NEW YORK—"Jazz At The Philharmonic" is about to embark on its 17th national tour. Norman Granz who founded JATP in Los Angeles in 1944 and has guided its destiny since, will once again produce the traveling show and serve as m.c.

The 1956 edition of "Jazz At The Phil" will star Ella Fitzgerald. Ella is expected to be a tremendous drawing card. Her Verve LP, "Ella Fitzgerald Sings The Cole Porter Song Book," and her Verve single, "Beautiful Friendship," are not only getting considerable play by deejays, but are high on the best-seller lists. This is her 8th year with the JATP unit.

The JATP bill also will star Dizzy Gillespie. Diz has recently achieved international prominence with his own band which has toured through the Mid-East and South America on behalf of the State Department and ANTA. Appearing with Gillespie on the JATP jaunt will be the trumpeter he once set up as his own idol, Roy Eldridge.

Granz has also signed the Gene Krupa Quartet for the tour. The group features saxophonist Eddie Shu with John Drew on bass and Dave McKenna on piano. Another award winning group with "Jazz At The Phil" will be the Modern Jazz Quartet—Milt Jackson, vibes; John Lewis, Piano, Connie Kay, drums; and Percy Heath, bass.

Oscar Peterson at the piano is another reason why Granz expects to play to capacity business on the tour. Peterson will be backed up by Ray Brown on bass and Herb Ellis on guitar.

Rounding out this array of talent will be drummer Jo Jones and saxophonists Stan Getz, Illinois Jacquet, Flip Phillips and Sonny Stitt.

The tour will open at Carnegie Hall in New York on September 15th. From there it will travel across America to approximately 50 cities.

Impassable Granz is one of the prime movers of modern Jazz. For the past six years, Granz has taken JATP touring to Europe, Hawaii, Australia and the Orient. His short feature, "Jammin' The Blues," which was photographed by Gjon Mili, won an Academy Award nomination.

But outside of his "Jazz At The Philharmonic" endeavors, Norman Granz is perhaps best known for his record activities. The 4 labels whose destiny he directs—Verve, Norgran, Down Home and Clef—have recorded most of the major jazz artists and many pop artists, Verve, for example, is releasing Bing Crosby's first effort away from Decca in a quarter-century, "Bing Swings" which will be out in September.
2 GREAT NEW HITS BY JOHNNY MERCER AND GENE de PAUL

"NAMELY YOU"

RECORDED BY

DON CHERRY Columbia 4-40746

"IF I HAD MY DRUTHERS"

RECORDED BY

THE JONES BOYS Kapp X-159 & 159X

THE VOICES OF WALTER SCHUMANN RCA Victor 20/47-6618

DON CHERRY Columbia 4-40746

* Opening September 17th, National Theatre, Washington, D. C.
Hansen Publications Fosters Aggressive Selling Techniques

NEW YORK—"Though the general music business industry skyrockets to a new peak for a prosperous recording industry, it is the sale of the music publishers' physical products that should be emphasized," said Hansen. While the record industry aggressively sells its packaged goods, abetted by forceful exploitation and distribution by the major publishers, it continues to decline because there have been no new, alert selling techniques or innovations. "I think we can improve ourselves," declared Charles H. Hansen, president of Hansen Publications, Inc., unveiling his company's new depot and mobile unit selling plans. Taking the cue from the record manufacturer, Hansen believes that the music publisher can get the most from his creative product by targeting, longevity, must bring his inventory into retail stores' market areas. The young publisher and sales representative for additional advertisers, has evolved fully personalized and fully stocked distribution points in Dallas and Miami. Experimentally initiated in each market, both branches are equipped as of September 1st to actively promote, sell, and sell a definite territory. Primarily a standard and educational operation, Hansen Publications will saturate the schools and teachers in the area with promotion materials, set up only as a wholesale force, spilling all business into the various music dealers in the area and giving the dealers immediate service. Wilfred Bulting, long associated with the standard publishing firm of Carl Fischer and music publisher Walter Kane & Son, Inc., has been named as manager of the new depot while John Houdek, University of Michigan graduate and former inn-teacher, tops the Texas operation.

"Until now, the publisher never had the marketing resources of the record manufacturer: who can thusly spot a potential hit disk, or of a soap manufacturer, who can determine a certain area before unveiling it to the entire country. That's exactly what this for the manufacturer. Certainly he cannot in the same manner test his product for him," Hansen further stated.

To prove his merchandising ideas, Hansen has just published a piano method by a former music educator. It is a text for the Texas and Florida areas where The method is still under wraps except that the author is currently writing and demonstrating the method to great success, as well as introducing the method, and it affords a chance for experimentation and improvement in the field. The copies are released to the national trade.

Starting September 1st, a completely equipped Volkswagen truck mobile unit, with music racks, dressing desk and promotion pieces, will call on dealers wherever it travels. Manned by salesman Frank Hackinson, this unusual means is having its shakedown cruise in the New York environs. Not only will this include sales calls, take and fill orders on the spot, but park at music teachers' homes for the directors and students to browse through the music which has just been left. The Volkswagen will journey through the Eastern areas first and then the West.

Hansen says that other depots are now being planned and even mobile units will be added should this latest experiment prove successful in making American conscious and more conscious of the music Hansen sells and represents.

Dorsey to Open Long Stay at Statler Hotel

NEW YORK—"It’ll be "Dorsey Time Again In The Cafe Rouge" when Tommy and Jimmy return for an extended engagement. They will carry on past the Christmas and New Year holiday periods to the Cafe Rouge starting Friday, September 7th, 1956.

Tommy Dorsey has completed a coast-to-coast tour of one-nighters climaxing by their recent appearance at the Cafe Rouge by Frank Sinatra.

In addition to the barn-storming one-nighters the Dorseys have been starring on their Saturday night NBC television "Blues Show", and RCA-Victor has just released an album of Bobby Dorsey's early 1940's hits. Featured vocalists will be Lynn Roberts and Tommy Meserec.

Jones Columbia Catalog Editor

NEW YORK—Albert E. Earl, vice president Columbia Records, has announced the appointment of David Howell Jones as Columbia's catalog editor. As Catalog Editor, Jones will supervise the preparation of all catalogs and listings of the phonograph records under both Columbia and Epic labels.

Singing and proofreading, Jones' responsibilities, are functions of the Production Services unit. He will headquarter in New York and report directly to Joseph Marchoffer, head of the Production Services unit. Lawrence Welk (Coral) has cut "Indiana Holiday" to be released soon.

Lawrence Opens Pitts. Dist.
HOLLYWOOD—Milton W. Vedder, president, announced the formation of Motif Records in Hollywood this week with offices at 6260 Selma Avenue. The new label plans to record all types of music, with a full line of singles and package goods. Other officers of the company are: C. Drew Miller, vice president; Andre Brummer, vice president, and Phyllis Kirkwood, executive secretary. Brummer will record as an artist in addition to serving the label in an A & R capacity. Other artists under contract to Motif are vocalist Bob Phillips, and a new singing group—The Crescendos. First recording session for the new label was held this week at Capitol's Hollywood Studio. First single to be released will feature The Baton of Andre Brummer in two instrumentals. Two sides by vocalist Bob Phillips were also recorded at the session.

Zany Stunt Pays Off For Composer

PITTSBURGH, PA.—Joie Bruno, composer of the song "Bolder and Bold," recorded by Doryee Brown on MGM, tried a zany stunt to promote the recording in the Pittsburgh area, with extremely unusual results.

When the record was released, Bruno climbed up a tree and made a vow that he would stay in the tree until the Doryee Brown recording sold a million copies. The disk still has a long way to go before it hits the gold disk figure, but the stunt has gotten Bruno a wealth of publicity and gifts. Newspapers and magazines in the Pittsburgh area have all run stories on the stunt and local merchants have presented the composer with a TV set, an orthopaedic mattress, and the telephone company has supplied him with a private wire direct to the tree. He is also broadcasting on three radio stations and invites people to call him for interviews.

Just last week, CBS newsmen were at the scene with movie cameras taking film for national distribution on TV networks.

Unique Signs Three

NEW YORK—Unique Records has added three well-known names to its artist roster—Jerry Lewis, Jane Powell and the Vagabonds. The three veteran performers are expected to have their first releases out on the market in the next few weeks.

Bob Grayboe, who recently joined Unique, is currently recording the score of the musical version of "Jackie in the Beans" for a forthcoming Unique LP. The musical will be presented as a Spectacular on NBC, Nov. 12, and will feature Cyril Ritchard, Donald O'Connor, Peggy King and Celeste Holm.

Bigger! Bigger!

"HONKY TONK"

BILL DOGGETT KING 4950

LITTLE WILLIE JOHN

STILL GOING STRONG

FEVER KING 4935

DO SOMETHING FOR ME

I'M MY NERVES KING 4960

NEW RELEASES

OTIS WILLIAMS and his CHARMS

WHIRLWIND

EARL (CONNELLY) KING

I'D LIKE TO THANK YOU MR. D. J.

THEY TELL ME

DE LUXE 6097

b/w

b/w

I CALL ON YOU

KING 4959

OTHER HOT RELEASES

JAMES BROWN and the FAMOUS FLAMES

HOLD MY BABY'S HAND

EARL BOSTIC and BILL DOGGETT

FEDERAL 12277

BUBBINS ROCK

STILL A TOP SELLER—

FEDERAL 12258

PLEASE, PLEASE, PLEASE

ROSES OF PICARDY

THE "5" ROYALES

GET SOMETHING OUT OF IT

EARL BOSTIC

COME ON AND SAVE ME

GRANDADDY'S ROCKIN'

KING 4952

b/w

b/w

KING 4949

MAC CURTIS

Jerry Dorn

HALF HEARTED LOVE

WISHING WELL

JERRY DORN

KING 4992

KING RECORDS

FEDERAL 12270

THE MIDNIGHTERS

THE "5" ROYALES

TORE UP OVER YOU

MAC CURTIS

b/w

GRANDADDY'S ROCKIN'

KING 4952

b/w

KING 4949

MAC CURTIS

GRANDADDY'S ROCKIN'

KING 4952

THE MIDNIGHTERS

THE "5" ROYALES

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MAC CURTIS

b/w

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b/w

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America's New Girlfriend

GLEN DORA

PERRY COMO RCA Victor

JACK LEWIS Crest

AMERICAN MUSIC, INC.

1960 SUNDAY BLVD., HOLLYWOOD, CALIF.
Cates Translates Jingle Into Pop Record

NEW YORK — Coral Records’ George Cates has picked up a radi-TV jingle created for Budweiser Beer and given it a strictly instrumental arrangement for commercial recording purposes.

The jingle, “Where There’s Life... There’s Bud,” is now titled “Where There’s Life.” The original jingle was created for Budweiser by the D’Arcy agency as part of its overall 1956 campaign for the brewery.

Cates, who did the arrangements for the best-selling “Moonlight” and “Picnic” film theme, along with “Away All Boats,” for Fox, heard the jingle on the coast recently and asked permission of Anheuser-Busch and D’Arcy to write a new arrangement, “Where There’s Life” is the result.

Urania To Issue Sampler

NEW YORK—Urania Records has announced it will issue a 12-inch LP sampler record the latter part of September. The disk will retail for $1.98, and will consist of eight complete works taken from its new releases.

This is the first sampler issued by Urania.

Terras Named Arc A & R Chief

NEW YORK—The new Arc Record Company announced last week that barrister Leo Terras has been appointed A & R chief. At the same time, Arc has signed Walter Hofer to handle promotion and Ivy Cash for publicity.

Both have been the first release, already available, features Anne Lorraine in “Afraid” backed with “Take Me In Your Arms”.

“Four Most”

SANTA MONICA, CAL—Artists and an album that turned out to be a true hit for Columbia in 1956, Coro’s “I Got a Woman” and was also covered by Jerry Butler, Frank Sinatra, and Chico Cesar in “Happy Days Are Here Again.”

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
"Honky Tonk" Goes Overseas

NEW YORK—Ace Adams, Bilhace Music, is seen above signing an overseas agreement with Ludlow Music for its tune, "Honky Tonk", current national pop and R & B hit via Bill Doggett's King Recording. Rusty Bryant has also recorded "Honky Tonk" part two, for Dot Records. Above left is Hovie Jenkins and right, Al Brucker, both of Ludlow Music, looking on.

Phonodisk Limited, Canada, Fast Growing Distributor

TORONTO, CANADA—Phonodisk Limited, the company formed by Don McKim last April to serve as the Canadian "arm" for independent labels in the U. S., has released its first King record in Canada, Bill Doggett's "Honky Tonk". Phonodisk is giving the disc an all-out effort and expects to have the biggest record in the company's brief history.

McKim's new company has moved into the r&b field in Canada in an amazinglly short time. Phonodisk now releases for RPM, Modern, Specialty, Federal, Deluxx, King, Old Town, De-Jay, Ateo, Herald, Phil, Melba and several others. Latest acquisitions have been Atco's "One Kiss Led To Another" by The Coasters and Flip's "Ka-Ding Dong" by The G-Chefs.

Phonodisk is also releasing B. B. King's fast-rising "Bad Luck" and "Sweet Little Angel", The Tokens' "Tonight You Belong To Me" and The Co-eds' "Love You Baby All The Time".

McKim is planning a major drive on Kapp LP's in Canada this fall and is adding to his sales staff to get additional concentration on the new Kapp albums and Phonodisk's rapidly expanding list of singles.

"Tumbling Tumbleweeds" is beginning to take-off in eastern Canada, particularly in Montreal, while another Kapp single, Buddy Greco's "Love Don't Be A Stranger" is catching on in the Toronto area.

Phonodisk's headquarters sales office in Toronto is headed by Jack Russell and services Ontario. The Montreal office is supervised by Bill Fisher, who is responsible for Quebec and the Maritimes. The company's new branch, in Winnipeg, is headed by Alec Groshak. In the far west, Phonodisk's distribution is handled by Van Dunn Bros., Alberta and Saskatchewan, and Select Music Ltd., British Columbia.

“On the Road to Mandalay”

by

Lonesome In A Crowd

Ronny Andrews' Orch

RICHLOW RECORDS

250 NO. BROAD STREET

PHILADELPHIA 2, PA.

Jubilee Sock Hits!

"TWO DIFFERENT WORLDS"

"HE MADE YOU MINE"

Don Rondo

Jubilee 1256

"THE FOOL"

The Gallaghers

Jubilee Records

1650 Broadway, New York City

MIRACLE OF LOVE

Columbia 40708

A Columbia coin Catcher

Eileen Rodgers

WAIT

LITTLE DARLING

Recorded by

KAY CEE JONES

on Decca

MILLS, INC.

A cute novelty with a twanging beat

COLUMBIA

RECORDS

"What's in THE CASH BOX That Counts"

"It's what's in the Cash Box that counts!"
NEW YORK — The remarkably healthy state in which American concert music finds itself is highlighted in "Concert Music U. S. A.," 1956," a booklet released this month by Broadcast Music, Inc. The booklet points out that, over the past five years, Americans are actively interested in one form or another of concert music, that they spent more than $50,000,000 on retail sales of printed music, more than $350,000,000 on musical instruments, and more money for the purchase of recordings of concert music and the equipment on which to play those recordings than they did for all spectator sports in the year 1954.

Americans' musical tastes are predominantly classical, the BMI publication points out. In 1955 the American Symphony Orchestra League reported that there are approximately 1,000 symphony orchestras in the United States, 34 of them major professional groups with annual budgets of over $100,000. In addition, there are 601 community orchestras, 241 college orchestras, 32 symphonettes, and 35 youth orchestras. In 1929 there were less than 100 symphony orchestras of all types. One third of the community orchestras are in cities of 50,000 population or less. More than 400 cities, or one-sixth of the cities of over 5,000 population, have municipal auditories, and many of them have special music halls. One-half of the cities that support municipal orchestras also sponsor bands.

But a significant part in bringing concert music to Americans is reflected in a recent inquiry. 1279 radio stations programmed a total of 8,897 hours of concert music during 1955, an average of 6.5 hours per week.

A similar study five years ago indicated that 300 stations were averaging 3 hours per week.

Some misconception about Americans' preference for sports are dealt a blow by statistics that reveal Americans spend more money on concerts, recordings of concert music, printed serious music and high-fi phonograph tape equipment than they did on all spectator sports in 1954. In that year, the last on which figures are available, about $220,000,000 was spent on the purchase of concert music recordings. More than $140,000,000 was spent for the purchase of high fidelity phonograph tape equipment. More than $25,000,000 was spent for the purchase of printed concert music.

The sale of phonograph recordings is another yardstick applied by the BMI study to demonstrate Americans' increasing appetite for concert music. From a 1951 total of $75,000, sales of classical recordings have soared, according to a Wall Street Journal report, to "an astounding 35 per cent ($70,000,000 plus) to 40 per cent of the industry's total business. As recently as 1946 'long hair' disks represented a modest 15 per cent of all record sales."

Contemporary composers also have come in for their share of increasing music popularity. BMI's "Concert Music U. S. A." reports. In a June 1956 listing of long-playing records issued on 265 labels, 1,451 compositions by 258 contemporary composers are reported available on 2,520 recordings.

This contrasts to 776 works by 48 composers active during the first half of the 19th century available on 1,648 recordings.

The BMI booklet, now in its third revised edition, was prepared first in 1952. More than 25,000 copies have been distributed by the music licensing organization as a public service.

Station KWEM believes they have the "spinniest" deck in the day. Starting his marathon at 1 AM Friday, August 17th, Kyle "Pappy" Lambert (KWEM-Memphis, Tenn.) kept going until the following Monday morning, August 22nd, folding up at 8:30 AM. The record according to the station: 127 hours, 1 minute and 20 seconds. This, says the station passes the previous mark held by Don King (WBMJ-Milan, Ill.) who in 1945 spent 137 hours in the studio to prove a commercial success a hard-hearted station manager said, "We lose more disk jockeys this way, but man, look at the healthy red color on the log." 

"Pappy" Lambert, who lived in his studio home during the months of absence and headed for Fort Monmouth, N. J. Lawrence, a Lieutenant in the Signal Corps, will return to KRHX about February 1, 1957. Johnny Fairchild (KTRM-Santa Barbara, Calif.) excelled the special Nelson A. year, and plans to settle down in the trade. Dick Beck and Dewey did an impromptu all-night stand this week, which featured a 600 vote contest for President between Elvis Presley and Nervous Norvus (Hound Dog ticket) and Eddie Dow Presley and Norvus were victorious by a small 3-vote margin. That should make quite a stormy four years! 

"Kos Collins (KXYZ-Houston, Tex.) reports Percy King is at the Shannon-Hilton. Ken is enlisting some shows for her. Station KDKO, Tyler, Tex., plays the platter, Dallas Southern and George "Tonight You Belong To Me" beginning at sign on Monday, August 13th until sign off Sunday, August 19th. The idea of the contest was for the listeners to tell KDKO, at the end of the period, how many times the record was played. At the end of the contest, the station received 341 pieces of mail. The estimates of the times the record was played ranged from four to five hundred. Eight people had the correct answer.

Mike Woloson (WNO-Norfolk, Va.) leaves WNO, effective Sept. 1st, to do radio and television work in New York. Mike's new mailing address will be P. O. Box 23, Rock City Station, 322 W. 52nd St., New York 19, New York. 

Pete Dewey (WUTO-Cleveland, Ohio) says the record was released in Canada on APEX, which is a subsidiary of VITI Records. Pete Dewey (WNO-Norfolk, Va.) looks at the label's position in Canada, which can be taken by them to curtail their distress. 

"Kow-Meister (WCFW-Milwaukee) of "Love Don't Be A Stranger" is great and is one of the greatest of the tunes to come along in quite awhile. "Kow-Meister's Night" galvanizes the station's top ratings as an independent station, guested by Russ Kyle and his orchestra, the Diamonds, Jerri Southern and George the Show.
The Records
Disk Jockeys
Played Most

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

The Records Disk Jockeys Played Most This Week

No. 1. MY PRAYER
   PLATTERS (Mercury)

2. DON'T BE CRUEL
   ELVIS PRESLEY (RCA Victor)

3. CANADIAN SUNSET
   HUGO WINTERHALTER (RCA Victor)

4. WHATEVER WILL BE, WILL BE
   (Que Sera, Sera)

5. TONIGHT YOU BELONG TO ME
   PATIENCE & PRUDENCE (Liberty)

6. HOUND DOG
   ELVIS PRESLEY (RCA Victor)

7. ALLEHENY MOON
   PATTI PAGE (Mercury)

8. SONG FOR A SUMMER NIGHT
   MITCH MILLER (Columbia)

9. FLYING SAUCER
   BUCHANAN & GOODMAN (Luniverse)

10. WHEN THE WHITE LILACS BLOOM AGAIN
    BILLY VAUGHN (Dot)

11. THE FOOL
    SANFORD CLARK (Dot)

12. YOU DON'T KNOW ME
    JERRY VALE (Columbia)

13. SOFT SUMMER BREEZE
    EDDIE HEYWOOD (Mercury)

14. I ALMOST LOST MY MIND
    PAT BOONE (Dot)

15. HONKY TONK
    BILL DOUGGETT (Mercury)

16. AFTER THE LIGHTS GO DOWN LOW
    AL HIBBLER (Decca)

17. HAPPINESS STREET
    GEORGIA GIBBS (Mercury)

18. GIVE US THIS DAY
    JONI JAMES (MGM)

19. THE WAYWARD WIND
    GOGI GRANT (Era)

20. ON THE STREET WHERE YOU LIVE
    VIC DAMONE (Columbia)

New York—On September 1, Kapp Records will issue a new Roger Williams album titled "Roger Williams Plays the Wonderful Music of the Masters"—a platter which is being offered at a $2.98 list price during September, the month which Kapp has designated as the "Roger Williams Month." It is the first album by the concert pianist in which he is heard playing classical music; the more popular classics, such as "Claire De Lune," and "Malaguena." The album will retail for the usual $3.98 price from October 1, on.

The new Williams LP is one of six new long-play disks which the label is issuing on the Sept. 1 date. The six will bring Kapp's LP catalog to a total of 48.

For the coming fall season, Kapp, which has firmly entrenched itself in the album field, will concentrate on stepping up its single record business. Four singles are scheduled for release this week, including one by Ronnie Gaylord.

“Roger Williams Month”

Features New LP

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The new Williams LP is one of six new long-play disks which the label is issuing on the Sept. 1 date. The six will bring Kapp's LP catalog to a total of 48.

For the coming fall season, Kapp, which has firmly entrenched itself in the album field, will concentrate on stepping up its single record business. Four singles are scheduled for release this week, including one by Ronnie Gaylord.

“Roger Williams Month”

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Planning The Session

ABC-Para Releases Single From “Music To Break A Lease” LP

NEW YORK—Louis Sebok, Jr., has been appointed Special Services Sales Manager for Decca Distributing Corp., according to an announcement by Sidney N. Goldberg, Vice-President in charge of sales.

Throughout an eighteen-year association with Decca Records, Sebok has served the company in various capacities, most recently as assistant division manager for the Eastern Division.

In line with Sebok’s promotion, the following changes have been made in the Decca Eastern Division:

Edward Harley, present New York Branch Manager, becomes the Eastern Division Assistant Sales Manager. Frank Cama, manager of Hartford, moves in as New York Branch Manager.

Dick Fitzsimmons moves from Philadelphia to Hartford as Branch Manager. Hugh Thompson, presently Boston Promotion Director, becomes Albany Branch Manager. And Lou Verzola, present Albany Branch Manager, assumes management of the Philadelphia Branch.

All of these moves become effective

Tuesday, September 4.

ABC Para Records

HOLLYWOOD, CALIF.—Al Simms, of Crystallette Records, Bunny Bishop and Dominique Frontiere are shown giving over the arrangements for the singles records under her new Crystallette contract. A thirty-three piece orchestra, conducted by Frontiere was used for the date which was recorded in the new Capital studios in Hollywood.

Sebok Upped As Decca Makes Personnel Changes

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NEW YORK:
As we go to press Tommy Smalls is winding up his stay at the Apollo Theatre and Alan is in an extended visit to Panama. The teenagers haven’t had the chance to see Smalls’ tropicalized productions of The Clefters, Big Maybelle, Big Diddley, Claudia Swann, the Five Satins, the Valentines, Charlie and Ray, and the Hickory Rights. The latest captured hits at this highest piece of & P property around in headliner Flonzo Brown and the fantastic Newman & Clark draw, Frankie Lymon and the Teenagers. Bucking these is Big Joe Turner, the Cleftones, the Penguins, the Falcons, the Drifters, the Tygons, the CLEFTERS, and the Coasters.

Onyx Records going all out on Laverne Baker’s “One of These Nights,” Little Joe, “I Can’t Stop Loving You.” The reason is not hard to find; the record is a solid cut with Pinky Williams and Ivory Jo Hunter in town this week to cut. There’s no telling what good fortune may result in the Baker-Wilkins sessions.

Varetta Dillard of the “Night” by the Five Satins, and “Lindy Lou” by Little Butchie Saunders, now have a hot red turbans’ release, “It Was A Night Like This” that has created such distributor excitement in the city. Onyx Records, may have the label’s first big hit in the Pearl’s initial Onyx release, “Let’s Go Dancing,” “This is the Pearls, formerly with Abadini and Atlantic, and has a real singer inside here and the reaction is already being felt saleswise...

Onyx also has another good sales puller in the Velours’ “My Love Comes Back,” this is the one Onyx made to hit the roof. Chuck Berry reports the Mickey and Sylvia “Walkin’ In The Rain” getting great sales reaction in eight or ten territories, both pop & b and spreading fast. This one can build into a real Groove to follow. The Kongs, which is a four-man group, and Gilbert’s “There Will Never Be Another You” is starting. Ann did extensive doctoral promotion work on this one and got it readying a powerful two disk release next week. Varetta Dillard will issue “I Miss You Jiminy.” A ballads dedicated to Jimmy Dean. Varetta had tremendous success with this type of material. “Let’s Do It,” Dolly Parton, is the release, and Rama and Gee Records, announces Tico Distributing has made a deal whereby it will handle the national distribution for two new disks on the TIP Top label. “I’ll Make You Understand and I’ll Make Your Heart” by Johnny Ace and Clark is certain “I Miss You Jiminy” will likewise hit big. “I want You,” and “I’m Going To Stay” by the Religion, and “Mommy and Daddy” by The Creations, Rama this week released The Jive Comets, “Let’s Go Dancing,” “This is Really The End?” Churchill and Gaither announce that Us is releasing a new Verve, “The Convention” by The Delegates, is causing lots of excitement in this territory...

Jack Angel’s “Pretty Little Girl” on Neil, by The Monarchs, continues to build hit prospects. Teammages, a band of 16, has traveled through 22,000 in two weeks. Monte Bruce deep in negotiations with the Pond Cosmopolitan working out a national promotion tie-in based on his “Angel Face” on TWA. Monte is also handling for Milt Edel, and the release, Moody and the Comets, and “Mommy and Daddy” by The Creations, Rama this week released The Jive Comets, “Let’s Go Dancing,” “This is Really The End? Civett.

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CHICAGO:
Joe Cerami turning cart wheels with delight over 32 new Capitol star Gene Vincent is receiving, locally, with “Bee Boy A Lulu.” Sam Evans presented another star-studded rock and roll this past week with Ray Charles and Orch, Chuck Willis, J. B. Lenoir, Jimmy Binkley, The Calvaces, Nat Nelson, Jimmy Rush, and Richard Stumz as guest emcees. Jack Huffman now nailing down the Tuneskape audiences, via WTTW. Les Bihari thru Chi with eyes open for building. Says he and his brothers planning to knock local area for with pending plans. Fred and the independent General are doing quite well. Local distributions. Many will remember him for his brilli- ance over very much of the local distribution. This first took off and just won’t look back. We’ve got a hit.

King records now going strong over the local area. Len Chess, minding the store while brother Phil is out west. Informs the recent session by Chuck Berry was best to date, “Chuck has another smash with “Too Much Monkey Business.” Chuck is said to be doing well.

Billy Stewart still very big with “Billy’s Blues” says Mike Oury of All State. “Biggest thing we can see, b, is Ford Detroit Joe doing just anything. Semi famous, week and week overseas.

Chuck Myers of King Discs distributed the fact that Bill Doggett’s “Honky Tonk” hit fifty thousand copies, and “I Must Get My Things Together” has been dropped. He went on enthusiastically to state Little Willie John’s “My Nervos” is looking lot like “Fever.” Jim Flemming an- nounced that Fats Domino’s “Ruby” was on his Master Note for early December. “We’ve never had so many bids for an artist, he stated...”

Dear, a fresh, after his “Together” release, received many requests from Roy Hawkins’ “I Took My Grief To Him.” George also excited over Sun singer “Dixie Fried” by Carl Perkins... “The Great Montage” back to his post at WAAAF after NY trip. Up in the clouds over The Magnificents and their latest rocker, “Caddy Boy.” Many jizz hounds will be happy to learn that United has released two twelve inchers by Tab Smith entitled “Red Hot and Cold Moods” and Jimmy Davis entitled “Night Train.” Smitty says response to release has been great. Rumors to the effect that Jimmy With- erspoon is dickering with record company heavyweights and down R&B’s part of Bollie... “Marty Hirsch of M.S. Distributors reports acquiring flip label. Marty promises big things from Flip’s latest release, The Six Teens with “Casual Look.” Larry Lamon of “Pleasing My Love” fans one-sell thru area... The Crown Promoters booked Bill Doggett for one week because of “great public demand...”

The,Variety, the local, press, etc. and all the locals to the brother’s Merriweather with the re-opening of Mr. Kelly’s... Otis Rush, twenty- one year old Raconteur of Shake-A-Rama “Made In Heaven” will be... Elio Toscano, venn happy with this disk also much pleased with the release.

LOS ANGELES:

... ""... Imperial Records sold over 20,000 of the new Fats Domino LP in the first week of release... Capitol’s Dakota Staton currently at the Harlem Club, and the Gables’ new R&B and Dance- dances in the city at a city held week last, and revoked the license of promoter Hal Zeiger, in spite of testimony by important Witche Vetechin de Vitalis of the American Civil Liberty Union... Joe Bahari to Sun entertainment with Modern Records... Billie Holiday to Honolulu after a very successful engagement at Jazz City... The Four Towns of King Records go to Denver this week for a series of one-nighters in the Los Angeles area.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
ABC-Paramount To Promote "Music For Expectant Mothers" Album

NEW YORK—More than 4,001,000 were born in the United States in 1955—a good sized market no matter how you look at it. ABC-Paramount, looking at it and decided something could be produced in the album field that might capture a healthy portion of this ready-made market. The result is a new album of 12 string instrumental by Sid Felber and the Orchestra under the title "Music For Expectant Mothers". An extremely saleable product, "Music For Expectant Mothers" will be the subject of one of the diskery's most intensive promotional efforts to date. Feature articles are scheduled to appear in Look, McCalls, Parents, Woman's Day and a host of other national magazines in addition to coverage through Associated Press to Women's pages of newspapers.

ABC-Paramount distributors will be placing displays in record store windows as well as windows of maternity shops, baby-wear shops and everywhere that a baby-shower gift might be purchased, publicity appearing in newspapers and magazines will highlight the fact that many obstetricians recommend to expectant mothers that they take an hour out of their busy household schedule to relax and listen to some music.

In almost all cases, gifts for expectant mothers are designed for use after the newcomer has arrived. This album, however, will be suggested as an "entirely new and imaginative gift to be enjoyed before the arrival of the child."

"Music For Expectant Mothers", conceived by Frank Hobbs, national sales manager of ABC-Paramount, embraces selections by such composers as Gershwin, Porter, Rogers & Hart, DeSylva, etc. All the titles take on new meanings with reference to the coming event. Included are "My Shar- ing Hour", "For You", "There Is No Greater Love", "Exactly Like You", "Soon, "My Baby'sIN Comin' Home", etc. Sid Felber, who conducts the orchestra, uses its own arrangements.

In reference to the album, Parents' Magazine had this to say: "There is always a first in the record field and this time AM-PAR has it! The idea for this delightful collection of soothing songs came from an obstetrician who realized the importance of relaxation during pregnancy... Sid Felber directs his orchestra in his sensitive arrangements of these melodic, this is delightful music and should prove relaxing not only to expectant mothers! Highly recommended!"

"Cisco Kid" On Record

NEW YORK—Duncan Renaldo, TV's "Cisco Kid", clowns with Fraternity Records' vocalist Barbara Cameron at a "Cisco Kid Song" session. Record breaks nationally September 1.

"It's What's in THE CASH BOX That Counts"
<table>
<thead>
<tr>
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## R & B Sure Shots

**The Cash Box R&B Sure Shots** highlight records which report from retail dealers and juke box operators throughout the nation, indicating either a beginning to sell in quantity or else give every sign of doing so.

### 7/14

**"KA-DING DONG"**

G-Clefs

Pilgrim 24971

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**Happy Birthday, Red**

VANCOUVER, B. C.—Red Robinson, Canadian deejay who hits the air waves from CJOR in Vancouver, chats with some of his teenage fans who now number ten thousand in the territory covering the province of British Columbia and the state of Washington. Red has one of the largest teen shows in Canada and has been with the station for three years. Two months ago, CJOR held a birthday party at the Orpheum to celebrate Red’s third anniversary, and three thousand people turned out to wish him Happy Birthday.

### THE NATION’S MOST COMPLETE ONE STOP FREE TITLE STRIPS DEALING IN 5¢ OVER

| RHYTHM AND BLUES — JAZZ — SPIRITUALS |
| VIVIAN’S RECORD SHOPS |
| 1373 E. 47th St., Chicago, Ill. — ALL PHONES LI 8-8998 |

**MARTY JUMPS FROM PLANET MARS TO THE CASH BOX CHART IN ONE WEEK**

**SAN FRANCISCO No. 10 MARTY ON THE PLANET MARS**

(Novelty 101)

**DISTRIBUTORS:** Please bear with us. We are trying to fill all orders.

Some Territories Still Available

($5000.00 Reward For The Arrest and Conviction of Anyone Bootlegging This Record)

**NOVELTY RECORDS, P.O. BOX 422, EMERYVILLE, CALIF.**

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**Zooming to the Top:**

**MABEL KING**

**SECOND HAND LOVE**

by

**"SYMBOL OF LOVE"**

Rama 204

220 West 42nd Street

New York, N. Y.

W1 7-0652

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"It’s What’s in THE CASH BOX That Counts"

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**The Cash Box, Music**

Page 31

September 8, 1956
Amos Milburn (Edison 3332)
B "Chicken Shack" (2:50) [Edison BMI—倩 Milburn]
A driving romp novelty with a talky reading of that chicken shack eatery.
B+ "Juice Juice Juice" (1:54) [Edison BMI—Cett Milburn] Milburn sings of the happy effects of juice. "Orange juice, what else?" asks the character. Happy little novelty.

The Sophornes (Cove 219)
B+ "Linda" (2:28) [Warock ASCAP—Jack Lawrence] The catchy standard is given a livelier rendering by The Sophomores. It is a delectable stich that should revolve the fetching number. Watch it very carefully as it is a strong possibility.
B "I Get A Thrill" (2:43) [Chorio Music BMI—Cett Milburn] The Sophomores drift through a slow paced boomer with a feeling filled reading. Slow beats told with a slow, swinging arrangement. Ok. deck.

Vince Monroe (Excel 2069)
B "Give It Up" (2:29) [Excello BMI—Monroe, West] Vince Monroe sings a middle beat rocker with a hearty vocal and strong rhythm instrumental backing. Good listening and dance deck.
B+ "If I Had My Life To Live Over" (2:28) [Excello BMI—Monroe, West] Monroe chants a slow paced blues for the deep south market. It's a wailing blues effectively done.

Andre Williams (Forte 822)
B "BOBBY JEAN" (2:41) [Tristan BMI—Andre Williams] Andre Williams sings a quick beat boomer novelty with an infectious chant and arrangement. Happy little litter that comes off well. Deck should gather a good sale. Deserves your close attention.
B+ "It's All Over" (2:40) [Tristan BMI—Andre Williams] Williams backs with a slow beat shuffle item with a weeper lyric. His love's over. Done well, making a strong coupling.

Earl King (Ace 320)
B "Is Everything Alright" (2:15) [Ace BMI—King, Vincent] Earl King sings a middle beat blues that will have a strong sales pull in the southern markets. King handles the item with a swinging vocal. Good deck.
B+ "MOTHER TO ME NOT TO GO" (2:11) [Ace BMI—King, Vincent] King backed with a slow beat rhythmic blues about having left her when but 16, backed out wrong, and is now on his way back home. Good deck, well done, tho the lyrics sound more like a gip.

The Falcons (Mercury 7090)
B "This Day" (2:57) [Pure BMI—The Falcons] The Falcons back portrait of a romance. It is a slow, drifty ballad with a tender reading depicting the proper mood. Lead handles his chores deftly. Deck could step out.
B+ "Baby That's It" (2:36) [Pure BMI] The Falcons back with a quick beat novelty number that drives. Jabblates side that excels.

Chuck Berry
C "Too Much Monkey Business" (2:35) [Ace BMI—Berry]
This is another novelty with another novelty didn't look that way. Berry sings the quick beat cutie in talky-sing fashion as he tells of it's monkey business that he don't want to get involved in, like marriage, work, etc. It's a rather attractive novelty and is the type that can go in any market. Watch it.

Chuck Berry
C "Brown Eyed Handsome Man" (2:20) [Ace BMI—Berry]
Chuck Berry
C "IT WAS A NITE LIKE THIS" (2:12) [Angel BMI—Jones]
All My Love" (2:26) [Angel BMI—Lee-Kirkland]
The Turbans (Max 486)
B The Turbans have a potent offering with a Latin flavor, "It Was A Night Like This", that looks very much like it could follow in the footsteps of "When You Dance". It is a tuneful boomer with an infectious reading giving it real strong sales potential. Watch it very carefully—it's loaded. The TLP calls "All My Love". The Turbans drift lazily through a romantic boomer. Elastic to listen to side, but we're putting our chips on "It Was A Nite Like This" to make it.

Eddie Bo
C "I Got You" (2:49) [Ace BMI—Bo]{C}
B+ "I Had A Guy" (2:27) [Dave BMI—Joyce James] The Hearts dash up a slow, rhythmic love ditty with an easy, swaying blend. Pleasant offering that should touch the romantic market.
B+ "He Drives Me Crazy" (2:20) [Dave BMI—Zall Saunders] The Hearts back with a quick beat ditty that rocks with excitement. Lead shouts out her love with an exuberant vocal. Ok side.

The Hearts
C "I CRY OH" (2:49) [Arm BMI—Bo]{C}
B "MY HEART WAS MEANT FOR YOU" (2:31) [Ace BMI—Bo]{C} Bo sings a slow paced ballad with a warm feeling vocal. Pleasant listening wax.

Scotty Mann (Peacock 1665)
B "The Mystery Man" (2:57) [Lion BMI—Scotty Mann] Mann offers a middle beat boomer that tells the story of the mystery man called "Lovin' Dan". Cute deck.
B+ "Just A Little Bit Of Love" (2:57) [Lion BMI—Mann, Dean] Mann walls up a quick beat southern blues in infectious style. A spiffy boomer that comes off in lively style.

Wilbert Harrison (Savo 1199)
B+ "Confessin' My Dream" (2:31) [Crossroads BMI—Harrison] Harrison sings a simple melody telling of his love. Effective chint in which the simplicity of the item makes it a potent dittie. Watch it for good action.
B+ "The Way I Feel" (2:53) [Crossroads BMI—Harrison] Harrison backs with a warm, slow paced deep south blues, it is a story told to the swelling strings of a guitar and it comes off well.

Little Jimmy Scott (Savo 1399)
B+ "I'll Still Love You" (2:41) [Kahn, Axt, Whiting] Little Jimmy Scott offers the tuneful oldie with loads of feeling. The result is another strong interpretation. Scott gives it an emotional reading and the stand-out here is Wilbert’s prospect with the prospect of another good sale.
B+ "If You Only Knew" (2:27) [BMI—Mendelson, McCoy, Singleton] Scott swings lightly through a quick paced melodic romancer. It is a feathery effort that makes pleasant listening.

The Vocalotes (Apollo 8252)
B+ "I'll Never Let You Go" (2:20) [Bess BMI—Duncan] The Vocalotes sound gullu with a happy quick beat rocker. It is a sprightly wax incorporating many infectious gimmicks. Good teen-age fare.

Eddie Lang (RPM 466)
B+ "Come On Home" (2:30) [Modern BMI—Langlois] Eddie Lang swings through an infectious blues that pleases his partner with his baby to 'come on home', A happy sounding gunner that belles its lyrics. Ok deck.
B+ "I'm All Alone" (2:15) [Med-O-Langlois] Melodic middle beat handled by Lang with an easy styling. Ballads blues sung with feeling.

Otis Rush (Cobra 5000)
B+ "I Can't Quit You Baby" (2:55) [Arm BMI—Dixon] Otis Rush wails a slow beat blues in which he sings of his deep love. Rush sings with emotion and sincerity. There is an strong deep south blues that could quickly catch on with Southern markets.
B+ "Sit Down Baby" (2:18) [Arm BMI—Bedio] Rush backs with a rhythmic middle beat boomer. Rush does an effective job of swinging and the deck comes off well. Two good sides.

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The Cash Box

R & B Sleeper of the Week

"PRETTY LITTLE GIRL" (2:20)  
[Flame BMI—Wells, Kemp, Allen, Gallaway, White]  
[instrumental.]

"IN MY YOUNGER DAYS" (2:25)  
[Flame BMI—Wells, Kemp, Allen, Gallaway, White]  

THE MONARCHS  
(Neil 101)  
- The Monarchs will take Jack Angel's new Neil label into the charts with what looks like a hit, first crack out of the box "Pretty Little Girl" is a quick beat jump, ditty handled with class by the group. Deck rocks and the lads give it a zesty reading that appeals. Stay close to this one. The flip "My Younger Days", is a quick beat singer is shown well, but it falls short of the overall appeal of the "Pretty Little Girl" side.

"LET'S YOU AND I GO STEADY" (2:38)  
[Malver BMI—Wood, Gayton]  

"ZIPPIDY ZIPPIDY ZOOM" (2:41)  
[The Pearls BMI—Wood, Gayton]  

THE PEARLS  
(Onyx 5003)  
- The Pearls make their debut on the Onyx label and it looks very much like their initial entry will be a hit selling item. "Let's You and I Go Steady" is a middle beat syncopated beat with a load of gimmicks and a torrid libretto. The lads really go to town on this one and we suggest you give it a good, long look. The flip, "Zip Zippy Zippy Zoom", is another novelty bottleneck given a similar treatment by the group. The Pearls inject a happy quality to the deck. Two very good decks, but we'll make our pick "Let's You and I Go Steady."

"COSY WITH ROSY" (1:53)  
[Delstone BMI]  

"WALK BESIDE ME" (2:43)  
[Maggie BMI]  

THE VIBRAPHARPS  
(Beech 711)  
- The Vibrapharps come up with swinging middle beat, "Cosi With Rosy", that is a strong best seller possibility. The lads sing the tuneful ditty with a lilting performance that comes off well. The lead voice does a fine job handling the melodic romancer. It has a driving jump instrumental break making it an all around teenage hunk of wax. The flip, "Walk Beside Me", features Charles Hargro, bass singer, singing in a slow paced ballad. Tho we think this side will appeal to many listeners, it is "Cosi With Rosy" for the real action.

SARAH McLAWLER/ RICHARD OTTO  
(Vee-Jay 199)  

B+ "FLAMINGO" (2:58)  
[Tempo ASCAP — Anderson, Groon]  
Sarah McLawler and Richard Otto combine organ and strings on the lovely tune and come up with a lush instrumental. Delightful.

B "BAKE IN THE WOODS" (2:30)  
[Conrad BMI—McLawler]  
Sarah McLawler sings on this side, handling a moving slow paced item with a mood feeling.

THE JOYTONES  
(Rame 202)  
B+ "GEE WHAT A BOY!" (2:06)  
[Hall & Range BMI—Goldner, Gria]  
The Joytones swing gaily through a joyous quick beat booger, singing "Gee what a boy, he's promised to marry me". A flawless tune with several cute tricks. Like it, Watch it closely.

B "IS THIS REALLY THE END?" (2:35)  
[Kahl BMI — Goldner, Gria]  
The Joytones back with a slow paced ballad which they handle tenderly. Deck is pleasing, but fails to come up to the appeal of "Gee What a Boy".

"It's What's In The CASH BOX That Counts"
**CINCINNATTI CUT-UPS**

While the Cincinnati Reds are off on a road trip the Ice Capades as presented by John H. Harris will take over Crosley Field for a six day run. To my knowledge this is the first time a show of this kind has ever been booked in at our ball club's home field.

. . . Ruth Lyon had her 50-50 Club originating at her home this week. 

Shelton's own publishing firm, Windy City Music, recently acquired the rights to four Griffin originals recorded by Big Joe Louis on WLW TV. Miss Lyon (a neighbor of mine) has a new swimming pool in her back yard. The show took on a Godfrey air... Pat Burke (Irish Tenor) did a great job at the Food Show from the Cincinnati Zoological Gardens. Pat did two shows daily for a two week run. He tells us that Janet Green now working with AI and Wanda Lewis over WCPO-TV is a discovery of his, who was a local child star in this area. Her name in those days was Janet Marken. They tell me that trouble over contract difficulties will cause entertainer at WCPO's radio hill to walk out soon, if negotiations are not met... Muterrie (who holds the full time attendance record at Moonlight Gardens) will bring his big band in for a two week run to wind up the current season. . . . Tom Storey was named by WLW-TV as their new Film Director. Tom has been with the station for four years. . . . Bill White, veteran song-plugger of the Big Three Music Corp. tells us that the "Fatima" story will become a 52-week TV presentation this fall. Gladys Fellahan who wrote the hit song "Our Lady of Fatima" is a Cincinnati housewife. The song will be used as a theme for the show.

Carl Smith was the star of Verona Lake's big show Sunday August 26, which drew a big crowd of 3,400. Local stars also were on the show which included Jimmie Skinner (Mercury), Bobby Grove (King), Jimmie Williams (MGM), and Lee Jones. Faron Young will be the star at the lake on Labor Day. . . . Should you folks down around Atlanta say see a strange sight moving in your direction, it could be Aunt Emme, Hoggwash Kentucky's number one citizen. She called to me goodbye, stating that she plans to sponge off relations for a few weeks while doing shows in Atlanta, Macon and Rome, Georgia. . . . WWVA has set up a new studio for recording artist at their WWVA studios. This means extra work for the musicians on the original "Jamboree". . . . Scheduled to appear on "Jamboree Command Performance" in coming weeks are Cowboy Phil, WLBZ-Greensburg, Pennsylvania, Curley Wilson, WCHI-Chillicothe, Ohio, and Ralph Hunt, WABI Bangor, Maine.

Attention Cincinnati folks: Any news that you might have for Cincinnati Cut-Ups send to 7771 Cheviot Road, Cincinnati 31, Ohio.

**Country Best Sellers**

In Retail Outlets

1. **CRAZY ARMS**
   - Ray Price
   - (Columbia 21510; 4-21510)
   - I WANT YOU, I NEED YOU, I LOVE YOU
   - Elvis Presley
   - (RCA Victor 20-6604; 47-6604)

2. **HOUND DOG**
   - Johnny Cash
   - (Sun 241; 45-241)

3. **DON'T BE CRUEL**
   - Elvis Presley
   - (RCA Victor 20-6604; 47-6604)

4. **SEARCHING**
   - Kitty Wells
   - (Decca 29956; 9-29956)

5. **BE-BOP-A-LULA**
   - Gene Vincent
   - (Capitol 3450; F3450)

6. **YOU ARE THE ONE**
   - Carl Smith
   - (Columbia 21522; 4-21522)

7. **SWEET DREAMS**
   - Faron Young
   - (Capitol 3443; F3443)

8. **ANY OLD TIME**
   - Webb Pierce
   - (Decca 29974; 9-29974)

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**Search On For Ken Griffin's Music**

CHICAGO, ILL. — Dick Redden, acting as attorney and administrator for the estate of the late organist-composer, Ken Griffin, has announced that a search is being conducted at the request of Griffin's heirs to locate all of his published songs.

Griffin's most famous composition was "You Can't Be True, Dear," ditty he parlayed into a personal hit on Columbia Records. He was a prolific writer and no accurate record was ever kept of his material.

Shelton's own publishing firm, Windy City Music, recently acquired the rights to four Griffin originals recorded by Big Joe Louis on WLW TV. Miss Lyon (a neighbor of mine) has a new swimming pool in her back yard. The show took on a Godfrey air... Pat Burke (Irish Tenor) did a great job at the Food Show from the Cincinnati Zoological Gardens. Pat did two shows daily for a two week run. He tells us that Janet Green now working with AI and Wanda Lewis over WCPO-TV is a discovery of his, who was a local child star in this area. Her name in those days was Janet Marken. They tell me that trouble over contract difficulties will cause entertainer at WCPO's radio hill to walk out soon, if negotiations are not met... Muterrie (who holds the full time attendance record at Moonlight Gardens) will bring his big band in for a two week run to wind up the current season. . . . Tom Storey was named by WLW-TV as their new Film Director. Tom has been with the station for four years. . . . Bill White, veteran song-plugger of the Big Three Music Corp. tells us that the "Fatima" story will become a 52-week TV presentation this fall. Gladys Fellahan who wrote the hit song "Our Lady of Fatima" is a Cincinnati housewife. The song will be used as a theme for the show.

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"It's What's in THE CASH BOX That Counts"
"DONNA BACK UP BABY" (2:24)  
[Fairway BMI—D. Wolfe]  
"RACE WITH THE DEVIL"  
[Central BMI—David, Vincent]  
GENE VINCENT  
(Capitol 3530; F3530)  
- Gene Vincent, who skyrocketed to national prominence in all three categories, country, pop and r & b, with his smash hit "Be-Bop-A-Lu-La," dishes up another powerful contender on his second Capitol release. It's a rhythm and blues item, tagged "Gonna Back Up Baby," on which the chanter employs most of the vocal tricks that helped him hit the top. On the under side Vincent rocks his way through a high-flying jolter titled "Race With The Devil." Tremendous instrumental assist handed in by the Blue Caps, Top half has the edge.

WYNN STEWART  
(Capitol 3515; F3515)  
- "WOND'RING ABOUT YOU" (1:52)  
[Capitol—B. Stewart]  
Here Stewart, who made a solid chart impression with his very pretty single "Waltz Of The Angels," follows it up with an equally outstanding job on this lovely, moderate paced weeper. Keep close tabs on this one.

B+ "SLOWLY BUT SURELY"  
(2:48)  
[Capitol—B. Stewart, B. Stewart]  
Here Stewart waxes an instrumental that is compelling lover's tale. Two fine performances with a top notch musical assist turned in by Sheets McDonald's Orch.

HOUSE BROTHERS QUARTET  
(Steele Labels; 45-1168)  
- "ARKANSAS MOUNTAINS" (1:57)  
[LeConte—Howell, Moore, Chase]  
On the lower score, they offer some of their pleasant harmony on a sentimental waltzer with heart-felt lyrics.

HELEN CARTER  
(Hickory 1053; 45-1053)  
- "A HEART FULL OF SADNESS" (2:24)  
[Acuff—Rose BMI—Carters]  
Helen Carter intros on the Hickory label and comes through with a penetrate—trading performance on a middle beat lover's tale. Strong wax.

B- "SWEET TALKIN' MAN" (1:38)  
[Acuff—Rose BMI—Carters]  
On the under side the canary spin pitch—hing, quick paced romantic piece. Please couple.

HOMER & JETHRO  
(RCA Victor 20-6663; 47-6665)  
- "IT'S NEVER BEEN ALONE" (2:24)  
[Acuff—Rose BMI—Hill Williams]  
"A BED OF ROSES" (2:50)  
[Old Charts—B. Garrett, J. Vail]  
A tribute to the late Hank Williams is reected with touching sincerity by Red Garrett who also sings one of Hank's own compositions. Watching his crowd bust white open.

RED GARRETT  
(Deca 30067; 9-30067)  
- "CLEAR SAILING" (2:32)  
[Cap BMI—C. Garrett]  
That has experienced rough sailing is now on its way back and Garrett sings about it with a not-so-heavy heart. Potent coupling.

JERRY IRY  
(Daffon 106; 45-106)  
- "CALL ME DARLING" (2:24)  
[Hi & Range BMI — T. Daftan]  
Tedd Daftan and his Texans instrumental showcase for Jerry Iry's distinctive warbling on this fast paced sentimental piece.

B+ "IT'S TIME YOU STARTED LOOKING" (1:58)  
[Hi & Range BMI—T. Daftan]  
On the under half the Daftan crew neatly backs up Daftan once again, as the deep-voiced artist waxes a rhythmistic, up beat blue items.

TEENAGE BOOGIE" (2:23)  
[Cedarwood BMI—W. Pierce]  
"I'LL REALLY GIVE YOUL HURT ME" (2:18)  
[Cedarwood BMI—W. Pierce]  
WEB PIERCE  
(Decca 30054; 9-30054)  
- It was only a matter of time before Webb Pierce would succumb to the rock and roll craze. The chanter has come up with a piece of his own material and has set it to the tempo material. Neither is currently exciting the entire record industry. It's a colorful story well-appropriately titled "Teenage Boogie" and Pierce, along with a chorus, soak up the current in contagious fashion. Watch it. Could be Pierce's biggest pop item. "I'm Really Glad You Hurt Me," a middle-beat lover's lament, is another one of the top quality country ballads that the vocalist handles with finesse. Excellent pairing.

"BEFORE I MET YOU" (2:12)  
[Driftwood BMI—Scat, J. Lewis]  
"WICKED LICK"  
(1:44)  
[Golden West BMI—Brewster, P. D. Jones]  
CARL SMITH  
(Columbia 21552; 4-21552)  
- Carl Smith, who is currently riding high both in the country charts with his "You Are The One," lends his magical touch to two strong popular items, either of which can take off and head way up there. On one half, a feelingful, moderately-paced piece labeled "Before I Met You," the chanter expressively tells how he's finally met the gal who can "set him back on his ear." The other side, "Sickled Lies," is a mid—beat, crying—tone romantic item that Smith renders with heart—wrenching up tempo. It looks like another pair of hits for the artist to add to his long list. Take your pick.

"I'M SORRY, I'M NOT SORRY"  
[Hi Lo BMI—W. Ballman]  
"DIXIE FRIEND"  
[Hi Lo BMI—Perkins, Griffin]  
CARL PERKINS  
(Sun 249; 45-249)  
- Carl Perkins, who had his "Blue Suede Shoes" on when he made the climb up the 'ladder of success,' comes through with another potent item that oughta keep his popularity at 'record heights.' This time the songster comes through with a steady—driving, rhythmical, blues item. Here's "I'm Sorry, I'm Not Sorry" and wraps it up in intriguing—money-making fashion. On the flip the artist delightfully knocks out a catchy little up tempo novelty "Fingerpicks For You" that sounds like a million. Top self should lead the way on this all—market two—sider.

FELRIN HUSKEY  
(Capitol 3522; F3522)  
- "THE TRADER" (2:24)  
[Central BMI—B. Westergard]  
The polished vocal styling of Perlin Huskey make for excellent listening as the songster persuasively grooves a feel— ingful, up tempo romantic piece. Could happen.

LOUISE DUNCAN  
(Capitol 3524; F3524)  
- "GOSSIP" (2:13)  
[Bachelor BMI—T. Smith]  
Newcomer Louise Duncan, with her voice, perso— nality, songs a poignant, middle beat item in most convincing fashion. Potent mid—deck recitation by a male voice enhances this top notch offering.

BOB GALLION  
(MGM 13237; K13237)  
- "A FOOL IN LOVE" (2:09)  
[Acuff—Rose BMI—Gallion]  
A smooth—voiced Gail—mansion reading on a fast paced romantic weeper. He's trying to prove to his gal that he really loves her and wants her to reciprocate.

B "TRADEMARK ON WHAT YOU'VE FOUND" (2:29)  
[Acuff—Rose BMI—Gallion]  
Gallion also craves the gal's affections here but he's in a happier place this time. It's a light—hearted biscuit that bounces along gaily. Attractive two—sider.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Lee Sutton, back at the WWVA-Wheeling, W. Va., turns Athletic along the following information from WWVA's "World's Original Jambooree".

The Bobble Brother Charlie and Daisy Mae (Columbus) have joined fores with Skeeter Bonn (RCA Victor's "Candy Deep in the Soul") Boys Band to form one of the best shows to go out from the Jambooree. The from the Dusty Owens band is pretty Janice Morgan. Janice Morgan the picture with the Dusty Owens show all summer but will be returning the picture with the Rodeo in 1961. Donna Darlene was slated to rejoin the Rodeo Boys, Sunday, August 26. The Rodeo Rooder is now expected to have this vacation at Camp Breakenridge, Kentucky.

Since his last newsletter, Sutton reminds everyone that Sun Records has released Hardrock's composition, "Juke Box, Help Me Find My Baby" by Hardrock and the Rhythm Boys. Mercury also has the picture with "Fiddle Pop." Mercury Records has also released the image of a new artist, Tommy Mitchell.

Stoney Cooper and Wilma Lee's latest Hickory record release, "Cheated Too" and "This Crazy, Crazy World" now on the trade magazine's hit parade. Rusty and Doug (Hickory) due for a new release the first of September. Dusty Owens and Rusty and Doug (Admiral) recently recorded in the WWVA studios, songs for immediate release.

Scheduled to appear on "Jamboree Command Performance" in the coming weeks areDick-Jockey: Bobbie Phil, WKN-Litchfield, Peoria, Curly Wil-son, WCHI-Charlotte, Ohio, and Ralph Hunt, WABJ, Ranger, Maine.

Jolly Joyce reports that Paul Cohen, Decca A&R, has recently signed Will Carman to a five-year pact, after 30 years with RPM Victor. The Jolly Joyce Agency is his exclusive representative for all personal appearances.

Since returning from his vacation, Tony Davis-WTSW-Hanover, N. H., has taken over the country and western platter spinner duties. His show tagged "Hometown Jambooree," gets airplay, Monday through Sunday, 4:45 P.M. to 9:00 P.M. on WTSW and WKKD-Springfield, Pa., informs us that Janie Jameson, filling in for Red ("Red") Kaye, on "The Hillbilly Heaven," informed us that "Hillbilly Heaven" will visit with prospective Lynde毒 along his Decca dial with Karen (Chandler tagged "Crazy Arms") and "Tonight You Belong To Me." Fred says the record recalls the "dime strin" with Jimmy and Margaret Whitt had a few years ago on "Slipping Around." Curtis Gordon developed a rather popular way, "Hey Mr. Sorry" and "Play The Music Louder," looks like it could develop into the big one for him. Curtis passes along his thanks to the band and deejays for their help on his last week, "Druggin'" and "Mobile, Ala." Curtis reports receiving a number of letters from fans of the Flamingo Films company shows plays at Roy Acuff's Dunbar Can, August 19, along with Red Sovine and Eddie Hill before taking the needed rest.

Faron Young and his Country Deputies played a return engagement for Dick Plante's Plantation Show, in which over 6,000 people, Sunday, August 12. Blake, Indianapolis promoter recently opened Plantation Park booking talent each Sunday. It seems to be off to a good start, with plans coming to get more talent. The show will continue Sundays throughout the summer season.

Happy Isen, WORZ, Orlando; Florida recently hosted Web Pierce, Faron Young, the Country Deputies, Red Sovine, Johnny and Johnny and had two packed houses at the Municipal Auditorium, Orlando, Florida, July 28. The following day the same show played Charleston, W. Va., doing a follow- ing week vacationed at Daytona Beach. "It was a nice vacation," quotes Webb and Faron, "even though the Labrador current was a little cold for swimming!"

Paul Simpkins, WLAB-Montgomery, Alabama, this past week pulled over 1,750 replies to the Dave Rich race "It Fine and gave away plenty of the Riches in promoting his record. The Simpkins' reports from Montgomery that he is now marking Saturday personal in nearby Union Springs, Alabama. Working with Paul is the Clay Farmer Band from Maxwell Air Force Base in Montgomery. Other talent will be booked for coming weekends, according to Simpkins.

Denver Duke & Jeffery Null, now with Mercury, are booked to the Civic Center, in Hammond, Ind., on August 26th. With the boys will be Bob Alexander, The Cisco Kid, and Danny Turner and his band.

Rilie Smith writes that good friend, Harnie Smith, KBOC Radio Center, Payne County, Oklahoma, and old-time Dusty Owens waxing of "Dear Son" is going fine. Also in the Payne County area are Jerry and Harnie Hays, rye's star, whose new release on Victor, titled, "Sugar Sweet" and "Hasta Luego," Harnie feels, will be his greatest. Other visitors included, George Jones, Alina, Johnnie Gilmore, Tommy G, and Jimmy Dale Watson, now with a new RCA Victor release, "Dear Son."

Wink Lewis, C&W deejay at KMIL-Cameron, Texas, reports that he recently received his first disk for Toney Records of Cameron. The titles are "More Times Than One" and "ZZZTT, ZZZTT, ZZZTT." On the 22nd Lewis took a one month leave from his disk duties to go on tour with Jimmy Heap, in addition to promoting Wink's Waxing. Bill Reynolds, TONY, has amassed and plans releases in the next two months for the following artists; Sir-Cedric Fat-Wallett 11, Bud Shaw, Gayle Christian & his Downbeats, Blackie Vale, Richard Wilkinson and of course Wink Lewis, who is due out this week are, "My Dearest Prophecy" and "Wicked Woman." The latter is the latest deejay; the official organ of the Marvin Rainwater fan club's "All Jelly & Jive Night."

Jim Reeves (Victor) who headlined the Grand Ole Opry show at the Wisconsin State Fair from August 18th to 24th, tendered a surprise birthday party on the 20th. At the party were present such stars as Wynn Stewart (MGM), Tommy Hill (Hickory), Kenny Hill, Jimmy Day, Barry Meyer, Charlie Lamb, Bob Albritten, Mrs. Reeves, Herbert L. Shockey, Joe "Rod" Hayes (Capitol) and Jimmy & Johnny (Decca).

Joe "Red" Hayes

Hank Thompson

Carl Stuart

Scot Carty

Mike Edwards, Promotion Mgr. for perfection Music, writes that Star Records, a Perfection subsidiary, has its first release out this week. The title is on the Waxing, "Perfection." The song is told by Slim Pickens and titled "Cuddle Me" by Slim Johnson, Gina and the Prairie Playboys. Matt adds that "Intrigue," was aired by Slim and his group over WJAC-TV in Johnstown and he received over 300 requests from four different states to do the show. Appreciation: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 26 West 47th Street, New York, N. Y.
The Revolving Drum Program Selector of the V-200 makes programming easier for the operator... and, more important, it makes titles easier to see and faster to select for the public.

This modern, evenly illuminated music display classifies the music 40 selections at a time. Attractive classification windows in the center of each panel help the public quickly select the music it wants to hear — "Hit Tunes," "Rhythm and Blues," "All-Time Favorites," etc. These headings also indicate whether the music is on single or E.P. records.

The Revolving Drum Program Selector is one more reason why the World's First Dual Music System is the finest music system ever built.

Easier programming, faster selection with the Seeburg V-200

America's finest and most complete music systems
DETROIT, MICH.—What is more appropriate than the coin machine industry taking a few lessons from the world’s greatest promoters—the auto industry? In order to introduce its 1957 models in a properly excited atmosphere, the manufacturing firms are planning all kinds of shows and conventions. For the first time since pre-war days, the auto industry will introduce new models in a cluster in December at the National Automobile Show in New York’s Coliseum. All companies necessarily will have shown their new models in advance of the opening date, December 8. A few, however, will do more than that. The shown cars are holding back special cars of one sort or another for unveiling at the time the show begins. The auto industry has been working hard for months to assure the properly excited atmosphere. The intensity of the publicity searchlight will be on the show itself, but the press from one end of the country to the other has been urged to give editorial recognition to the event. Substantial radio and television arrangements have been made. In addition, plans are being developed for a revival of the annual national banquet of bygone days.

(Editor’s note: How well the coin machine industry could learn from these top-brass—men who admit the necessity of creating excitement and glamour to stimulate the men and women to buy their products—then the medium of a convention. The coin machine industry needs the stimulation of a convention. Who’s going to take the initiative?)

NEW YORK—Sales and profit figures have been increasing continually for most of the nation’s firms. On occasion we have listed in this column the names of those firms who have reached top figures. Advertising and promotion have played a featured role in pushing these firms to the top. Printer’s Ink, weekly magazine of advertising, selling, and marketing, releases some very interesting facts. In 1953, it reports, 200 companies spent a million dollars or more during the year for advertising. In 1954, only 339 firms were in this bracket. Just for the fun of it, here’s the leading advertising spenders: General Motors Corporation topped the list with $124,043,056, followed by Procter & Gamble with $97,404,935. Next in order were Ford Motor Company, $54,404,935; Chrysler Corporation $51,035,211; General Foods, $38,855,311 and Colgate-Palmolive $34,360,525.

Operators agree that, regardless of price, if a machine will amortize itself and show an equitable profit return on the investment made in the machine within a reasonable period of time, then that machine is “priced right.”

This, then, can mean that even tho the machine may be priced much, much higher than other products in that very same division (for example: the games field) it still pays the operator to purchase this higher priced machine than to buy a lower priced game that won’t as rapidly amortize itself and as quickly show him an equitable profit return on his investment.

This also brings two very important questions into being. What should be considered a “reasonable period of time” for amortization? What should be an “equitable profit return” on the investment?

Operators, on an overall average, have set up their own amortization periods for what they believe should be fact as regards profit.

For example, a juke box operator who pays more than $1,000 for a new automatic phono, may set up an amortization period based on a front money guarantee of $20 per week. That means he clears the price (not counting expense and overhead) at the rate of 20% amortization of the cost per week.

It seems that this is accepted as the general mathematical basis of figuring a really profitable and worthwhile product as far as the average operator is concerned.

This also seems to mean that the juke box operator intends to enjoy a profit return on his original investment for a period of time and, sometimes, for the years that follow that he continues to retain that very same juke box.

Where this actually happens, this juke box, regardless of its price, is considered a very profitable investment.

Where amusement games are concerned, the same mathematical ratio is used, but on a much speedier amortization basis.

A $600 game is expected to amortize itself on the basis of $50 per week gross intake. This means that, in twelve weeks or about three months the game, as far as the outside cost is concerned, has completely amortized itself.

Of course, after three months, the game is not expected to take in anywhere near $50 per week, nor even half this amount in many cases. But if it can be kept going, and the players’ interest in it maintained for another few months, this is the equitable profit the operator makes the game worthwhile purchasing.

One operator also figures to profit on an earlier trade-in while the valuation is still in a high range for this machine in the used market.

Another cares very little about the trade-in value and is inclined to continue ahead with the machine until it has worn away its earning potential as far as play interest is concerned.

The trade-in valuation has a very definite effect on the equitable profit factor involved.

The matter of lower prices in the coin machines industry is, therefore, relative. The fact is, in repetitive simplicity that, regardless of the price, the operators must be able to amortize the cost and enjoy an equitable profit return on the investment within a reasonable period of time.

What About LOWER PRICES?
Very Few Pre-World War II Phonos Left Except Where Location Owned. Estimate Phonos of 8 and 10 Year Old Vintage Continue To Block Off Many Top Spots Thruout Nation.

Many Distribrs Plan Top Trade-In Drives in Effort to Get All Areas to Use Fener Hi-Fi, Multi-Selection Music and Thereby Gain Greater Approval of Press and Public for Automatic Music Industry

NEW YORK—As a result of our attending the Wurlitzer "Centennial" celebration at North Tonawanda, N.Y., we are more convinced than ever that the industry not only needs a big get-together convention in Chicago, but canm very much benefit from such.

They urge the Cash Box to get the manufacturers together, both music and amusement machines, and start the ball rolling.

Talks with leading executives among the manufacturers have indicated that they would be more than interested in bringing the nation's operators of music machines and amusement machines together in Chicago. All agree that a meeting of this kind, bringing togethet thousands of operators, would stimulate interest in their equipment, and would send the operators and wholesalers home with pep, enthusiasm and optimism.

Operators, as well as the manufacturers, ask that someone take the initiative and make the necessary arrangements.

While coinmen have barrels of fun at conventions (like all others in all other industries), they state that by meeting with other operators from all around the country, they are able to exchange ideas to their benefit. In addhion, they say, by meeting with the executives of the various factories, they get the feeling of close relationship. The operators get to know the manufacturers' problems, and the manufacturers get first-hand knowledge of the operators' problems. When this knowledge is absorbed by both parties, a closer kinship and spirit of cooperation is possible.

Just as important, a convention always creates a great deal of enthusiasm and excitement, which all concerned bring back to their home towns. This excitement and enthusiasm results in better business for all concerned —the manufacturer in increased sales of machines, and the operator in increased collections.

The coin machine industry needs a convention—its up to the manufacturers to initiate the proceedings.

Jim Mangan Suggests: "20 Year Club" Should Have Convention In Print

"The Cash Box" "Price Lists" Official Source For Belgium Custom Authorities

CHICAGO—With all the hoopla of the Democratic and Republican conventions faded off into dimness, James T. Mangan, as a member of the "20 Year Club", suggests:

"Let us, the members of the '20 Year Club', hold a convention of our own in print."

Jim is of the belief that all letters, nominating "The Most Outstanding Coin Machines Man of the Year," should be printed.

"This," he says, "will give everyone an opportunity to comment on those who have been nominated.

"It will also give many of us the opportunity to write why we think any one certain man should be put in nomination for the '20 Year Club's Gold Coin Award' as the 'Most Outstanding Man' of 1956.

"I'll be a lot of fun," continued Mangan, "and, at the same time, it will have its more serious side.

"So," he concluded, "let's all get together and build ourselves a great big convention-in-print that will have all the sound and fury and hoopla of the big political conventions just past."
Distribute are planning full programs after an active summer which saw a big upswing in music, games and arcade equipment. Outdoor ops are experiencing an extended season with outlook for hot weather through September and are leaving their equipment at fun spot and beach locations to take full advantage of the extension...First of the fall showings will be held soon by Associated Amusements (Rock-Ola) for the new Rock-Ola "200", which was unveiled in Chicago recently. Ed Rawley and Dick Mandell, general manager of Associated, are making extensive arrangements of the showing, dates to be announced.

Activity toward the formation of a "Massachusetts Automatic Merchandising Council" is underway with some 40 ops already pledged. Sole purpose of the Council will be to represent all segments of the automatic merchandising industry in Massachusetts on matters pertaining to legislation, taxes, licenses, sanitary codes and adverse publicity. Immediate need for an over-all org is obvious, sponsors say. There is a strong trend throughout the nation toward the regulation of machine vending, they point out, particularly in food and beverage products, by means of sanitary codes and licensing. A meeting is to be held at the Kenmore Hotel on Tuesday, Sept. 11, at 8 p.m. to get the ball rolling. The session is called by the Guild Associates, industry association managers, who represent the Eastern Mass. Music Operators Ass'n, and the Cigarette Merchandisers As'n.

At Redd Distributing (Wurlitzer), Si Redd and Bob Jones back home from the Wurlitzer "Centennial" celebration held at the Wurlitzer factory. Report activity continues at a rapid pace with music in the forefront and increasing demand for pin games. At Atlas Distributors, (AMI), Louis and Harry Blatt planning their fall sales trips through the territory... At Trimmount Automatic Sales Corp. (Seeburg), demand for Seeburg "V-200's" is reported phenomenal and Mutoscope's "Lord's Prayer" is a runaway with orders still pouring in. Irwin Margold, gen. mgr., reported big round of activity for the firm's newest RCA sound equipment department with sales staff busily engrossed in contracts and bids for industrial and hospital installations... Ops visiting around town this week included: Ray Shea, Worcester; Dave Baker, Arlington; Bill Hamel, Concord, N. H.; Saul Tanne, Manchester, N. H.; Al Dolins, Hyannis; Ralph Lackey, West Roxbury; Ray Fain, Framingham; Harry Deshowitz, Chelsea; Harry Lazarus, Brockton; Dave Garbarino, Framingham; Ralph Ridgway, Springfield; Jim O' Connor, Danvers; Conn; Pete Sama, Bristol, Con.; Eddie Ross, Torrchester; Tom Libby, Haverhill; Henry Levine, Milton; Sol Robinson, Newton; Bill Sullivan, Bangor, Me.; Ken Estes, Kenne, N. H.; Walter Luby, Worcester; and Tony Grazio, Quincy.

Bally's New In-Line "Big Show"

CHICAGO — Bally Manufacturing Company, this city, this week introduced its newest in-line game "Big Show", which is now on display at all of its distributors.

"Big Show" features a brand new scoring idea known as "Triple-Deck Advancing Scores", advised Jack Nelson, Bally general sales manager. "All 25 numbers on the backglass card are tied together with red, yellow or green lines, and three separate series of advancing scores appear at the bottom of the backglass; one for red-line scores; one for yellow-line scores; one for green-line scores. Each series is sub-divided into scores for 5-line, 6-line and 5-line. The player may score separately in each of the three colors, with scores ranging up to 600. All three series of scores advance separately, but rapidly enough to stimulate lively play.

"Prolonged location tests have proved this new scoring idea to be extremely popular among players," continued Nelson, "resulting in a remarkable increase in collections.

"Big Show" features include popular "Magic Squares", permitting the players to shift card-numbers for greater scoring advantage; "Extra Time" for moving Magic Squares; "Bally-Code", featuring first extra ball without coin-play; "Corners" that score as green 5-in-line; spotted 2 and 18, and "Extra Balls".

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INTERNATIONAL MUTO-SCOPE'S

MONTHLY VENDOR

Wally Finke & Joe Kline

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INTERNATIONAL MUTO-SCOPE'S

MONTHLY VENDOR

Wally Finke & Joe Kline

FIVE DIAMONDS

DRINK FREE.
NORTH TONAWANDA, N. Y.—The Wurlitzer “Centennial” Celebration, conducted in a “circus” atmosphere, at the factory here on Thursday, Friday and Saturday, August 23, 24 and 25, can only be described in terms used by circus exploitation men. It was tremendous. It was great. It was sensational. It was glorious. It was stupendous. It was magnificent. It was thrilling. It was terrific. And most of all, it was successful—from the viewpoint of Wurlitzer and its 1,200 guests.

The men and women from all over the United States were kept on the go continuously for three solid days, and enjoyed every minute of it. From the moment of a guest’s arrival in Buffalo, everything was arranged. Breakfast was served every morning in the Statler Hotel. Busses took the guests to the Wurlitzer factory and back again. Luncheons and dinners were ready for consumption at scheduled times every day. Entertainment was provided day and night. And all topped off with a sumptuous dinner and stage show at the Statler Hotel on Saturday night.

Coinmen arriving on Thursday were served a buffet meal.

On Friday morning, busses took everyone to the Wurlitzer plant. The buses drove thru the city of Buffalo, accompanied by police cars, dancing drum majorettes and halabaloo. Everyone then made a tour thru the factory, where they saw how their juke boxes are manufactured. After a barbecue luncheon under the Wurlitzer tent, the guests were entertained with a stage show. At the conclusion of the show, everyone took in whatever type of entertainment they wanted, playing carnival games, riding a ferris wheel, merry-go-round, chute-the-chutes, etc. One of the favorites were the carnival games, as everyone wanted the trick hats and canes being handed out as prizes. The day was completed with a viewing of the Broadway musical “Kismet” on the Wurlitzer grounds.

After an early breakfast on Saturday morning, the busses were loaded for a visit to Niagara Falls. This was one of the most enjoyable events of the celebration. Practically every guest took in this awe-inspiring trip. Coinmen and their wives were “shooting” pictures all morning. The busses then brought everyone back to the grounds, where they ravenously dug into a buffet luncheon. The afternoon was utilized by some to fly over Niagara Falls, others played the games and watched another stage show. Then came the big event—drawing for prizes. Feature prize was a Pontiac station wagon, which was won by Frank Guerrini of Lewiston, Pa. Strangely enough Guerrini also won two other prizes, a refrigerator and an electric toaster.

The big celebration was concluded with the Saturday night banquet and dance. Robert (Bob) Bear, sales manager, acting as toastmaster, introduced R. C. Rolfin, Farney Wurlitzer, A. D. Palmer, Jr., R. F. Waltemade, and several other Wurlitzer executives. Albert Denver, president of the Music Operators of New York, and Sidney Levine, attorney for this organization, presented Rolfin with a plaque, commemorating the 100th Anniversary of Wurlitzer and commending the firm for its progressive ness over the years in behalf of the juke box operator.

Sunday morning and afternoon saw a mad rush for transportation by the tired and happy coinmen.

Wurlitzer officials, who had worked so hard and so long to organize and carry out this most outstanding event, expressed themselves as completely satisfied with its results. It was a grand and glorious party.
Celebration Terrific

Pictures reproduced in this issue are only a few of the many hundreds taken. These are some of the "shots" snapped during the early part of the celebration. The Cash Box will feature more pictures in its next issue, among which will be those of the winners of the major prizes.

On the page opposite, top picture shows the Wurlitzer tower, and coinmen watching an outdoor stage show. Following in sequence from top to bottom, are guests for the celebration; Roy F. Waltermade, vice president and manager of the North Tomawanda Division; Farny Wurlitzer, Chairman of the Board; R. C. Balfe, President; and Robert H. Bear, Sales Manager. A. D. Palmer, Jr., Centennial Manager, holding out souvenirs—nearest man in white suit and dark glasses is Lou Casola of Rockford, Ill.; and last picture in this group shows Rolloing and Farny Wurlitzer playing up some delicacies with the members of the band looking on.

Photos at the bottom of the opposite page show guests during their tour of the factory. In center picture, Roy Waltermade shows guests Wurlitzer's first juke box.

PRIZE WINNERS

PONTIAC STATION WAGON
Frank Guerrini
Lowd zwar Pennsylvania

WURLITZER ELECTRONIC ORGAN
James Farny
Bedford, Pennsylvania

WURLITZER SPINETTE PIANO
Mrs. V. Anderson
Skokie, Illinois

WURLITZER ELECTRONIC PIANO
Paul Halenda
Pittsburgh, Pennsylvania

SYLVANIA CONSOLE TELEVISION SETS
Mrs. David Smith
Rockhurst, New York
Jerry Gillgoe
Filer, Michigan
Dr. Harold, Michigan
Mrs. M. Ford
Williamsport, Pennsylvania
H. Chlorisian
Seattle, Washington
Mrs. Val Andretti
Madison, Wisconsin

ADRIAL PORTABLE TELEVISION SETS
Jerry Gillgoe
Filer, Michigan
Mrs. John Wager
Drumright, Michigan
Mrs. M. Ford
Williamsport, Pennsylvania
H. Chlorisian
Seattle, Washington
Mrs. Val Andretti
Madison, Wisconsin

ADRIAL REFRIGERATOR
C. M. Flannery
Lebanon, West Virginia
Mrs. Ray Kiner
Durango, Colorado
Frank Guarino
Lebanon, Pennsylvania

WURLITZER REFRIGERATOR
Larry Badell
Spurn, Michigan
Mrs. James A. Jones
Richmond, Virginia

FRIGIDAIRE AUTOMATIC WASHER
Mrs. J. Smith
New Kensington, Pennsylvania
Ed Batsen
Everett, Washington
Mrs. Harold Hinder
Cooksville, Tennessee

WEL-BILT GAS RANGE
Addie Gran
Geneva, New York

SYLVANIA CLOCK-RADIO
Mrs. Allan Grant
Geneva, New York
Mrs. Wilmer Eng
Brilliant, Illinois
Mr. S. Lenk
Bellville, Illinois
Mrs. C. Carty
Twin, Texas
Sam Price
Auster, Texas

Mr. J. Rutland
Mrs. Joe Teville
Dr. H. Hinder
Fernald, Ohio
George Hills
Ashland, Virginia
Jerry Pelonis
Cleveland, South Carolina
Ralph dePaul
Northham, Massachusetts
Mrs. James Taylor
Hartford, Connecticut
Mrs. A. Bradley
Cooksville, Tennessee

V. Gail Beale
Salida's Grace, Wisconsin
Mrs. Gordon Wills
Muncie, Indiana
H. Buno
San Diego, California
Les Nelson (2)
Santa Ana, California
Herald Chans
Maplewood, New Jersey

SYLVANIA RADIOS
Kelan Bies
Albuquerque, Pennsylvania
Mrs. Paul Halenda
Pittsburgh, Pennsylvania
Paul Halenda
Pittsburgh, Pennsylvania
Mrs. D. Al Smith
Wilson, Pennsylvania
Mrs. George Hils
Narberth, Virginia
Jerry Pelonis
Charlottesville, South Carolina
Lec. Nelson
Santa Ana, California
Anthony Hoch
Arlington Heights, Virginia
E. Leonard Horner
Far Rockaway, Long Island

UNIVERSAL TOASTERS
Larry Badell
Spurn, Michigan
Mrs. Allan Grant
Geneva, New York
Walter F. Engs.
Bellefonte, Illinois
Mrs. Howard Ellis
Omaha, Nebraska
Osako, Nebraska
Jenner, Wisconsin
Omaha, Nebraska
Cleveland, Ohio
M. Silverstein
Cleveland, Ohio
Edward Pau
Aurora, Illinois
John Wallace
Oak Hill, West Virginia
Charles Miller
Beloit, Minnesota
Mrs. D. C. Brody
Springfield, Illinois
Mrs. L. Bystine
Beloit, Wisconsin
H. T. Eveland
Hartford, Alabama
Anthony Stuller
Gardena, Pennsylvania
Mrs. W. Adams
New Kensington, Pennsylvania
Frank Guarino
Lowesdo, Pennsylvania
Mrs. R. Altgelt
Scotia, Washington

Mrs. L. Bystine
Beloit, Wisconsin
Mary L. Bystine
Beloit, Wisconsin

WURLITZER WASHMANS
Mrs. V. Anderson
Skokie, Illinois

FRIGIDAIRE WASHER
Mrs. J. Smith
New Kensington, Pennsylvania
Ed Batsen
Everett, Washington
Mrs. Harold Hinder
Cooksville, Tennessee

INSTRUMENTS
Mrs. J. Smith
New Kensington, Pennsylvania
Ed Batsen
Everett, Washington
Mrs. Harold Hinder
Cooksville, Tennessee

 These pictures will give the reader an idea of the fun and frivolity enjoyed by Wurlitzer's "Centennial" Club members.

(Top of column, left): Group takes in a ride. Seen in the leading car are Bert Davidson, Wurlitzer Mid-West district salesman, and Carl J. Angotti, Angotti Distributing, Detroit, Mich. (Right): Guests pouring thru the grounds go underneath a welcome sign. In front, facing camera are Mr. and Mrs. Andy Hesch of Arlington Heights, Ill.

(Second column from top, left): Ruth Morrison helps her husband enjoy outdoor meal. (Right): Coinmen loading up their plates. On extreme right, with back to camera is Ozzie Truppuh of Bush Distributing, Miami, and facing him is Bob DuPuy of F.A.R. Distributing, New Orleans.

(Third column from top, left): Guests tossing for prizes. (Right): Mrs. Aton Berg enjoys some cotton candy.

(Bottom column, left): Mrs. Betty Miller of Racine, Wis., rests her tooties while riding the merry-go-round. (Right): Mr. and Mrs. Allie Goldberg, Young Distributing, N. Y., getting their souvenir hats and canes.
Gets Up—Gets Out—Gets Busy

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BIG template 210
VARIETY 90
BEACH BEAUTY 312
KING O' SWAT (Very Clean) 285
GIFTS 191
ROYAL 100
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S SPOT LITE, 1 ATLANTIC
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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 kept 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 throughout the world. We invite European and foreign firms to consider the machines they need. We have them all—musk, pinball, slots, kiddie rides, etc. All machines are checked and reconditioned by our skilled technicians before leaving our factory. Write to us today! You'll be pleasantly surprised and pleased with the quality of the machines and, of course, with the prices.

BRING 3-WAY PROFITS!
ANTWERP, BELGIUM—Sal Groeneman and Al Polak of Belgian Amusement Company, Ltd., this city, (both well known in United States), operate several arcades at the famous Place du Bourse. Reproduced herewith are several pictures of the tremendous crowds these arcades draw. You will notice that arcades attract big crowds," writes Groeneman, and we are having a wonderful season.

Through The Coin Chute
HOUSTON HAPPENINGS

Mrs. Joe R. Steele, 56, passed away on the morning of Aug. 20. She was the wife of Joe R. Steele, prominent in Texas coin machine circles the past 20 years and owner of Steele Distributing Co., local Williams distributors. Besides her widower, Mrs. Steele is survived by a son and daughter, three sisters and four grandchildren. . . . H. M. Crowe, owner of Acme Record Distributing Company flew to San Antonio on a business trip. . . . Eddie Schatz, prominent Austin Texas operator a recent visitor. . . . Another visitor was Bob Cowan, one time big operator in Fort Worth, Dallas area but out of the business now. . . . Operator R. M. (Red) Martin doing OK as is, but hoping business will improve with cool weather and returning vacationists. . . . Lengthy bull session and coffee with W. C. Lynne, novelty game dealer, Fred Tray, operator and Ben Wells, service specialist. . . . Glad to hear that Garland De Lamar, owner of leading one stop shop for Waco Texas operators, is out of McCloudy Veterans hospital of Temple. . . . Met a gang of out of town operators record shopping at United Record Distributors including: J. M. De Ollve, Beaumont; Ray House, Liberty; Doug Silver, Richmond; Gay Dunn, Freeport; T. R. Nabor, Navasota; and Lee Palmaro, Bryan. . . . Many local operators so far have not been able to give the Rockola phonograph a close look over for the reason that they are sold fast as they come in. Strike Rothrock said, and he hoped presently to hold on to one for display at Amusement Distributors, Inc. . . . Operator Edward Arwady, part owner of American Music Co., shopping about for records, parts, accessories and such. . . . Melvin J. Blum, leading Bay City operator vacationing in the far west.

Presents Birds To Scranton Zoo

SCRANTON, PA.—Benj. Sterling, Jr., well known operator and arcade owner, this city, was a very proud man this past week when he was present when his grandson presented 2 flamingos to the City Zoo at the Nay Aug Park, this city.

In the picture above, Benj (right) looks on while his grandson presents the birds to J. Boland, assistant superintendent of City Parks.

Sterling, one of the most progressive citizens in the country, has contributed considerably over the years to publicizing the coin machine industry thru donations of equipment to charitable causes. He is acknowledged one of the leading citizens in his area.

Belgium Arcades Draw Big Crowds

ALBANY, N. Y. — Henry Wertheimer, Davis Distributing Corporation Albany office, this week reported that 10¢ play has made great progress in his area.

The operators in this territory started a serious dime play campaign only a half dozen months ago. Today, Wertheimer states, "In the Albany territory, which includes the area from Canada to Oneonta and from Utica to Berkshire County, Mass., 75% of all locations are now on 10¢ play."

We believe", concluded Henry, "that by the end of the year the entire area will be 90% on the dime."

Keene's 3 VENDERS
COFFEE SNACKS

Belgium Arcades Draw Big Crowds

ANTWERP, BELGIUM—Sal Groeneman and Al Polak of Belgian Amusement Company, Ltd., this city, (both well known in United States), operate several arcades at the famous Place du Bourse. Reproduced herewith are several pictures of the tremendous crowds these arcades draw. You will notice that arcades attract big crowds," writes Groeneman, and we are having a wonderful season.

"It's What's in THE CASH BOX That Counts"
Through The Coin Chute

CALIFORNIA CLIPPINGs

Business along Pico continues on the up-grade even with vacations and weddings approaching. A new 125 at L. M. L. in Los Angeles is a well received by the staff at Paul A. Laymon, Inc., after their long trip to Chicago for the showing of the new Rock-Ola "200" phonograph. The Laymons were very impressed with the equipment attending, with the new phonograph and looking forward to the first shipment. Driving back they made a number of side trips and one was to Colorado Springs where they took the Cog Railway to the top of Pikes Peak. The John Daniels and telling them he would see them in two weeks after his fishing, swimming and skin diving excursions with his family in Enidolado. One . . . Doc Senter along Pico purchasing bowlers and other equipment for his operations in Bakersfield. . . . Charley Robinson reports that the first shipment of Rock-Ola "1500," Distributors "100" and "210," reconditioned and sold very well by the operators, Al Betteman was put in charge of the "cold beverage department" at a提高 shipment shape, with cold drinks during the hot spell. Al says that sales of used equipment continues at a steady pace.

Many welcomed in new members of the coin machine business are Marie and Ray Weigel who will operate in Studio City where they have just purchased part of Harry Leffy's route. . . . Mrs. L. Berman, Sicking Distributing Company, Indianapolis, Ind., in town visiting her old friend Jack Simon at Simon Distributing Company. Jack is making a short trip to Las Vegas and then on to Chicago for a week or ten days. John Freeman says Jack's orders for foreign shipments continue rolling in which keeps Sonny Lomberg hustling. . . . Ben Butler is starting operations in and around China Lake. . . . Joe Stafford and Columbus Day, two of Columbus Day's top male recording stars, dropped in to see Norty Beckman at Norty's Music Center. . . . Norty told Doris that her recording of "Whatever Will Be, Will Be" continues one of his top sellers and told Jo that her new release of "Love Me Good" should take off and be another big one for her. Business has increased impressively at Norty's. . . . Jim Robinson has been named as a top male recording star, two of Columbus Day's top male recording stars, dropped in to see Norty Beckman at Norty's Music Center. . . . Norty told Doris that her recording of "Whatever Will Be, Will Be" continues one of his top sellers and told Jo that her new release of "Love Me Good" should take off and be another big one for her. Business has increased impressively at Norty's. . . . Jim Robinson has been named as a top male recording star, . . .

Chi Phono Bowling League Opens 5th Season On Sept. 10

The sixteen teams who open the season this September 10 are: ABC Music Service teams No. 1 and No. 2; Walter Oomen Sons; Star Music; Gillette Distributing; B & E Novelty; Western Automatic Music; Paube Phonograph Service; Coven Music; Atlas Music; Decca Records; Coral Records; Mercury Records; Gallego Distributing; Seeburg One-Stop and M. S. Distributing.

“Everyone is raring to go,” Johnny Oomen reported, “and everyone agrees that this season is going to see some of the best bowling of all time.”

Dana Hicks Appointed To Top W. Va. State Job

CHARLESTON, W. VA.—Donn M. Hicks, executive secretary of the West Virginia Music Operators Association, was recently appointed the state merit system supervisor by Gov. Marland.

In his new job, Hicks will supervise the selection of employees for five state agencies—the Public Assistance, Employment Security and Health Departments, Vocational Rehabilitation Division, and the Conservation Commission. These agencies employ about 1,500 persons.

Officials of the association will sorely miss the talents of Dana, but they advise he will stay on for the next few weeks, and will always be available for assistance and advice.
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Through The Coin Chute
EASTERN FLASHERS

Not too much action is expected on coinrow next week—Sept. 3 to 8, what with the Monday and Labor Day holidays, and then Friday and Monday. Many of the wholesaling firms will be closed on those Jewish holidays, leaving only a two-day week. However, this week's slow-up will only be the forerunner of what all expect to be the slow-down of the activities in which we participated, but also because it gave us the opportunity to meet up with many of our friends from every state in the nation. We cannot, of course, mention the names of all the people we mixed with—we do not have the space, and then we might omit someone's name, and we wouldn't want to do that. However, we thought we might mention some of them: William Wayne and his misses (Rosenberg's San Francisco firm) and operator Carl Girandono, Sacramento, came on to New York City and spent a week visiting the sights and having themselves a time; Morris Gluek (Cleveland) and his wife, left for a few days trip thru the Canadian Niagara Falls section before returning home: Albert Denver, Music Operators of N. Y., president, and Sidney Levin, attorney for the same, presented R. C. Rolfing, Wurlitzer president, with a plaque at the banquet, in honor of its 100th Anniversary and for the firm's efforts in the progress of the junk box industry: Irv Sandler, Des Moines, Ia., almost missed his plane or train (whichever method of transportation he was using to get home) when his bag disappeared from the hotel lobby. Just did find it and saw him rush away in a cab; Easiest man we saw was Paul Brown of Chicago, who photographed everything and everyone with all kinds of cameras: Most modest and quietest tall rangy as big guy the Wurlitzer, chairman of the board, who mixed around for the three days disconcerting this and that with the guestess: worst of all, tape from the major catastrophe—he found out that he had only 20 feet of film in his camera, and then could not find a store that had the particular film he needed for his camera: Lucky operator was Frank Guertler of Lewiston, who won the major prize, a Pontiac Station Wagon—and in addition, a refrigerater and an electric toaster. All of the Wurlitzer executives are to be highly commended on the job that was done, keeping the Wurlitzer efforts well worth it, and they could get no greater compliment than knowing that all their guidance had a terrific time, and will be talking about it for years. The9 very happy ones of the heroines of the week were the wives of the Wurlitzer execs. As one of the men put it—"For two to three weeks prior to the party, our wives saw little of us—and when they did, we were not with them, put up with it. In addition, we always had many chores to do at home, with which we were helped by our wives."

Barney (Shugy) Sugarman, Eunyon Sales, anticipating a hectic Fall, takes a week's vacation. Ilie, the missus Mullie, and the two sons, Eunyon and Ilie, will be at the Concord Hotel in the Catskill Mountains from Fri., Aug. 31, until Sunday, Sept. 8... Gertrude Browne, Beacon, N. Y., on coinrow, loading up with supplies for the Labor Day Biz... Mac Pollack, the handsome and percolating youth, takes Charlie Berman off to the Wildwood Dune Ranch at Brewster, N. Y., to show him his fancy stepping horse... Maureen Grenier was supposed to finish up his vacation last week, was delayed in order to complete several important export shipments. He left, however, with Rose, on Friday, Aug. 30, and will stay away for some ten days... Now the Morris's daughter married (Sunday, Aug. 26), his mind is clear of the many details of the wedding, and he's concentrating on the business of buying and selling reconditioned music machines.
Trade girls for big fall season as Labor Day passes. Vacations over, offices and factories fully open. coin, coin machines, games are already in high demand. Emphasis among distributors on buying equipment to fill orders. New products rolling in. Art Weinand doing good. Many are looking to add products. Morgan calls for national phone calls, studying reports, etc. Thrilled at the number of new products coming. Art says Star and Gamburg in Paris, France, are claiming good news. More to come... Paul Huebch at Keeney decided to get around. So, got up and out. Did some travel and visited. "It’s a fine job, Paul, what you can learn when you get out." Adding, "With our new Chief Engineer appointed, we’ll have some tremendous ideas soon." Bill O’Donnell, Bally, on the phone more than ever. But in reverse, with Bill turning down dealer’s offers for double headers. "You’re getting an even bigger game next week," Bill was telling them... Jim Mangan called all enthused over "The 20 Year Check In." Supposing that "The Cash Box" Out speeches as to why these men are nominated—a La Dem and Rep conventions. Busy Bill De Selm entertaining distributors and selling carloads of United games, Even busier Herb Oettinger recalled the great time enjoyed by all at firm’s tremendous Annual Picnic... Everything’s “Blonde” at Chi Coin, Ed Lown not constantly on phone taking orders and running... Militia... "Empire’s brand new sales force, Joe Chalres, among the many distributions in this past week to speed orders for "State Fair." In the meantime, AVRn Gensburg dashes back and forth from blueprints to shipping department, while Al Warren keeps calling in orders. Two-brother Schwartz of National Coin, tall, and thin, said Ronni, "so ops hold onto games..." Jerry from A1 Standard answers Metal Typer, working like mad to get new Typeros out to ops... Stan (ASCE) Levine and Vince Shaw put this way out of the room All-Mar... "We’re busy as a couple of footed boys in a kicking contest,"... Grant Shays advises that Jim Williams is really moving trucking to IL... William D. Smith, in charge of warranties... Wide’s turning out letter... "They just won’t quit..."

John Frantz, Penny Game King, had to add three new employees to his production line. Two of them are mighty attractive young ladies—and they love their steaks rare... Always on the go is Jim Nelson, Jr., at Logan Distributing. "Guess I’ll have to get an extra cart for my self-service cart, "ham said Jack... Ted Rubenstein advises Marvel’s pool replacement conversions selling better alltime as ops rejuvenate pool games to keep earnings high... Tom Callaghan of Bally out of town visiting distributors... Ben Covers, thinking setup, reports that he and his group at Workin’s "centennial" celebration had so much fun a time that no one wanted to sleep for four days. Sai Ben, "We all kept together, took in all the great entertainment programs, and had a time we’ll remember for the rest of our lives..." Very effective house magazine "Jolenea Journal" received from R. F. Jones Co., distributes out west for Seeburg, Bally and Kennen, Inforomatve and done well, Jonesboys... Dave, Hy and Ben Polo three most energetic ops in Chi. Started their route two and a half years ago and operate 100% licensed amusement games. "CLA is a great organization," says Dave...

HAPPY BIRTHDAY THIS WEEK TO: John O’transfer, Baltimore, Md. ... Earl P. Goc, New Orleans, La. ... John Casota, Chicago... P. A. Thurrkett, Toledo, O... Luthor S. White, York, Pa. ... William K. Rodstein, Philadelphia, Pa. ... John Minero, Paterson, N. J. ... Harold Modey, Chicago, Ill. ... E. C. Bayle, San Antonio, Tex. ... Al Engeln, Nashville, Tenn. ... George L. New, Hobbs, N. Mex. ... Bovis Bel-letis, St. Louis... Charles W. Stillman, Augusta, Mo. ... Ratha C. Love, Atlanta, Ga. ... Earl C. Grassin, Jacksonville, Fla. ... Al L. Krenn, Philadelphia, Pa. ... Harold Barron, Belmead, Va. ... Robert M. Caslo, Grand Rapids, Mich. ... Malcolm W. Monroe, La... Nat Smith, University of Utah... Fred Benson, Buffalo, N. Y. ... G. C. Lee, Columbia, S. C. ... Jack Kaufman, Philadelphia... Allen J. Stern, Chicago, Ill. ... Arthur J. Wintbek, Warner Woods, Mo. ... James Ross, Cleveland, O. ... E. T. Davis, Jr., Atlanta, Ga. ... Martin Wells, Eiaca, N. Y. ... T. J. Jackson, Seminole, Okla. ... Philip J. Mason, Washin ton, D. C. ... Gene Buddis, Pequannock, N. J. ... Harvey J. Gorgon, Big Bay Point, Ont., Canada.

WORTH REPEATING, "Trouble—Some people have three kinds: All have them, all now have and all they expect to have."

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

For Your

RECORD-BREAKING ACCEPTANCE of GENCO's

STATE FAIR

RIFLE GALLERY

FEATURING

SENSATIONAL NEW

"FREE-ROLLING BALLS"

PAT. PEND.

WE'RE IN FULL PRODUCTION

...bending every effort to fill the

overwhelming demand!

NOW SHIPPING BOTH

REGULAR AND

MATCH MODELS

SEE YOUR GENC0 DISTRIBUTOR TODAY!

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

BE SURE . . .

With A NYACK

SLATE TOP

THE ONLY Top PRECISION
GROUND and GUARANTEED LEVEL

ONLY THE BEST SOLID 3/4"
BLACK SLATE IS USED

GUARANTEED TO CONTAIN NO LIME DEPOSITS
in cheaper slate, lime deposits deteriorate in a very short time.
OUR NYACK SLATE TOPS ARE GUARANTEED AGAINST WARPAGE AND DETERIORATION.
CALL, WRITE OR CALL US FOR NEAREST DISTRIBUTOR.

NYACK SLATE CO., INC.
80 SO. FRANKLIN ST.
NYACK, NEW YORK
SPECIALIZING IN ALL KINDS OF SLATE POOL TABLE TOPS

SAVE UP TO
$100

ON LATE MODEL
RECONDITIONED JUKES!

Money-Back Guarantee!

WRITE OR CALL
GATEWAY DIST. CO.
3622 W. North Ave., Chicago 47, Ill.
Phone: Dickens 2-1214

Phil. Ops Banquet Sellout

PHILADELPHIA, PA. — If you haven't already made your reserva-
tions for the annual banquet being held by the Amusement Machines
Association of Philadelphia at the Latin Casino on Sunday night, September
23, in this city, you may find yourself
unable to get in.

Joe Silverman, business manager, advises, "We have had to cancel out
over 500 requests for tickets due to the
fact that we would not be able to
seat them comfortably. This affair has
been a sell-out a week after we an-
nounced that we were going to have
this banquet, and we expect it to be
the outstanding one of our 27 years!"

Jersey Coinmen Promote Swim Club

UNION, N. J. — Dave Stern, (left) Seacoast Distributing of Elizabeth,
N. J., and Dave Taub (right), former
coinman, look over the lush layout of
the Brookside Swim Club with public
relations director Sam Stone. (Note
Stone holding The Cash Box, which
he uses to book top recording talent
for the enjoyment of its members).

Taub and Stern, who have an in-
\nterest in the swim club, state that
Brookside rates tops among numerous
cabana and swim operations in the
metropolitan area.

"It's What's in THE CASH BOX That Counts"
DOUG THE PLAY WITH... GOTTLIEB'S 2 PLAYER

**SEABELLES**

- New Twin Double Bonus
- Super High Scoring—Over 1000
- 4 Mystery Light-up Pop Bumpers
- 3 Bonus Advancing Targets
- 2 Light-up Cyclonic Kickers
- 2 Super-Powered Flippers
- 3 or 5 Ball Play

**AVAILABLE AT YOUR DISTRIBUTOR NOW!**

$140.50 N. KOSTNER AVE
CHICAGO 1, ILLINOIS

---

**N.Y. Op Races “Juke Box 10¢”**

**POOL TABLES**

A-1 Condition—New Cue Sticks & Balls!

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
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<tr>
<td>Sr. Pool</td>
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<tr>
<td>Deluxe Bank Pool w/Lite-up bumpers</td>
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**IMMEDIATE SHIPMENT**

**CALL**

**WORLD WIDE DISTRIBUTORS**

2330 N. Western Ave., Chicago 47, Ill.

(N.0. 4-2300)

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**N.Y. State Ops Guild Sets Banquet Date**

BEACON, N. Y.—The New York State Operators Guild announces it has set the date for its annual dinner for Saturday night, November 17, to be held at the U.S. Hotel Thayer on the Military Reservation of the United States Military Academy at West Point, N. Y.

Many coinmen throughout the area have been awaiting this announcement. The banquets held by this organization have always been well attended, not only by members of the organization, but by many visitors from outlying cities. And at every one of the outings, coinmen have always had a most enjoyable time.

Thomas H. Gobel, chairman, advises that guest rooms can be reserved for those who wish to stay over. The historical scene offers many diversions for visitors. There is also a golf course available for the golf enthusiast. Room reservations can be made by phoning Highland Falls 6-4731, and be sure to mention the New York State Operators Guild banquet.

As usual, the organization will issue a souvenir journal, which is always very well supported. Advertising forms go to press on or before October 1.
SALE—Used records, 45's or 78's. All types—hillbilly, blues. We buy year round, any quantity. We can provide shipping cartons if needed. Write or phone—JALEN AMUSEMENT CO., INC., 14 E. 21st ST., BALTIMORE 16, MD. (Tel.: Belair 5-2881).

SALE—Ami 80—120 Selection Wall Boxes. Cash Waiting. MILLER—NEWMARK DISTRIBUTING CO., 42 FAIRHARKS ST., N.W., GRAND RAPIDS 2, MICH. (Tel.: 9-6607).

SALE—Music: Seeburg 100-A's, BLK's; R's; Warbler 1700's, 1800's. Pinballs, all late Gottlieb. Arcade and Bally Bingos. Write stating quantity and price in first letter. BELGIUM AMUSEMENT COMPANY, LTD., 3126 TYSON AVE., PHILADELPHIA 49, PA. (Tel.: Devonshire 6-8931).

SALE—Williams' King O' Swat; United Sluggers; ChiCoin Big League baseball and Super Home Run; Genev-Big Top Cams; Gottlieb multiple player pinball; Bally & Bobbing; Regulations, will buy or trade. GEORGE PONSE & J. H. KEEFE'S 26-8 URNEY STREET, NEWARK 5, N. J. (Tel.: Bigelow 3-7422).

SALE—Literature on any type of coin machine—Merchandising, Sales, Literature, Parts & Service, Anything that takes a coin for any purpose. WITHMANN ENTERPRISES AND ASSOCIATES, 20-22 CUNNINGHAM AVE., GLENS FALLS, N. Y.

SALE—United Regulations and Bally Arcade Bingos for cash or will trade for cash. TAYLOR'S LAND COIN MACHINE EXCHANGE, Inc., 2435 E. 33RD ST., INDIANAPOLIS, INDIANA. (Tel.: TOWER 1-6715).

SALE—Bingos with flawless manufacturing by Chicago Coin and United Manufacturers. Will also buy coin operated pool tables. Write, Wire or Phone: T. D. I. DISTRIBUTING CORP., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. (Tel.: Súperior 1-4400).

SALE—Your used or surplus records all at special 99c our specialty. We buy all year round, any quantity. No lot too large or too small. No more than 20 records per box. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. L. (Tel.: Union 1-7890).

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FOR SALE—18 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game wax (12 cans) $3.50; Fast wax case (12 cans) $4.50; Pucks (set of 8) $2.50; fluorescent lights pair $22.50; Adjusters $15.50. PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: Juniper 6-1814).

FOR SALE—Late Phone Records. Exhibiting Shooting Gallery, 990; Deluxe Jungle Gun, 73; Palm Springs, 490; BOSTON PHILHARMONIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO, (Tel.: 750).

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire or phone call will convinse you. Factory Representatives for United, Keeny, Bally. TARAN DISTRIBUTING, INC. 3401 N. W. 36th STREET, MIAMI 2, FLA. (Tel.: 64-4046).

NOTICE—Are you faced with Personal Property Taxes? Sales Taxes? Depreciation Deductions? Estate Taxes? Custom Duties? Must you officially establish the Fair Market Value of your machine? 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 your machines you want to sell or trade? What should you pay for machines you want to buy? Have you been puzzled and frustrated in 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, the annually 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 magazine internationally acclaimed: "The BIBLE of the Coin Machines Industry". In "THE CASH BOX" you get the news before it ever becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Advance news of all new machines. Intimate columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain 52 consecutive Weeks' Issues of "THE CASH BOX"—a full year's issues—for only $15.00 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—3 Keeney Speedlances, Chicken Saus Rifle, Shuffle Bowlers, Games. Also Pool Tables—late models. For best buys, write or call: BY POLO AMUSEMENTS, INC., 7510 WILSON AVE., CHICAGO 30, ILL. (Tel.: 1 Ogden 1-3378).

FOR SALE—Seeburg 20 Selection Boxes, 3 wire, 5c, 10c, 25c, $1.00; 3 Midget Movies, with reel, $35.00. Coon Holts, 950 E. BETT AND SONS, 1706 MANHATTAN AVE., UNION CITY, N. J.

FOR SALE—All types of used Pool Tables, jacks and regular. Also late Shuffle Alleys. Will trade for AMI Jukes or Seeburg. Special price on modern speaker (8 inch speaker). $7.50. GATEWAY DISTRIBUTING CO., 3622 N. WEST AVE., CHICAGO 47, ILL. (Tel.: Dickens 2-4620).

MISCELLANEOUS

NOTICE—Juke Box, Amusement Game and Cigarette Routes bought, sold and financed. Anywhere in the country. Contact: CABE, SANDY MOORE, INC., 240 E. MERRICK ROAD, FREEPORT, L. I., N. Y. (Tel.: Mayfair 3-2473, 3 and 4).

NOTICE—Just released. Michael Anthony "Somebody Loves Me" h/c "I'll Be With You". Michael Anthony means cash in your Cash Box. H.R.C. RECORDS, 2145 HOLLYWOOD WAY, HUNTINGTON, CALIF.

NOTICE—3 telephone numbers important to you: The Cash Box, New York City, JUDSON 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Hollywood, Calif., BURBANK 5-2129.

NOTICE—Young Man (Negro) desires position as artist and repertoire assistant with record company which handles Rhythm and Blues artists and materials. Experienced. Please write: JOHN SIMMONS, 306 "F" ST., N.W., WASHINGTON, D. C.

NOTICE—Texas operators—write or phone Rock-Ola Distributor, PHONO-VENT OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. (Tel.: Frobie 3-7197) for genuine factory parts. Also extra clean 1436 Fireballs and other reconditioned phonographs priced right.

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO. Write, wire or phone. $766 AIRLINE HIGHWAY, NEW ORLEANS 26, LA. (Tel.: VErmont 5-7976).

NOTICE—Let me correct your United Yankee Speedy Eleven Frame and all United lights after that into a 300 Scoring Bowler. For particulars write or call DAVID LOWY, 592 TENTH AVE., NEW YORK, N. Y. (Tel.: CliPeering 4-5100).

NOTICE—Interested in dealership for penny, nickel machines guaranteed a 1000 a year. Interested in buying 1000 stands for penny machines. PENNSYLVANIA VENDING CORP., 18th & CARSON ST., PITTSBURGH 3, PA. (Tel.: Flaming 5-9900).

NOTICE—Will trade, 2 Photomats, $300, will trade for late model Bowlers, Sally Booster Pools, will trade for late model Bowlers or United Comet Targettes. LIEBE R MACHINERY CO., 527 PLYMOUTH AVE., N., MINNEAPOLIS 11, MINN. (Tel.: FE 9-0651).

THE CASH BOX

"The Industry's Market Place"

PUBLISHES: MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES IN THIS INDUSTRY PUBLISH IN A MONTH—PROVING THAT THE ENTIRE INDUSTRY RECOGNIZES THE CASH BOX' CLASSIFIED AD SECTION AS "THE INDUSTRY'S MARKET PLACE."

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Classified ads appearing in each issue containing more than 40 words, which includes your firm name, address and telephone number, will be charged at 10c per word. Please count words carefully.

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ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX

26 WEST 47th STREET, NEW YORK 36, N. Y.
THE "G-200"
No other Juke Box is so easily serviced...
No other Juke Box needs so little service...

Complete Accessibility

- Unitized pushbutton and pulse generator assembly
- Ununitized pulse converter
- Pull-out mechanism—locks in any position of full circle
- Swing-up high frequency horn and driver, locks in position
- Swing-up-and-out front doors
- Single lock access to title strips, record changer, amplifier, hinged slug rejector
- Swing-out-and-down title strip holders

Unrivaled Simplicity

- No magnet banks—hundreds of soldered connections eliminated, together with extensive wiring harness
- Etched circuits provide for simplified switching in pulse generator and converter
- Only 1 relay in record changer—only 4 in pulse converter
- Only 1 solenoid for entire selection system

Plus: easy access to twin bass horn drivers through concealed port in top of cabinet... top loading ease—record rotor revolves at touch of front-mounted scan button... simple disassembly of dust cover completely exposes entire record changer... all major components plug in for fast, easy connecting and servicing... many soldered connections and dangling wires eliminated... record code on rack simplifies titling, insures loading accuracy... AC lights for servicing while DC switch turns off power to pulse converter... only one cable to record changer.

...music that makes more money for you

AMI Incorporated / 1500 Union Avenue, S.E. Grand Rapids 2, Michigan / Originator of the automatic selective juke box in 1927... ahead then, ahead now.

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

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


**REGARDING SELLING PRICES!**

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at $10.00 to $25.00 ask for $25.00 up to $75.00 and even more for those machines. Purchasers of such equipment must realize that machines in the very low priced categories are much worse in condition and price adjustments for good condition. Purchasers may end up in the case of used and parts machines. The reconditioner must add on his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition them, the cost of reconditioning, etc. on labor and packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $25.00 machine to anywhere from $25.00 up to $75.00 and up. In the case of used and parts machines these may even be higher due to the fact that the parts have to be made by hand or cut or made to some machine shop dimensions. If the machines are of many of the older arcade machines and kiddie rides are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take this facts into consideration. In short, the purchaser should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase machines "as is," at prices quoted by others at large and recondition the machines themselves to meet their own operating standards.

---

**PHONOGRAH LISTED ALPHABETICALLY**

**EVANS**

4. Mills, Constellation, '47
   Model 951, 40 Set, 78 RPM
   Price 75.00

2. Constellation, '98, Model 1045, 40 Set, 78 RPM
   Price 10.00

3. Jupiter, '92, Model 242, 40 Set, 78 RPM
   Price 200.00

ROCK-OLA

1. 1422, '46, 30 Set, 78 RPM
   Price 75.00

2. 1426, '46, Playmate
   Hindley, 30 Set, 78 RPM
   Price 75.00

3. 1428, '46, Magic Glo, 30 Set, 78 RPM
   Price 25.00

4. 1432, '50, Rocket '51, 50 Set, 78 RPM
   Price 100.00

5. 1434, '51, Rocket '51-52, 50 Set, 78 RPM
   Price 100.00

6. 1430, Same as above,
   Converted to 45 RPM
   Price 150.00

7. 1431, Same as above,
   Converted to 45 RPM
   Price 150.00

8. 1450, '52, Fireball, 120 Sel, 45 RPM
   Price 275.00

9. 1461, '52, Fireball, 120 Sel, 45 RPM
   Price 275.00

10. 1483, '54, Comet, 120 Sel, 45 RPM
    Price $375.00

11. 1466, '48, Hi-FI, 120 Sel, 45 RPM
    Price 615.00

SEEBURG

1. 1468, '46, Standard, 20 Sel, 78 RPM
   Price 25.00

2. 1164M, '56, Master with
   Buffalo Hill, 20 Sel, 78 RPM
   Price 200.00

3. 1172, Standard, 20 Sel,
   78 RPM
   Price 75.00

4. 1471M, '47, Master with
   Remote Attack, 20 Sel, 78 RPM
   Price 75.00

5. 1883, '48, Standard, 20 Sel, 78 RPM
   Price 85.00

6. 1164M, '48, Master with
   Remote Attack, 20 Sel, 78 RPM
   Price 90.00

7. 1164ML, '48, Light Cab.
   with Remote Attack, 20 Sel, 78 RPM
   Price 95.00

8. 1164ML, '51, 100 Sel, 45 RPM
   Price 255.00

9. 1164ML, '51, 100 Sel, 45 RPM
   Price 255.00

10. 1164ML, '51, 100 Sel, 45 RPM
    Price 255.00

11. 1140R, '50, 50 Sel, 78 RPM
    Price 195.00

12. 1500, '48, Standard, 20 Sel, 45 RPM
    Price 75.00

13. 1500H, '48, Standard, 20 Sel, 45 RPM
    Price 75.00

14. 1500BL, '51, 100 Sel,
    45 RPM, Light Cab.
    Price 255.00

15. 1491, '49, Model 100 Sel,
    45 RPM
    Price 200.00

16. 1466, '52, Hi-Fi, 120 Sel,
    45 RPM
    Price 615.00

17. 1466H, '54, 50 Sel, 45 RPM
    Price 615.00

18. 1466R, '54, 50 Sel, 45 RPM
    Price 615.00

19. 1466R, '54, 50 Sel, 45 RPM
    Price 615.00

20. 1500, '48, Standard, 20 Sel, 45 RPM
    Price 75.00

21. 1500H, '48, Standard, 20 Sel, 45 RPM
    Price 75.00

22. 1500BL, '51, 100 Sel,
    45 RPM
    Price 255.00

23. 1500ML, '51, 100 Sel,
    45 RPM
    Price 255.00

24. 1500ML, '51, 100 Sel,
    45 RPM
    Price 255.00

25. 1500ML, '51, 100 Sel,
    45 RPM
    Price 255.00

26. 1500ML, '51, 100 Sel,
    45 RPM
    Price 255.00

27. 1500ML, '51, 100 Sel,
    45 RPM
    Price 255.00

28. 1500ML, '51, 100 Sel,
    45 RPM
    Price 255.00

29. 1500ML, '51, 100 Sel,
    45 RPM
    Price 255.00

30. 1500ML, '51, 100 Sel,
    45 RPM
    Price 255.00

31. 1500ML, '51, 100 Sel,
    45 RPM
    Price 255.00

32. 1500ML, '51, 100 Sel,
    45 RPM
    Price 255.00

33. 1500ML, '51, 100 Sel,
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**Total for all entries:** 265.00
Manufacturers New Equipment

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

AMI, INCORPORATED

G-2000 200-sal. photograph... $450.00
G-200 20-sal. photograph... $400.00
G-30 20-sal. photograph... $350.00
H-1200 Selective Hideaway... $1,250.00
H-80 Selective Hideaway... $800.00
H-40 Continuous-play Hideaway... $400.00
H-120 Continuous-play Hideaway... $120.00
H-80 Continuous-play Hideaway... $80.00

ROCK-OLA MFG. CORP.

Model 1450-Playmaster, 120 Sel. $75.00
Model 1452, 50 Selections... $50.00
Model 1454-16 Selections... $45.00
Model 1546 Chrome Wall Box... $25.00
Model 1548, 50 Selection Wall Box... $15.00
1611—Standard Speaker... $16.00
1612—DeLuxe Speaker... $25.00
Model 1900, Remote Volume Control... $15.00
Model 1921, Remote Volume Control with Cancel Button... $25.00

J. P. SEEBURG CORP.

V-300—Select-O-Matic “200”... $75.00
V-364A—Wall-O-Matic “200”... 100—Select-O-Matic “100”... $100.00
3W-1—Wall-O-Matic “100”... $100.00
MRVC—Master Remote Volume Control... $100.00
HFC-2—Select-O-Matic Speaker... $100.00
HFC-3—High Fidelity Control Speaker... $150.00
HFC-12—High Fidelity Reversed Speaker... $250.00
PS-125-Power Supply... $100.00
HPA-11—Power Amplifier... $100.00

UNITED MFG. CO.

Monaco... $75.00
Select Play Shuffle Alley (With Match Feature)... $65.00
Select Play Shuffle Alley (Without Match Feature) Single Chute... $65.00
Double Chute... $80.00
DeLuxe Built Up Shuffle Alley (With Match Feature) Single Chute... $75.00
Double Chute... $80.00
DeLuxe Regulation Shuffle Alley (With Match Feature) Single Chute... $75.00
Double Chute... $80.00

WILLIAMS MFG. CO.

Hot Diggity (Single player, 5-Ball)... $405.00
DeLuxe 4-Bagger (Baseball Game)... $545.00
Cone... $425.00
Surf Rider (6Player, 5-Ball)... $595.00

THE RUDOLPH WURLITZER CO.

Model 2000, “Centennial”, 200 Selections... $100.00
Model 2001, “Centennial”, 104 Selections... $95.00
Model 2100, Wall Box, 200 Sel. $95.00
Model 2200 Wall Box—Selection-4 Wire... $40.00
Model 2201-4-Wire... $40.00
Model 234 Stepper—4 Selection—3 Wire... $50.00
Model 253 Stepper—4 Selection—3 Wire... $50.00
Model 248 Stepper—4 Selection—4 Wire... $50.00
Model 5117 “12” High Fidelity Wall Speaker... $59.00
Model 5118 “12” High Fidelity Corner Speaker... $59.00
Model 5115 “12” High Fidelity Corner Speaker... $59.00

KIDDIE RIDES

1. Bally Champion Horse... $35.00
2. Bally Moon Ride... $35.00
3. Bally Space Ship... $35.00
4. Bally Speed Boat... $35.00
5. Chicago Coin Super Jet... $35.00

ARCADE EQUIPMENT

1. ABT & Gun Rifle Range... $265.00
2. Boomerang... $265.00
3. Bally Big Inning... $265.00
4. Bally Shootin’ Hunter... $265.00
5. Bally Rapid Fire... $265.00
6. Bally Atomic Raider... $265.00
7. Champion Hockey... $265.00
8. CoinBasket... $265.00
9. CoinGame... $265.00
10. CoinHockey... $265.00
11. Coin Pac Man... $265.00
12. CoinHome Run... $265.00
13. Coin Play... $265.00
14. Edeo Pool Table... $265.00
15. Evans Ten Strike ’66... $265.00
16. Evans Tennis Gun... $265.00
17. Exhibit Dale Gun... $265.00
18. Exhibit Gun Patrol... $265.00
19. Exhibit Jet Gun... $265.00
20. Exhibit Space Gun... $265.00
21. Exhibit Fire Engine... $265.00
22. Exhibit Silver Bullets... $265.00
23. Exhibit Shuffle Ball... $265.00
24. Exhibit Vatilizer... $265.00
25. Exhibit Shooting Gallery... $265.00
26. Exhibit Star Shooting Gallery... $265.00
27. Exhibit Sportland Shooting Gallery... $265.00
28. Exhibit Super Shooting Gallery... $265.00
29. Exhibit Treasure Cove... $265.00
30. Geneen, Inc. Hunter... $350.00
31. Geneen Sky Gunner... $350.00
32. Grace Heavy... $350.00
33. * 4 Gun 24 Player... $350.00
34. Raskin... $350.00
35. Rifle... $350.00
36. Genco Wild West Gun... $350.00
37. Genco Sky Rocket Rifle... $350.00
38. Genco Quarterback... $350.00
39. Jack Rabbit... $50.00
40. Uncle Joe... $50.00
41. Kenney Air Raider... $50.00
42. Kenney Air Raider... $50.00
43. Kenney Thunder... $50.00
44. Kenney Texas League... $50.00
45. Kenney Sportsman... $50.00
46. DeLuxe model... $350.00
47. Kenney Racer... $350.00
chicago coin... INTRODUCES

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 200,000
★ 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!

2 Steady Money Earners For Locations Where Space Is A Problem!
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 ....
Terminals .... Arcades .... Dime Stores .... etc.

1725 West Diversey Blvd., Chicago 14, Ill.
Tune choosing from the 200 selections on the Wurlitzer Model 2000 is fascinating fun in itself. There are 40 top tunes on the center panel—plus 20 more on each of the two roto-page "books" that flank it. A full 80 selections in sight at all times. Pages are power-turned by a finger touch on the twin illuminated bars. This novel "his" and "her" book arrangement enables two—or even more patrons to shop the program at the same time. Make-selection is an easy matter also. You press one numeral and a letter button in any sequence. All in all, this dramatic innovation has proved in itself a powerful play stimulator—one of many reasons why the Wurlitzer 2000 is boosting earning records wherever it is placed in location.

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION

WURLITZER CENTENNIAL MODEL 2000

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

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.

"It's What's in THE CASH BOX That Counts"
A Combination of
great American favorites

Pool and Bowling

ATTRACTS MORE PLAYERS
EARN MORE MONEY

UNITED'S

Pool Alley

"SPOT" BALL HITS "TEE" BALL FOR SCORES
ONE OR TWO CAN PLAY
ONE OR TWO BALL PLAY

Attractive New
Single, Double, Triple Frame Scores
1 OR 2 SHOTS PER FRAME

10TH FRAME EXTRA SHOTS FEATURE

FRONT END PLAY
HINGED PIN-HOOD
HINGED PLAYFIELD

UNITED'S FAMOUS SLUG-REJECTOR

APPROXIMATE SIZE:
25 IN. BY 80 IN.

ORDER FROM YOUR UNITED DISTRIBUTOR TODAY

SOUTH SEAS • STAR SLUGGER • REGULATION Shuffle Alley • SELECT-PLAY Shuffle Alley • POOL GAMES

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 11, ILLINOIS

EQUIPPED WITH
Bally presents a really new scoring idea
with record topping earning-power

EXCITING NEW TRIPLE-DECK ADVANCING SCORES

Separate advancing scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS!

No wonder BIG SHOW is getting biggest cash-box applause in pinball history! Get your share! Get Bally BIG SHOW on location today!

NOW AT YOUR
Bally DISTRIBUTOR
DE LUXE ABC BOWLER
DE LUXE CONGRESS BOWLER (Match) • PIN-POOL
BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Magic Squares
Spot Numbers
Corner Scores
Ballyhole
Extra Balls

Bally BIG SHOW
PROFIT-PROVED IN-LINE PLAY...plus new Triple-Deck Scores