For a long time now, Bill Haley and his Comets have been causing a sensation wherever they have performed. Week after week, reports come in that they have broken house records. The group gives such an energetic performance, scenes of which are pictured to the left, that the audience rocks and rolls right along. The Haley group is one more example of artists getting their initial break on records, and then solidifying their position in other entertainment fields. Their current best seller on Decca is “Rip It Up” and “Teen Age Mother”.
READY TO STEP OUT-IN FRONT!

HARRY BELAFONTE
Jamaica Farewell
Once Was
20/47-6663

TEDDI KING
Married I Can Always Get
Traveling Down A Lonely Road
(The love theme from the motion picture, "La Strada") with Hugo Winterhalter's Orchestra and Chorus
20/47-6660

TERRI STEVENS
Sweet World
(from the NBC-TV Producers' Showcase spectacular, "Jack and the Beanstalk")
That’s How I Cried Over You
with Hugo Winterhalter's Orchestra and Chorus
20/47-6633

JUNE VALLI
Now
Beauty Isn’t Everything
20/47-6662

Your customers will hear these "New Orthophonic"High Fidelity Recordings best on an RCA Victor"New Orthophonic"High Fidelity"Victrola"
IT'S BEEN A HOT SUMMER!

The weather may have been cool this Summer, but it was a hot season as far as the record business is concerned.

For the first time this Summer, we were able to get a real glimpse into the future. First of all the bugaboo of the Summer slump was finally overcome. No longer can anyone take a pessimistic attitude toward Summer sales. For it was proven this year that record sales in the Summertime, if approached in the right way, can not only hold their own, but actually go ahead.

This past Summer also was a time when our most optimistic predictions of things to come turned out to be much too conservative. On the basis of what happened these past few months and what is continuing to happen this Fall, all speculations about future record sales are going to have to be revised considerably upwards.

But the most important thing that happened is that after all the talk and hope and predictions that sales would increase, the specific thing really happened. And it happened so that everyone in the business knew and felt it. It wasn't a gradual rise which could leave us saying that things were a little better. It was a spectacular rise, one which was obvious and definite, one which no one could deny, and one which has put the entire business in a state of exhilaration.

As you talk to record company officials today, it is almost impossible to find a note of pessimism. All their thinking concerns the future and the almost limitless possibilities which it holds out. As far as they are concerned, the spectacular performance of the record industry this past season is the final proof of the prosperity which is to be enjoyed not only in the future but now in the present.

They are also aware that this past Summer was not just a flash in the pan. Distributors are ordering in such large quantities for the Fall, that many firms are not prepared to meet their demands. And the wonderful thing about this ordering is that it encompasses all phases of records, all fields and all styles, both singles and albums.

This Summer therefore, has been the final turning point. It was the time when record sales took the kind of a jump which gave positive proof that a new day of record marketing was here.

When in the future, the record business looks back and tries to put a date on the time that it graduated from a little business to a major industry, the Summer of 1956 is going to stand out as one of the most important.
M-G-M Records

FALL FESTIVAL OF HITS!

JONI JAMES
GIVE US THIS DAY
HOW LUCKY YOU ARE
MGM 12288 • K12288

TRIBUTE TO
JAMES DEAN

Non-Stop Selections
of Selections from
his Films

ART MOONEY
and His Orchestra

THE ART OF GEORGE
LEHER HOLMES
WHEN THE WHITE LILACS
BLOOM AGAIN

and

THE LAST WAGON
MGM 12317 • K12317

DAVID ROSE & HIS ORCHESTRA
LOVE THEME FROM "LA STRADA"

(Styrofoam)

LOVE IS A MANY-SPLENDORED THING
MGM 20583 • K20583

DICK HYMAN
ONE FINGER PIANO
and

THE BLUE WHISTLER
MGM 12298 • K12298

JOHNNY OLIVER
I NEED
THE THINGS
I MIGHT
SO

HAVE BEEN
MGM 12219 • K12219

AUDREY WILLIAMS
MARVIN RAINWATER

LET ME SIT ALONE
(And Them: \EVENING BARKS\)

PARANZET POLKA
MGM 12235 • K12235 | MGM 12312 • K12312

M-G-M Records

THE GREATEST NAME IN ENTERTAINMENT

NEW YORK "T" AT 5

M-G-M Records

FALL FESTIVAL OF HITS!

BETTY MADIGAN
WHERE IN THE WORLD
and

THE TEST OF TIME
MGM 12310 • K12310

SAM "The Man" TAYLOR
and

DICK HYMAN
"I'm Left With This"

BLUES IN MY HEART

CHLOE
MGM 12325 • K12325

DEAN JONES
THIS LAND
YOU CAN'T RUN AWAY FROM IT
MGM 12323 • K12323

INTRODUCING
TONI CARROLL
THINK TWICE
GOODNIGHT, MY LOVE
MGM 12321 • K12321

OCCIE SMITH
JUST KISS ME
AT LAST
MY BABY'S COMIN' HOME
MGM 12322 • K12322

THE FOUR JOES
BLUES IN THE NIGHT
MGM 12321 • K12321

AND

MY HEART SAYS "THANKS TO YOU"

SHEB WOOLEY
FIRST DAY OF SCHOOL
THE LONELY MAN
MGM 12324 • K12324

M-G-M Records

THE GREATEST NAME IN ENTERTAINMENT

NEW YORK "T" AT 5

M-G-M Records

FALL FESTIVAL OF HITS!

THE NATION'S
Top Ten
JUKE BOX TUNES
(PLUS THE NEXT 25)

1. HOUND DOG
ELVIS PRESLEY
Vi-20-6644 (47-6644)—Elvis Presley

2. MY PRAYER
THE PLATTERS
DE-39991 (9-39991)—Platters

3. DON'T BE CRUEL
ELVIS PRESLEY
Vi-20-6644 (47-6644)—Elvis Presley

4. WHATEVER WILL BE, WILL BE
DORIS DAY
CO-40704 (4-40704)—Doris Day

5. CANADIAN SUNSET
HUGO WINTERHALTER ORCH.
CD-1297 (45-1297)—Andy Williams

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

7. ALLEGHENY MOON
PATI PAGE
CS-31679 (9-31679)—Lennon Sisters

8. BE-BOP-A-LULA
GENE VINCENT
CA-3450 (3-3450)—Gene Vincent

9. I ALMOST LOST MY MIND
PAT BOONE
DO-15474 (45-15474)—Pat Boone

10. THE FOOL
SANFORD CLARK
DO-15481 (45-15481)—Sanford Clark

THE NATION'S
Top Ten
JUKE BOX TUNES
(PLUS THE NEXT 25)

11. THE WAYWARD WIND
12. YOU DON'T KNOW ME
13. FLYING SAUCER
14. HONEY TONK
15. TONIGHT YOU BELONG TO ME
16. SWEET OLD FASHIONED GIRL
17. SONG FOR A SUMMER NIGHT
18. THAT'S ALL THERE IS
19. BORN TO BE WITH YOU
20. SOFT SUMMER BREEZE
21. MOONGLOW & PICNIC
22. MORE
23. WHEN MY DREAMBOAT COMES HOME
24. WHEN THE WHITE LILACS BLOOM AGAIN
25. AFTER THE LIGHTS GO DOWN LOW
26. RIP IT UP
27. THE BUS STOP SONG
28. KA-DING DO! (45-1297)
29. ON THE STREET WHERE YOU LIVE
30. IN THE MIDDLE OF THE HOUSE
31. HAPPINESS STREET
32. IT ONLY HURTS FOR A LITTLE WHILE
33. MAMA, TEACH ME TO DANCE
34. SOMEBODY UP THERE LIKES ME
35. LET THE GOOD TIMES ROLL

CODE

A-A—Double A
A-B—A-B
A-C—B-C
A-D—B-D
A-E—B-E
A-F—B-F
A-G—B-G
A-H—B-H
A-I—B-I
A-J—B-J
A-K—B-K
A-L—B-L
A-M—B-M
A-N—B-N
A-O—B-O
A-P—B-P
A-Q—B-Q
A-R—B-R
A-S—B-S
A-T—B-T
A-U—B-U
A-V—B-V
A-W—B-W
A-X—B-X
A-Y—B-Y
A-Z—B-Z
A-C—B-C
A-D—B-D
A-E—B-E
A-F—B-F
A-G—B-G
A-H—B-H
A-I—B-I
A-J—B-J
A-K—B-K
A-L—B-L
A-M—B-M
A-N—B-N
A-O—B-O
A-P—B-P
A-Q—B-Q
A-R—B-R
A-S—B-S
A-T—B-T
A-U—B-U
A-V—B-V
A-W—B-W
A-X—B-X
A-Y—B-Y
A-Z—B-Z

THE NATION'S
Top Ten
JUKE BOX TUNES
(PLUS THE NEXT 25)

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

www.americanradiohistory.com
THE EXCITING NEW HITS ARE ON COLUMBIA!

Near the Million Mark

Doris Day

Zooming to the Top

Mitch Miller

Johnnie Has a Hit

Johnnie Ray

Stranger by the Day

Jerry Vale

2 Sided Smash

The Four Lads

You Can't Miss With These Two

Tony Bennett

WHATEVER WILL BE, WILL BE
(Qué Sera, Sera)
b/w
I'VE GOTTA SING AWAY THESE BLUES
40704 • 4-40704

Original Theme as Introduced on Westinghouse "Studio One" Summer Theatre

SONG FOR A SUMMER NIGHT
40730 • 4-40730

JUST WALKING IN THE RAIN
b/w
IN THE CANDLELIGHT
40729 • 4-40729

YOU DON'T KNOW ME
b/w
ENCHANTED
40710 • 4-40710

from the 20th Century-Fox Film "Bus Stop"

THE BUS STOP SONG
(A Paper Of Pins)
b/w
A HOUSE WITH LOVE IN IT
40736 • 4-40736

FROM THE CANDY STORE ON THE CORNER, TO THE CHAPEL ON THE HILL
b/w
HAPPINESS STREET
40726 • 4-40726

COLUMBIA RECORDS

"It's What's in THE CASH BOX That Counts"
<table>
<thead>
<tr>
<th>WS. #</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Don't Be Cruel</td>
<td>Dickie Valentine</td>
</tr>
<tr>
<td>2</td>
<td>Hound Dog</td>
<td>Elvis Presley</td>
</tr>
<tr>
<td>3</td>
<td>My Prayer</td>
<td>Do-Wop Group</td>
</tr>
<tr>
<td>4</td>
<td>Whatever Will Be, Will Be</td>
<td>Queen Sera, Sera</td>
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<tr>
<td>5</td>
<td>Canadian Sunset</td>
<td>Hug McWintiner</td>
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<tr>
<td>6</td>
<td>Tonight You Belong To Me</td>
<td>Loretta Young</td>
</tr>
<tr>
<td>7</td>
<td>Honky Tonk</td>
<td>Bill Doggett</td>
</tr>
<tr>
<td>8</td>
<td>Allegheny Moon</td>
<td>Bill Doggett</td>
</tr>
<tr>
<td>9</td>
<td>The Fool</td>
<td>Al Bowlly</td>
</tr>
<tr>
<td>10</td>
<td>Song For A Summer Night</td>
<td>Johnnie Ray</td>
</tr>
<tr>
<td>11</td>
<td>Flying Saucer</td>
<td>Gene Vincent</td>
</tr>
<tr>
<td>12</td>
<td>Soft Summer Breeze</td>
<td>Bill Doggett</td>
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<tr>
<td>13</td>
<td>Be-Bop-A-Lula</td>
<td>Bill Doggett</td>
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<tr>
<td>14</td>
<td>You Don't Know You're Mine</td>
<td>Jerry Vale</td>
</tr>
<tr>
<td>15</td>
<td>I Want You, I Need You, I Love</td>
<td>Bill Doggett</td>
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<tr>
<td>16</td>
<td>When The White Lilacs Bloom</td>
<td>Bill Doggett</td>
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<tr>
<td>17</td>
<td>I Almost Lost My Mind</td>
<td>Pat Boone</td>
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<tr>
<td>18</td>
<td>After The Lights Go Down Low</td>
<td>Jo Houbler</td>
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<td>19</td>
<td>The Wayward Wind</td>
<td>Good Grant</td>
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<tr>
<td>20</td>
<td>Ka-Ding Dong</td>
<td>Edith Grant</td>
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<tr>
<td>21</td>
<td>That's All There Is To That</td>
<td>Bill Doggett</td>
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<td>22</td>
<td>Bus Stop Song (A Paper Of Pins)</td>
<td>Bill Doggett</td>
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<tr>
<td>23</td>
<td>Love The Life I've Loved</td>
<td>Bill Doggett</td>
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<tr>
<td>24</td>
<td>When My Dreamboat Comes Home</td>
<td>Bill Doggett</td>
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<tr>
<td>25</td>
<td>A House With Love In It</td>
<td>Tony Bennett</td>
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<tr>
<td>26</td>
<td>Keep The Good Times Roll</td>
<td>Tony Bennett</td>
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<tr>
<td>27</td>
<td>Rip It Up</td>
<td>Bill Doggett</td>
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<tr>
<td>28</td>
<td>Love Of My Life</td>
<td>Bill Doggett</td>
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<tr>
<td>29</td>
<td>Happiness Street</td>
<td>Bill Doggett</td>
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<tr>
<td>30</td>
<td>Born To Be With You</td>
<td>Bill Doggett</td>
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<tr>
<td>31</td>
<td>Mama, Teach Me To Dance</td>
<td>Bill Doggett</td>
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<tr>
<td>32</td>
<td>Sweet Old Fashioned Girl</td>
<td>Bill Doggett</td>
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<tr>
<td>33</td>
<td>From the Candy Store On The Corner</td>
<td>Bill Doggett</td>
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<tr>
<td>34</td>
<td>Chains Of Love</td>
<td>Bill Doggett</td>
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<tr>
<td>35</td>
<td>The Old Philosopher</td>
<td>Bill Doggett</td>
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<tr>
<td>36</td>
<td>Miracle Of Love</td>
<td>Bill Doggett</td>
</tr>
<tr>
<td>37</td>
<td>True Love</td>
<td>Bill Doggett</td>
</tr>
<tr>
<td>38</td>
<td>Moonglow &amp; Picnic</td>
<td>Bill Doggett</td>
</tr>
<tr>
<td>39</td>
<td>From a School Ring To A Wedding Ring</td>
<td>Bill Doggett</td>
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<tr>
<td>40</td>
<td>Love Mickey</td>
<td>Bill Doggett</td>
</tr>
<tr>
<td>41</td>
<td>The Green Door</td>
<td>Bill Doggett</td>
</tr>
</tbody>
</table>

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
A NEW STAR ON COLUMBIA

EILEEN RODGERS

Climbing on all charts

"MIRACLE OF LOVE"

b/w
"UNWANTED HEART"
(40708
4-40708)

COLUMBIA RECORDS

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

Disk of the Week

"BLUE SUEDE SHOES" (1:58) [Hi-Lo BMI—Perkins]
"TUTTI FRUTTI" (1:57) [Venice BMI—LaBastric, Penniman]
"I GOT A WOMAN" (2:22) [Progressive BMI—Charles]
"MACOOK" (2:39) [Robbins ASCAP—Rodgers, Hart]
"BLUE MOON" (2:30) [Leeds ASCAP—Shelton, Robin]
"SHAKE, RATTLE AND ROLL" (2:27) [Progressive BMI—Callahan]
"I’LL NEVER LET YOU GO" (2:21) [Elvis Presley RCA Victor 20/47-6637]
"I’M GONNA SIT RIGHT DOWN AND CRY" (2:21) [Royal BMI—Thomas, Biggs]
"YOU CAN'T BE大奖" (2:39) [Ascap ASCAP—Davis, Butch]
"THE HUNGRY BROWN BEAR" (2:30) [M. Witmark & Son—Comstock]
"THE LADY WHO LIVES TWO LIVES" (2:27) [Columbia ASCAP—Aspinall, Turner]

The Platters, one of the hottest groups in the U.S. today, follow their unbroken chain ("You'll Never Know") with a powerhouse new release. "You'll Never Know" was their most popular release at the time, and it's no surprise why. The song features a powerful vocal performance, a catchy melody, and a memorable chorus that stick in the listener's mind. It was a hit for the Platters and became one of their signature songs.

Headline of the Week

SARAH VAUGHAN (Mercury 7048) (SARAH VAUGHAN) "IT HAPPENED AGAIN" (2:26) [Princess ASCAP—Orlando, Limber]
"I WANNA PLAY HOUSE" (2:01) [E. H. Morris ASCAP—Dane, Paul]

Sarah Vaughan lends her brilliant voice to a beautiful new love song. "I Wanna Play House" is a classic example of the style and sound of Sarah Vaughan, who was known for her soulful, intimate approach to jazz and pop music. The song features a simple melody and a heartfelt delivery that showcases Vaughan's emotional range. It became one of her most popular songs, cementing her status as a jazz icon.
THE PLATTERS

Next Million Record Seller

"IT ISN'T RIGHT"

Coupled With

"YOU'LL NEVER NEVER KNOW"

MERCURY 70948

35 EAST WACKER DRIVE · CHICAGO 1, ILLINOIS

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

www.americanradiohistory.com
**Record Reviews**

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

---

**SLEEPER OF THE WEEK**

"LAY DOWN YOUR ARMS" (2:44)

<table>
<thead>
<tr>
<th>Label</th>
<th>BMI—Land, Gerhard, Roberts</th>
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<tbody>
<tr>
<td>&quot;MY BEST TO YOU&quot; (2:11)</td>
<td>[Forester ASCAP—Johnson, Willhite]</td>
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<tr>
<td>RUSS MORGAN &amp; HIS ORCH.</td>
<td></td>
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<tr>
<td>(Decca 30070; 9-30070)</td>
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</tbody>
</table>

RUSS MORGAN, who has a way with march items—as evidenced by his successful rendition of "Dog Face Soldier"—takes hold of a fast-rising British tune with a military tempo, and comes thru with another winning performance. It’s a delightful romantic marcher tagged "Lie Down Your Arms" featuring a strong vocal effort by Sonny Goday and the Morganaires. The song has a charming and refreshing sound that should carry it into the winners’ circle. Russ handles the vocal chores on the sentimental waltz ballad on the flip side. A touching tune dubbed "My Best To You". Top is the half to watch.

---

**B** "THE FIRST ONE" (2:54) (Delstone BMI—Perper) The Petites make an impressive debut on the unique label with a top drawer ballad that establishes them in the wax field as a group to be reckoned with. Tender, sentimental romancer that is an instant "hit" on the charts. Russ handles the vocal chores on the sentimental waltz ballad on the flip side. Pretty blend too. Watch these lasses.

**C** "MOTORBOAT SONG" (2:00) [Lomas ASCAP—Wellington, Jacobs, Lee, Wellington] On this half the choir booms thru a happy ditty with a romantic story-line.

---

**THE MUCK TRIPPLES** (Modern 1013; 45-1012)


**C** "SLEEP IT OFF" (2:06) [Skyline ASCAP—Shirley, Drake] The trio offers a suggestion to a broken hearted youngster with this tune. Side starts at a moderate pace and swings into the jump beat at mid point. Pleasant platter.

---

**B** "YOU" (2:56) [BroodhASCAP—Robertson] Don Robertson, who hits the big time with his unique military-beat rendition of the novelty "Happy Whistler", comes up with another interesting and refreshing instrumental on his follow-up disk. A cheerful ditty featuring a chorus singing without lyrics. Easy-going side that should get good air play. A sleeper to watch.

---

**B** "EVERY DAY THAT I LIVE" (2:15) [Broodh ASCAP—Robertson] Don accompanies Lou Dinng as she chants a brazen folk-beat romancer that should do well among teenagers. Chorus assists.

---

**FAVORITE SLEEPERS**

- "AUTUMN CONCERTO" - Lonnie Donegan - Mercury 70947; 70949A45
- "ANCIENT HISTORY" - Ler Brown - Capitol 3517; F5317
- "THE FIRST ONE" - Ronnie Gaylord - Unique 244; 45-344
- "THE GREATEST THING" - Don Robertson - Kopp 158; 45-158
- "HIS NAME WAS DEAN" - Lee Brown - Moira 101; 45-101
- "THE RETURN OF" - Richard Mullberry - Decca 30075; 9-30075
- "THEY'RE BACK" - Carmen McNab - Decca 30074; 9-30074
- "THEME FROM WAR AND PEACE" - Richard Mullberry - Vix 229; 4X922

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**FAVORITE SLEEPERS**

- "THE PITY THE POOR MAN" (2:30) [Songfes ASCAP—Jordan, Kirkland] "WHITE LINE" (2:21) [Pop Enterprises ASCAP—Harmon, Burrello] BOBBY SCOTT (ABC-Paramount 9737; 45-9737)

- Bobby Scott, who sketched out the limelight with his rendition of a folksy item called "Chain Gang", comes up with a power-packed novel folk-flavored tune that has the earmarks of another smash success. Bearing the title "Pity The Poor Man", the tune is an exciting rhythm opus featuring an earthy lyric in the "16 Tons" tradition. Scott's best side since his debut hit. Looks like another top seller. Bottom half, "White Line" is an unusual fast-stepping tune about a highway traveler who finds "death" riding along side of him. Top deck is the one to watch.

---

**FAVORITE SLEEPERS**

- "I'M LONELY TONIGHT" - CLYDE McPHEATTER (Atlantic 1106) "THIRTY DAYS" - "BRING ME LOVE" - "FROM THE BOTTOM OF MY HEART" - THE CLOVERS (Atlantic 1107) "SEND ME FLOWERS" - "AFAR INTO THE NIGHT" - THE SIX TEENS (Flip 317) "DANCIN' DADDY" - "I GOT LOADED" - THE CADETS (Modern 1000)"I'M LONELY TONIGHT" - CLYDE McPHEATTER (Atlantic 1106) "THIRTY DAYS" - "BRING ME LOVE" - "FROM THE BOTTOM OF MY HEART" - THE CLOVERS (Atlantic 1107) "SEND ME FLOWERS" - "AFAR INTO THE NIGHT" - THE SIX TEENS (Flip 317) "DANCIN' DADDY" - "I GOT LOADED" - THE CADETS (Modern 1000)

- Four records out of the rock and roll field, all with strong pop potential are listed above. (See "Rhythm & Blues Reviews"

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**DOT's Best Sellers**

15481—THE FOOL LONESOME FOR A LETTER .................................. Sanford Clark
15490—FRIENDLY PERSUASION CHAINS OF LOVE .......................... Pat Boone
15492—A HEART WITHOUT A SWEETHEART NOW IS THE HOUR ...... Gale Storm
15486—THE GREEN DOOR (The Story of) LITTLE MAN IN CHINATOWN .................................. Jim Lowe
15489—KA-DING-DONG INTO EACH LIFE SOME RAIN MUST FALL . The Hilltoppers
15491—WHEN THE WHITE LILACS BLOOM AGAIN SPANISH DIARY ...................................................................... Billy Vaughn
15488—HEART AND SOUL DIXIELAND BAND ................................. Johnny Maddox
15493—CASUAL LOOK COTTON PICKIN' KISSES ............................... Lorry Raine
15494—HONKY TONK No. II LONELY CRYIN' HEART ...................... Rusty Bryant
15472—I ALMOST LOST MY MIND JUST AS LONG AS I'M WITH YOU Pat Boone

**3 BEST SELLING ALBUMS**

DLP-3016 GOLDEN INSTRUMENTALS .................................. Billy Vaughn
DLP-3012 PAT BOONE ................................................................
DLP-3030 HOWDY ................................................................. Pat Boone

**NEW RELEASES**

15495—I'M LOOKING THROUGH YOUR WINDOW BIG ROCK INN .......................... Dolly Cooper
15496—COOL IT BABY—BALL ROOM BABY .................................. Dick Lory
15497—I'M WAITING FOR SHIPS THAT NEVER COME IN ONE MINT JULEP ................................................................ Mac Wiseman
1286—LET THE WHOLE WORLD TALK HONKY TONK TEARS .......... Jimmy Newman

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

www.americanradiohistory.com
BING CROSBY
(Decca 30022; 9-30023)
B APRIL SHOWERS (2:42)

JOE SATAN
(Masquerade 56001; 45-56001)

CATHERINE McRAE
(Decca 30075; 9-30075)
B+ NAMELY YOU [Commander ASCAP—Mercer, deHoffman] A wonderful little number from the forthcoming Broadway musical “Lil’ Amer” is delightfully styled by the smooth voice of Catherine McRae. Easy-going performance that should win the appro- val of Jockeys. Potent version of top grade material.

RICHARD MATLBY ORCHE
(40-0279; 4X-0229)
B+ THEME FROM WAR AND PEACE (2:45) [Famous ASCAP—Voss] The rich, regal melody of this theme from one of today’s top box office attractions, “War and Peace” is dramatically presented by Richard Matlby and his orchestra. Pretty melody that should make the grade.


GEORGE GIRARD & HIS NEW ORLEANS FIVE
(Decca 3239; 4X-0223)
B+ LIEBSTRAUM (2:35) [P.D.] George Girard leads his New Orleans Five thru another fine jazz arrangement of a favorite classical theme. Exciting new treatment that deserves a spot on every jockey’s show. Good change-of-pace programming.

B+ MY GAL SAL (2:45) [E. B. Marks BMI—Dresser] That del- ightful Southland sound rings clear on this hot one for the crew cuts thru an absolutely wild version of pop great. Dig that crazy finish—it’s tremendous. Good sides for the Jukes.

JUDY KILEN
(Abbott 3024; 45-3024)
B+ JUST WALKING IN THE RAIN (Goldmine West BMI— Bragg, Riley) Judy Kilen bow’s on Abbott with a wonderful version of a great oldie that’s making the charts again. Thrash has a delightful sound and hands in a winnin version. Should bite off some of the sales. Good bet to make some noise in the country field too.

B+ A HEART WITHOUT A SWEETHEART (2:35) [United ASCAP—Ager, Stanton] The versa- tile young thrash changes the pace on this portion and warmly charts a tearful waltz ballad. Sad song emo- tionally performed. Good material that should could step out. Strong coupling.

JOHN STANLEY
(Capitol 3514; F-3544)
B GET OUT AND VOTE! Pts. 1 & 2 [Aristone ASCAP—Stanley, Pober] for Ty Stanley, who did a few years ago with a hilarious ver- sion of a novelty called ’It’s In The Book’, employs today’s top headlines for his latest comedy disk. He kids the politicians with renotations, and via an amusing tune, he asks his listeners to get out and vote. Should get a hoop of play during the cam- paign season.

B+ MARY LOU (2:14) [Mills ASCAP—Robinson, Wagman, Lyman] On this end, Muzzy Marcellino who seems to click his dancing forks thru another light and infec- tious juke box item.

CHRIS CONNOR
(Atlantic 1105; 45-1105)
B+ MY HEART IS SO FULL OF YOU (2:08) [Frank ASCAP— Loesser] From the smash B’way musical “West Happy Pella” comes this class ballad which Chris Connor makes one of his best songfashions to an up beat in her unique, wistful jazz technique. Perfect side.

B- I MISS YOU SO (2:20) [Leeds ASCAP—Henderson, Scott, Rob- in] Chris gets a sumplous chorus in this new Arrangement of a great standard, Emotional reading that should meet with the ap- proval of dee jays in the pop and jazz fields.

THE MANHATTANS
(Web 1080; 45-1080)
B KIKI (Portugese Wawerwo- man) (2:54) [Bernick ASCAP— Papp, Luchesi, Tobias] A contagious vocal interpretation of a recent hit instrumentally is infectious rendered by a smooth and polished new group known as the Manhattan. Colorful side that should do well on the air waves.

C+ SIZZLE AND CRACK! (2:30) [Miller ASCAP—Baker] The group cuts thru an ok jumper designed for the boppin’ teenagers.

MR. FORD & MR. GOON-BONES/
MUZZY MARCELLINO
(Crysalites 706; 45-706)
C+ MACKIE’S SWEET (2:08) [Advanced ASCAP—Ager, Yel- len] Ralph Ford works the Hammond organ on this item and gives it a taste that is landing on the bones. Catchy results on a wonderful new side.

C+ MARY LOU (2:14) [Mills ASCAP—Robinson, Wagman, Lyman] On this end, Mr. Marcellino who seems to click his dancing forks thru another light and infec- tious juke box item.

Carmen McRae
(Decca 30075; 9-30075)
B+ NAMELY YOU [Commander ASCAP—Mercer, deHoffman] A wonderful little number from the forthcoming Broadway musical “Lil’ Amer” is delightfully styled by the smooth voice of Carmen McRae. Easy-going performance that should win the appro- val of Jockeys. Potent version of top grade material.

“THE ITALIAN THEME”

Judy Kilen
(Abbott 3024; 45-3024)
B+ JUST WALKING IN THE RAIN (Goldmine West BMI— Bragg, Riley) Judy Kilen bow’s on Abbott with a wonderful version of a great oldie that’s making the charts again. Thrash has a delightful sound and hands in a winnin version. Should bite off some of the sales. Good bet to make some noise in the country field too.

“The Swingiest . . . "COOL IT BABY" Coral 61711
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REVIEW SPOTLIGHT ....... The Billboard
BEST BET ..................... Variety

"ONE KISS LED TO ANOTHER"
Decca 30063 (9-30063)

"TWO HEARTS"
(With An Arrow Between)
Decca 30063 (9-30063)

A New World of Sound DECCA records

"It's What's in THE CASH BOX That Counts"
NEW YORK—Ivan Mogull (left), publisher of both Al Hibbler’s “After the Lights Go Down Low” and Vic Damone’s “Speak My Love” gets together with both of the artists during Hibbler’s engagement at Birdland. Next to Mogull (from left to right) are: Al Hibbler, Vic Damone, Sut Balkin (drummer and manager of Maynard Ferguson), Lee Magid (Al Hibbler’s manager), and Mike Hall (press agent for Hibbler).

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

NEW YORK:
Joe Carlton took off for Hollywood this week announcing to one and all that he was going to return with a Four Oh Four unit to Los Angeles. Celebrating their tenth year together excited about their latest for Cadence, “I’ll Never Stand In Your Way.” Eileen Barton has been signed by Epic... Terri Stevens recuperating from an accident at the beach in which her knee was injured... Mario Lanza is planning a 4 day tour to promote his recording of “Earthbound.” It will start in Chicago and from there Lanza heads towards New York where he will be on the Perry Como show September 25th and be feted by RCA Victor... Steve Clayton has recorded his first local session and the record company has come out this week. Sides are “Two Different Worlds” and “It Happened Again”... ASCAP President Paul Cumingsham sailed for Europe this week on a four week business trip... Bob Kornheiser of Cadence has named Jane Gibbs to handle the jockey promotion for the diskery in New York. This will be in addition to June’s other promotion accounts which include Liberty Records, Julie London, etc. Bob “Coffeehead” Larsen and wife in town from Milwaukee recently reported to have had a fine engagement, just out of the army, has signed a radio deal with CBS for an across the board show Monday thru Friday 8:30 P.M. and Saturday at 11 A.M. ... Al Morgan inked by Columbia... Fly Records, new independent label, has been formed in Hollywood by Steve Riggio and Ricki Ferrari. First recordings by the new firm feature a thirty piece band which will experiment with some new sounds. Plans call for the recording band to go on the road and to promote future releases where engagements are played... The formation of another new firm, Claudia Records, was announced this week by Claud J. Nash in Marion, Indiana.

CHICAGO:
Sylvia Sym's, one of the first stars brought in by the Black Orchid's new management bowed at the nitey, 9/6. The very charming "Sadie You" Sym's was warmly welcomed by old and new friends at a cocktail party given in her honor... Carol from Chicago... Two weeks ago George Jay left us to know he's currently working on "Sadie's Shawl" by the Buddy Bregman orch on Victor... The Bud Shank Quartet, a long time west coast group, provided the sounds at the Preview Lounge... Georgia Drake won over five finalists in the first contest for Frank York's Sherman Hotel orch on 8/30. Among contest winners in the past was Bally recording artist, Betty Johnson... Brad McQueen goes to New York to serve in new position at RCA Victor. Brad, long time familiar face in the Midwest, one of the sweetest guys in the business. Many are going to miss him. All hope that he keeps in contact with friends here. (Lotsa luck, Brad, and thanks for being a swell gal)... Al Calder of Chicago Pictures and Shapiro-Bernstein in town to visit friends and relatives... Ron Terry, known for his promotion work, delected as a deejay on WAAF. Ron will fill the 9:30 to 11:00 A.M. slot... Errol Garner and his group invaded the Liberty house stand, 9/12... Bernie Allen took over Jay Trompeter's morning shows on WIND while Jay takes over the shows vacated by Eddie Hubbard. Eddie now works for WGN... Bob Anderson, Bally recording star, one of 10 finalists for Arthur Godfrey's "Talent Scout" show to be broadcast from Chi. Janette Davis in town to judge talent auditions... WAAF's Gerry Leighty for public relations advertising and promotion to his deejay chores... Carl Burns of Crystallette and Paul Taylor of Questa a busy duo doing the rounds of the shows... Harry Belafonte, currently appearing in the Empire Room, busy cutting new LP at RCA Victor recording studios.

HOLLYWOOD:
The Nilson Twins flew to Omaha last week to represent Capitol Records at the opening of a new radio station in that city... Recent, 18 year old Filipino singer, made her debut on the new Zephyr label this week. Local jockeys have given an enthusiastic reception to her initial release of "Beautiful Friendship"... Dot Records have another big one riding for them in Jim Lowe's new recording of "Green Door"... Jerry Cox signed as director of Maze Records. First sides to be conducted by Cox will feature Gloria Craig... Roy Hamilton's last sides recorded before he retired from active show business out on the Epic label this week... Martha Lou Harper signed to an exclusive recording contract by Capitol Records... Johnnie Ray did well out business during his local engagement at the Moulin Rouge. Frank Sennes wants Ray back for an unlimited engagement at the Moulin... The Rover Boys in town on their way to an engagement in Honolulu... Spike Jones and Helen Grayce currently breaking it up at the New Frontier in Las Vegas... National Merchandising Manager Bud Fraser presented a ten year service pin to Merryl Hammond, jockey paper... Singer Tommy Charles finished his stint in the movie "Shake Rattle and Roll"... Choo Choo "Secret Love On My Mind" recorded to 3 - 5 of the film for Decca... Gil Henry of KNX taped a phone interview with Pat Boone from Indianapolis this week... Somethin' Smith and the Redheads a big success in their Vegas appearance according to Bob Denais of Epic Records who flew up to catch their set... Pretty Peggy Taylor's first disk out on the Sunset label this week... Harris Geller has been set to conduct the orchestra, and the Voices of Walter Schumann have been signed for the Tennessee Ernie Ford show which debuts Thursday, October 4.
FABULOUS INSTRUMENTALS
THAT ARE CLIMBING FAST

Bob Sharples
SADIE’S
SHAWL

Cyril Stapleton
THE ITALIAN THEME

Ted Heath
THE FAITHFUL
HUSSAR

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

**Music Operators' Associations**

- Sept. 10—Tri-County Juke Box Operators' Assn. Place: Emah Music Offices, Massillon, Ohio
- 11—Western Massachusetts Music Guild Place: DeMarco's Restaurant, West Springfield, Mass.
- 12—New York State Operators' Guild Place: Nelson House, Poughkeepsie, N. Y.
- 20—Phonograph Merchants' Assn., Cleveland, Ohio Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 20—Westchester Operators' Guild, Inc. Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- 22 & 23—Music Guild of Nebraska Place: Blackstone Hotel, Omaha, Neb.
- 24—Central States Music Guild Place: 805 Main Street, Peoria, Ill.
- 4—Phonograph Merchants' Assn., Cleveland, Ohio Place: Hollenden Hotel, Cleveland, Ohio (General)
- 4—Eastern Ohio Phonograph Operators' Assn. Place: 4104 Rush Blvd., Youngstown 12, Ohio (General)
- 20—Kansas Music Association Place: Warehouse Hotel, Manhattan, Kan.

**Juke Box Regional Record Report**

The Top Ten Records—City by City

**New York, N. Y.**
1. My Prayer (Platters)
2. Whatever Will Be (D. Presley)
3. Hound Dog (E. Presley)
4. Pink Domino (Winterhalter)
5. Whatever Will Be (E. Presley)
6. I Don't Know My Name (J. Vale)
7. Hound Dog (E. Presley)
8. Don't Be Cruel (E. Presley)
9. Flyin' Saucer
10. I Want You (E. Presley)

**Los Angeles, Calif.**
1. Whatever Will Be (D. Presley)
2. Canadian Sunset (Winterhalter/Williams)
3. Hound Dog (E. Presley)
4. My Prayer (Platters)
5. Whatever Will Be (E. Presley)
6. Flying Saucer
7. Song For Summer Night
8. Almost Lost My Mind (Beebo)
9. Wayward Wind (G. Grant)

**Chicago, Ill.**
1. Hound Dog (E. Presley)
2. My Prayer (Platters)
3. Canadian Sunset (Winterhalter/Williams)
4. Whatever Will Be (E. Presley)
5. Flying Saucer
6. Song For Summer Night
7. Tonight You Belong To Me (Buchanan & Goodman)
9. Don't Be Cruel (E. Presley)
10. I'll Be Laughing Tonight (J. Tillis)

**San Antonio, Texas**
1. Don't Be Cruel (E. Presley)
2. I'll Be Cruel (E. Presley)
3. Flying Saucer
4. Song For Summer Night
5. The Fool (E. Presley)
6. Whatever Will Be (E. Presley)
7. Tonight You Belong To Me (Buchanan & Goodman)
9. Hound Dog (E. Presley)
10. Long Timeeroo (Patience & Prudence)

**Kansas City, Mo.**
1. Hound Dog (E. Presley)
2. Whatever Will Be (D. Presley)
3. The Fool (E. Presley)
4. Don't Be Cruel (E. Presley)
5. I Don't Know My Name (J. Vale)
6. My Prayer (Platters)
7. Song For Summer Night
8. Flying Saucer
9. Hound Dog (E. Presley)
10. You Don't Know My Name (J. Vale)

**Denver, Colo.**
1. Flying Saucer
2. Canadian Sunset (Winterhalter/Williams)
3. Whatever Will Be (E. Presley)
4. I Don't Know My Name (J. Vale)
5. Whatever Will Be (D. Presley)
6. Tonk Belt (B. Buchanan)
7. Any Time (Buchanan & Goodman)
8. Flying Saucer
9. Allergy Hex (D. Platter)
10. The Fool (E. Presley)

**Baltimore, Md.**
1. My Prayer (Platters)
2. Canadian Sunset (Winterhalter/Williams)
3. Hound Dog (E. Presley)
4. Whatever Will Be (D. Presley)
5. My Prayer (Platters)
6. Canadian Sunset
7. St. Therese (Patience & Prudence)
8. In The Still Of The Night (Buchanan & Goodman)
9. Hound Dog (E. Presley)
10. When My Dreamboat Comes Home (D. Platter)

**Cleveland, Ohio**
1. Don't Be Cruel (E. Presley)
2. Hound Dog (E. Presley)
3. Whatever Will Be (D. Presley)
4. True Love (J. Powell)
5. Canadian Sunset
6. Canadian Sunset
7. Don't You Know Me (J. Vale)
8. My Prayer (Platters)
9. See Saw (M. Miller)
10. I Walk The Line (J. Cash)

**Attention: Operators' Associations**

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

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
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2 GREAT SONGS

"GIANT"
(THE THEN IS TEXAS)

"THERE'S NEVER BEEN ANYONE ELSE BUT YOU"

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LES BAXTER—Capitol
RAY HEINDORF—Columbia
GEORGE CATES (Vocal—JIMMY WAKELY and CHOIR)—Coral
JACK PLEIS (RALPH YOUNG and CHOIR)—Decca
LEONARD ROSENMAN—Imperial
ART MOONEY—MGM
RUSTY DRAPER—Mercury
BOB CARROLL (JOE LEAHY ORCHESTRA)—Unique

"THERE'S NEVER BEEN ANYONE ELSE BUT YOU"
Recorded By
LES BAXTER—Capitol
RAY HEINDORF—Columbia
GEORGE CATES—Coral
LEONARD ROSENMAN—Imperial
DAVID ROSE—MGM
ART MOONEY—MGM
DAVID CARROLL—Mercury
BOB GRAYBO (JOE LEAHY ORCHESTRA)—Unique

M. WITMARK & SONS 488 Madison Ave., New York 22, N.Y.

"It's What's in THE CASH BOX That Counts"
Music Lee)

Only hear Don't household and Hound Tonight selling!

I hear that American agents are watching Mel Torme with close eye. This fine performer who has won everyone's heart over here will be seeing some titles at the English Decca/London studios during this two weeks Prince of Wales appearance. The Todd Brach Band and Cyril Stenton Orchestra are most likely to accompany Mel. It is very likely to see an artist of this calibre being so well received over here; and very gratifying to know that a try at rhythm and blues could put him back on top (where he came in) in the U.S.

Woof Phillips back from the U.S. after a vacation and promotion visit in connection with his Lullaby Of Broadway. I have been catching up on my listening horns, and have found some fine albums which to my mind deserve all the praise I can give them. Notably: Marion McParland's "After Dark" Capitol LP; the very fine song selection by Carmen (Ray) Ray's "Torchy" album; the Broadway Cast of "Melody Maker" (London Decca) over here at last; and the Ella Fitzgerald "Cole Porter Song Book" also on London. All these albums should be big sellers over here. And speaking to sellers, I am glad to recommend very good friends the Chordettes coming in with "Born To Be With You."

It is now definite that the George Melachrino Orchestra will accompany Liberace on his tour in this country, which will open in London at the Royal Festival Hall on October 1. The song being "I Only For You Belong To Me" by Patience & Prudence will, I feel sure, make these two great household names over here when their record is released.

WE SELL BEATTY'S POP RECORDS IN BRITAIN (Casino "Nouvel Express"
1. Whatever Will Be Will Be (Ajax Day) (Phillips)
2. Why Do Fools Fall In Love? (Paterson)
3. Sweet Old Fashioned Girl (Tea)
4. Rocking The Blind Eye (Bill) Hailey Comets (Brunswick)
5. Little Tongue And Arm (Anne) Shelton (Phillips)
6. Walk Hand In Hand (Tony) Martyn (E.P.)
7. Mountain Greenery - Mel Torme And Group (Bla)
8. Born To Be With You - Chordettes (London)
9. Hot Milk Hotel - Eliza Presley (HMV)
10. Saints Rock And Roll - Bill Haley Comets (Brunswick)
11. Seven Year Slump - Whitman (London)
12. I Am In Love Again - Fata Domino (London)
13. Gone Pretender (Or You) - The Platters (Mercury)
15. I Almost Lost My Mind - Pat Boone (London)
16. You Are My First Love - Billy Murray (Columbia)
17. I Hate To Be Home - Pat Boone (London)
18. The Sound Sally - Pat Boone (London)
19. Wayway Wind - Rick Ritter And Group (C.B.)
20. Fountain Of Love - Edmond Rochefort (Feye-Nica)
21. Thank You For The Trouble - Ronnie Carroll (Phillips)
22. Is There A Wee - Ronnie Hilton (HMV)
23. Be A Boo A Lula - Gene Vincent (London)
24. My Son John (David Whitfield (C.B.)
25. My September Love - David Whitfield (Decca)
26. Funky Teddy - Frank Chacksfield (Decca)
27. Woman In Love (Franke) Frankie Lane (London)
28. I Love You With All My Heart (Ray) (London)
29. Bring A Little Water Sylvie (Johnny Duncan (Parkhorne)

GAETLY MUSIC SHOP

New York, N.Y.
1. Monday, When The Week Began (H. Winterhalter)
2. My Prayer (Patterson)
3. My Life (Patterson)
4. Hound Dog (B. Doggett)
5. Hound Dog (P. Page)
6. Allegheny Moon (P. Page)
7. Soft Summer Breeze (W. Hailey)
8. Wayward Wind (G. Grant)
9. Soft Summer Breeze (E. Heywood)
10. Sweet Summer Breeze (P. Page)

DUNLEARY'S, INC.

Minneapolis, Minn.
1. Hound Dog - E. Presley)
2. My Prayer (Patterson)
3. My Life (Patterson)
4. A Cottage (Patterson)
5. Whatever Will Be Will Be (Decca)
6. Allegheny Moon (P. Page)
7. Soft Summer Breeze (E. Heywood)
8. Flying Saucer (Fabor)
9. Sewing Pattern (E. Heywood)
10. Rip It Up (B. Haley)

BROOKMINE MUSIC

Minn., La.
1. Tonight You Belong To Me - Patience & Prudence
2. Sweet Dreams - Patience & Prudence
3. My Prayer - Sitting Lovers (C.B.)
4. Soft Summer Breeze - (Decca)
5. Soft Summer Breeze (W. Hailey)
6. Flying Saucer (E. Heywood)
7. Sewing Pattern - (T. Bennett)
8. Anything Goes (P. Page)
9. My Love Came Back (E. Heywood)
10. Together 10, 2, 3 (Castell frustrated)

COFFRET MUSIC CO.

Brooklyn, N.Y.
1. Hound Dog - E. Presley)
2. Don't Be Cruel (E. Presley)
3. Don't Be Cruel - (J. Ray)
4. Sun Set (Moom Lounge)
5. After Lights On Down Low - (M. Miller)
6. Hound Dog (B. Doggett)
7. Soft Summer Breeze (W. Hailey)
8. Soft Summer Breeze - (P. Page)
9. You Belong To Me (G. Grant)
10. Wayward Wind (W. Grant)

SPRUCE RECORD SHOP

Scranton, Pa.
1. Don't Be Cruel (E. Presley)
2. Soft Summer Breeze (W. Hailey)
3. My Prayer (Patterson)
4. My Prayer (Patterson)
5. Flying Saucer (Fabor)
6. Soft Summer Breeze (W. Hailey)
7. Soft Summer Breeze (W. Hailey)
8. Whatever Will Be Will Be (Decca)
9. Soft Summer Breeze (W. Hailey)
10. Soft Summer Breeze (W. Hailey)

HAY'S RECORD SHOP

San Antonio, Texas.
1. Don't Be Cruel (E. Presley)
2. Soft Summer Breeze (W. Hailey)
3. My Prayer (Patterson)
4. My Prayer (Patterson)
5. Soft Summer Breeze (W. Hailey)
6. Flying Saucer (W. Hailey)
7. Soft Summer Breeze (W. Hailey)
8. Soft Summer Breeze (W. Hailey)
9. Soft Summer Breeze (W. Hailey)
10. Soft Summer Breeze (W. Hailey)

MELODY MART

Ithaca, N.Y.
1. Whatever Will Be Will Be (D. Day) (E. Presley)
2. Whatever Will Be Will Be (D. Day) (E. Presley)
3. My Prayer (Patterson)
4. Sweet Summer Breeze (W. Hailey)
5. Soft Summer Breeze (W. Hailey)
6. Soft Summer Breeze (W. Hailey)
7. Soft Summer Breeze (W. Hailey)
8. Soft Summer Breeze (W. Hailey)
9. Soft Summer Breeze (W. Hailey)
10. Soft Summer Breeze (W. Hailey)

BILLY'S T RECORD SHOP

Tulsa, Okla.
1. Don't Be Cruel (E. Presley)
2. My Prayer (Patterson)
3. Soft Summer Breeze (W. Hailey)
4. Soft Summer Breeze (W. Hailey)
5. Soft Summer Breeze (W. Hailey)
6. Soft Summer Breeze (W. Hailey)
7. Soft Summer Breeze (W. Hailey)
8. Soft Summer Breeze (W. Hailey)
9. Soft Summer Breeze (W. Hailey)
10. Soft Summer Breeze (W. Hailey)

LOOMIS TEMPLE OF MUSIC

New Haven, Conn.
1. Don't Be Cruel (E. Presley)
2. Don't Be Cruel (E. Presley)
3. Soft Summer Breeze (W. Hailey)
4. Soft Summer Breeze (W. Hailey)
5. Soft Summer Breeze (W. Hailey)
6. Soft Summer Breeze (W. Hailey)
7. Soft Summer Breeze (W. Hailey)
8. Soft Summer Breeze (W. Hailey)
9. Soft Summer Breeze (W. Hailey)
10. Soft Summer Breeze (W. Hailey)

"Only those records best suited for commercial use are reviewed BY THE CASH BOX"
Mills Music Maps Plans for 1956-57

NEW YORK—As a result of conferences between Jack Mills, President of Mills Music, Inc. and his executives in the Mills' Companies both here and abroad, Mills expects 1956-57 to be one of the most important years in the 27 year history of the publishing firm. Already on the drafting boards are plans for publications in all phases of the music business.

One of the motivating factors of this extensive upsurge is the fact that during his recent trip to Europe, Mills has consummated some outstanding deals with foreign publishers, for the reprinting and exploitation of their materials in the U. S. A. by Mills Music, Inc. Included is a renewal of the pact with one of Britain’s most important music publishers, Joseph Williams Ltd., which provides access by Mills to the works of Britain’s notable composers including Gordon Jacob, Edmund Rubbra, John Addison, Alec Rowley, Andris Bardzins, Ahan busk, Norman Derneth and Humphrey Searl and which serves as a wealth of material for school music in the orchestra, piano, organ and instrumental fields.

On this side of the Atlantic, Mills Music, Inc. with its recent acquisition of Affiliated Musicians, Inc. plans world wide distribution of some of the finest contemporary music by such outstanding composers as Ernst Toch, winner of the Pulitzer Prize in Music (1936) for his Symphony #3 which is now controlled by Mills Music, Inc. (Toch has recently been signed to an exclusive contract by Mills Music, Ltd. and his works in the U. S. will be available through Mills Music, Inc.) Others in the A&M group of distinguished composers are Carlos Chavez, Juan Manen, Erich Wolfgang Korngold, Mario Castelnuovo-Tedesco, Alexandre Greschanofi, Richard W. Ellsasser and others.

In a message from Milan, Italy where he is now vacationing, Jack Mills, President of Mills Music Inc., commented, “My recent trip abroad and my evaluation of the market for music throughout the territories I have visited, leads me to have tremendous optimism about the future of our business. Great talent is on the up beat all over the world and Mills Music as publishers a share was decide ourselves to meet up with our responsibilities, to this talent and to the world at large, to make as much of this wonderful material available as is possible. It is for this reason that our plans for this season represent the most ambitious in our history.”

Capitol Records Declares Dividend

HOLLYWOOD, CALIF.—Capitol Records, Inc.’s board of directors declared a regular quarterly dividend of 65 cents a share payable September 30, 1956, to stockholders of record September 15, 1956. The previous regular quarterly dividend was 15 cents a share paid June 30, 1956.

In addition to the dividend on the common stock, a regular quarterly dividend of 65 cents a share was declared on the preferred stock payable October 1, 1956 to preferred shareholders of record September 15.

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The Voices Of The West

“Are You Ready” (To Live For Your Lord)

b/w “He Is Calling”

C&W Religious

Jimmie Widener And
The Voices Of The West

“Whose Side Are You On” b/w “Rollin’ Tide”

Pop

Diane Richards

With The Three Dons

“A Wonderful Night For Love” b/w “The Robin Sings There Still”

“Never Let A Dream Get Away” b/w “This Is My Last Romance”

Pop

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The Three Dons & Deena

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“Capitol Records Plans for 1956-57”

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**Album Reviews**

**SOUNDPROOF**—Ferrante And Teicher—Westminster WP 6014 (1-12" LP)

This Westminister disk is an excellent example of giving the audiophile a hi-fi test record with entertainment value. Dual pianists, Ferrante and Teicher, playing with a quartet of soloists, give us a program of pleasing material, giving their material usual hi-fi scope and sounds. Those who want to show-off their equipment or who have a large FM radio, give the disk a try. The four arias, one conducted by the pianists and played by the accompaniment, package the two accomplished concert pianists have established a considerable following with their zany antics. This should boost the sale of the disk.

**REQUESTFULLY YOURS**—Alexander Bros. Cavalier CAV 6001 (1-12" LP)

GUADALAJARA; HIGH NOON; JAMALATARA; HONING TO WYOMING; WUNDERBAR; SIMULAF; ROAD TO SUGAR CANE; WHERE THE SONGS GET OUT AND GET UNDER THE MOON.

The Alexander Bros., a versatile vocal-guitar team, have been well received in their appearances at various nite spots and hotels around the country. This Cavalier release features the two in a grab-bag of folk, show, Inspirations and fresh, three sensational songs, coming at you from all of the package. The two accomplished concert pianists have established a considerable following with their zany antics. This should boost the sale of the disk.

**DOCUMENTARY**

**THE EISENHOWER STORY**—Actual Sounds And Voices From Great Moments In His Life—ABC-Paramount ABC 128 (1-12" LP)

This timely ABC-Paramount disk highlights the military and political career of General Dwight D. Eisenhower. The disk includes some of the D-Day landing, the waxing follows his career up to his decision to run for a second term. A narrative bridges the events that include the President's news conferences, the Berlin Airlift, the stories of recent years. Though disks of this type are long-range sales items, this package should receive the rewards of a Presidential election year.

**JAZZ**

**CUBAN FIRE**—Stan Kenton—Capitol T 731 (1-12" LP)

CUBAN FIRE; VALIENT; CONGO; REMINISCENCES; WHO KNOWS; THE FAIR ONE DANCES; AND DANCES OF LOVE.

Stan Kenton's latest flight into rhythm inventiveness is based on the resulting blend of Afro-Cuban rhythms and jazz techniques. Johnny Richards adds melody to the mix with a help of the Kenton boys in one of the stories of recent years. Though disks of this type are long-range sales items, this package should receive the rewards of a Presidential election year.

**THE EMINENT JAY JAY JOHNSON**—Hanck Mobley, Tenor Sax; Clifford Brown, Trumpet; Teo Nell; Horace Silver, Piano; Red Clarke, Bass; 1506 (1-12" LP)

DASTY; DOUBLE PENNIES FROM HEAVEN; WHERE YOU'RE COMING FROM; SUNNY; IT COULD HAPPEN TO YOU; GROOVY; PORTRAIT OF JENNIE; VISCOSITY; TIME AFTER TIME; CAPER.

This waxing features Jay Johnson's familiar trombone in an environment that elevates the leader's constantly changing Afro-Cuban rhythms here and thus gave the Kenton crew sturdy working material. Always exciting and fresh, the expressiveness of jazz, other instances the mixture hits home with colorful dynamics of dynamic drive. Sales reaction to the package already indicated it's going to be a big one for Kenton.

**MOONGLO**—Prestige LP 7042 (1-12" LP)

SUGARBUDDY, LULLABY OF THE WIND; THE BEST WE HAVE; THE BEST WE CAN; THE BEST WE CAN BE; THE BEST WE HAVE TO HAVE.

Moonglo is a name familiar to many New Yorkers. He is a sightless man who, in strange garb, provides his street corner listeners with strange music. It is descriptive music played with a rhythmical and primitive beat. Both words and music to the 13 original (and he means original!) compositions here were composed by Moonglo and performed by him and the group often under the backdrop of city noise and unusual narration. Sales are restricted to those who wish to explore music's frontiers.

**CLASSICAL**


The Happy Harps “Singing Banjo” Band—Kapp KL-1047 (1-12" LP)

And莫莫特的快乐哈普斯“唱着班卓”乐队一张幸福的乐队的系列single disks available is this Kapp entry featuring, throughout, the Happy Harps “Singing Banjo” Band. The tunes (i.e. “Ida,” “Sweet Rosie O’Grady,” “When You Were Sweet Sixteen”) come from the Happy Harp collection of classic music and banjo antics. Those who enjoy the nostalgic entertainment values of such disks will find the player a must. Could develop into one of Kapp’s all-time best sellers.

**WE COULD MAKE SUCH BEAUTIFUL MUSIC**—George Williams And His Orchestra—RCA Victor 1-12" LP)

And莫莫特的快乐哈普斯“唱着班卓”乐队一张幸福的乐队的系列single disks available is this Kapp entry featuring, throughout, the Happy Harps “Singing Banjo” Band. The tunes (i.e. “Ida,” “Sweet Rosie O’Grady,” “When You Were Sweet Sixteen”) come from the Happy Harp collection of classic music and banjo antics. Those who enjoy the nostalgic entertainment values of such disks will find the player a must. Could develop into one of Kapp’s all-time best sellers.

HINDEMITH; Sonata (1918)–BARBER: Sonata, Opus 6 Gregor Piatigorsky, Cellist—With Ralph Berkowitz Piano—RCA Victor LM-2015 (1-12" LP)

David Oistrakh, the violinist from the Soviet Union who came, played, and conquered classical enthusiasts here, performs on 5 light-hearted works, of which the last is the leader's most important. The former reports run a lyrical and spirited course and is caught with assurance and dexterity by the soloist. A second side, the Russian plays with his delicate and skillful approach to the familiar pieces. Fine support by pianist Leo Oborin and Vladimir Yampolsky, Strong classical contender. Flavors of Moonlighting: Strong performers on your piece, a good sales success.
Dot Records Reports

100% Sales Increase

HOLLYWOOD—For the first four months of the new fiscal year, 1956, Dot Records announced a 100% increase in business over the same period last year. The month of June saw a 250% increase over June of 1955. Randy Wood stated that with the hectic details involved in transferring the company's headquarters to Hollywood, Dot was actually unprepared for the unexpected increase and has been working frantically to keep up with the demand which is the kind of business usually done only in the best months of the record business.

For the month of August, Dot has processed the sale of 1,140,000 units. The biggest seller for the new fiscal year has been Pat Boone's "I Almost Lost My Mind," with Sanford Clark's "The Fool," a close second and Pat Boone's two-sided new hit, "Friendly Persuasion" and "Chains of Love," coming up to develop. Most of Dot's sales have been in the single market.

Coral Issues "Album Spectacular" For DJs

NEW YORK—A preview of fall albums under the Coral banner was distributed this week to disk jockeys and reviewers, according to an announcement by General Sales Manager, Norman Wiensbroe.

The package, titled "Coral Album Spectacular!," features twelve sides by Coral artists in selections from their respective long-playing offerings. The preview record is intended to stimulate interest in the individual albums just released in conjunction with the dealer discount album program.

The artists represented are: Steve Allen, Don Cornell, Edgar Sampson, Ray Bloch, Lynn Taylor, Alan Freed, Lawrence Welk, Johnny Desmond, Dick Jacobs, Larry Penn, Steve Lawrence and George Cates.

Three West Coast Indies Name One Sales Manager

HOLLYWOOD—In a major move for more effective national sales and promotion on the distributor and dealer level, Contemporary-Good Time Jazz Records, Pacific Jazz Records and High Fidelity Recordings, Inc., have consolidated their sales and promotion efforts by appointing Bud Velat to represent the three companies as sales manager.

Velat, former Records distributor in San Francisco and Los Angeles, leaves September 1 for a three month road trip and will visit distributors and dealers who handle the three labels, as well as DJs in each city. As road sales manager, Velat will have absolute authority from the labels to make on the spot policy decisions with distributors and dealers.

This is the first time a sales manager has represented three different labels simultaneously.

Says Richard Bock, proxy of Pacific Jazz, "We feel that one man representing three companies will have a greater bargaining power in the field, and should result in our receiving a bigger share of the national record market.

"This is the first step in unifying the West Coast independents and we expect a greater unity will develop in other phases of our operations."
Dot Records Announces New Album Program

HOLLYWOOD — The fast-moving expansion in program of Dot Records that earlier this year brought about the transfer of the company's national distribution from Cincinnati, Tennessee to Hollywood, California, was stepped up this week by Dot's entrance into the LP field with an announcement by Henry Osenstadt, vice president in charge of Dot's album releases, pointing to a continuing album program of major proportions.

13 brand new albums are announced, plus 16 LP catalog items that have been previously released, and 2 recent important albums released as the vanguard of the new program. These last are Billy Vaughn's Golden Instrumentals, the first of a series to be released over the months and years following the format of this first Golden Instrumental which has hit the best-seller chart; and Pat Boone's new LP "Baby," on both of which the initial order already total 50,000 copies.

The 15 new LP items include 4 mood music albums, instrumental featuring the accordion, organ, harmonica, violin, orchestral (Viennese waltzes), and vocals. The new Dot album list is comprised of: (1) The Towering Hilltoppers, their first album of songs recorded exclusively for LP release; (2), The Barry Brothers of Eddie Peabody his second LP release featuring in part the use of a new instrument, the barjoline - (Peabody's first LP release earlier this year was made up of "the Sellers"); (3), A Flash of Strings, by Dorien, in which violins are played as fast as is humanly possible; (4), Squeeze Play, two Hi-Fi recordings played in legato, featuring John Snow; (5), An Organs and Mort Lindley, pop music sweet and hot; (6), Are You Lonesome Tonight, Danny Futrell and his harmonica: (7), Vienna is Her Name, a collection of Viennese waltzes with Emerson Bre- men and orchestra, recorded in Europe; (8), Maxine Sullivan at the Dim Cafe, haunting songs on the romantic violin of Krilich- mar; (9) Four Mood Music Albums: When the Bells Ring, the Organ and Strings, Prima Knight; A Musical Setting for Two Midnighters, Andre Chance; Do Not Disturb, Prima Knight; and Passport to Dreamland, Andre Chance. A self-taught, early and modern Spanish classics as played by Mary Louise Boehm, piano, and Alex Koster, violins, Dot's first classical album.

The 16 catalog albums are: Gale Storm, Pat Boone, Eddie Peabody, Man With the Banjo, Johnny Maddox Ragtime Melodies, Johnny Maddox Plays, Johnny Maddox Tap-Dance Rhythms, Billy Vaughn's Sweet Music and Memories, The Hilltoppers Present Tots in Pops, The Fontaines Sing, (Rusty Bryant and Carolyn Club Band), Boppin' (Al Lombardy Orchestra), Native New Orleans Jazz (Tony Al- mericano and Dixieland Jambores All- stars), The Persuasion, The Sea of Rys Procope, Gene Jinsmae Harmonica Magic, Music Sweet With a Beat (Jan Garber Orchestra), Popular Square Dance Music (Tommy Jackson).

The future there will be regular monthly album releases, mainly LP's, EP releases will be chiefly by top name stars and strictly pop, including instrumentals. No classical EP's are planned in the immediate future. Monthly LP releases will embrace the entire field of recorded music, jazz, popular, classical, original motion picture sound tracks, music from motion pictures and children's records.

Randy Wood, president of Dot, announced that heralding Dot's first major album program, the company will give a 10% discount on the total output of 31 LP's orders submitted during September and October.

Arrow Records Formed

BRIDGEPORT, Conn.—Announcement was made this week by Herman Pollock, president, of the formation of Arrow Records, Inc. Tentative plans call for pop single releases within a month, with entry into the LP and EP field expected at a later date.

Joe Sherman has been signed as musical director and the first recording date has been set. Irene Carroll is the first artist signed to the label. The corporation plans to develop its own talent, at the same time maintaining a full recording schedule with established artists.

Distributors have already been lined up in Boston, Hartford, Los Angeles and San Francisco. Pollock plans to fly to other major cities to arrange for distribution before the first release.

Jerry Terry (WRUL-New York, N.Y.) WRUL's Program Director, who doubles as deejay for his Tuesday afternoon short wave show, has introduced Elvis Presley to an international audience this week by playing some of Presley's first releases and telling the background of America's singing rage. Terry eagerly awaits the reaction of the WRUL European listening audience to his new resident and once-secret record—"Heartbreak Hotel". At Charleston's Folly Pier, 4,000 pays came to see a presentation by Jack Gale (WTMA-Charleston, S.C.) featuring R&R star Fats Domino. Other personalities Gale has introduced this Summer at the pier included Pat Boone, Eileen Rodgers, The Hilltoppers, Gogi Grant, and Cathy Carr. Vic Knight (WXL-Indiana, Ind.) has his afternoon show "Music Shop", mentioned, recently, he was emceeing a record hop one night in Bedford, Ind., 75 miles distant. A lady listener called to say her mother and brother had just left for Bedford, their home, but had forgotten a large box of diapers for her baby. She wanted Dick Terry wouldn't think picking up the toddler's toys and delivering them. Since the brother was attending the dance, Knight made a formal presentation to the young man and his date of a large box of baby goods. It's reported that the mother, brother, Knight, and of course, the baby are doing fine.

Jay Michael (WCAE-Pittsburgh, Pa.), who was recently saluted with a Jay Michael Day in Pittsburgh, was asked by the Editor of the Sun-Telegraph to state his views on rock 'n roll. Jay defends R&R by noting that the positive phases of rock还有非洲的; set many of their contemporaries on their heels with disapproval, but are fondly looked back at today. Dick Drury (WHIH-Warren, Ohio) has been one of Dot's chief announcers. He's been a DJ for a month's vacation and hospital operation... After auditions more than 40 radio announcers in the Metropolitan Washington (D.C.) area, WWDO announced that its new night disk jockey on the "One To Six" show will be Nat Wright. In his job appearance, Wright described a record as "something round with a hole smaller than a "bagel"... Duke Norton is now handling the all-night beat for KLAC, Hollywood, Calif., Station WIP in Philadelphia, Pa. will air "Vital Statistics" on the new ABC network... Paul M. Romano, a 25-year-old teacher of music, is director of the Down East Singers, an all-singing and all-swinging group of about 40 people. Romano has been conducting the group for eight years. The group is now considering the possibility of a nationwide tour... Paul M. Romano, a 25-year-old teacher of music, is director of the Down East Singers, an all-singing and all-swinging group of about 40 people. Romano has been conducting the group for eight years. The group is now considering the possibility of a nationwide tour...
New York—Leonard W. Schoel-der, Executive Vice President, Decca Records, Inc., has announced the appointment of Mort L. Nasatir to the post of Director of Advertising and Merchandising.

Nasatir has been Director of Advertising. In addition, in his new post, Nasatir will initiate and coordinate merchandising concepts relating to Decca album product releases. Nasatir will work closely with Decca's recording staff.

The new post was created as a result of Decca's success with general album releases, such as the 15-album "Your Christmas Holiday" series, which was motivated by wide public enthusiasm for travel and travel music. Other such merchandising-recording ventures are contemplated in the near future.

Nasatir joined Decca Records in 1949 and became Director of Advertising in 1950. Previously, he was Sales Promotion Manager for Ronson, Inc. Prior to that, he was associated with advertising agencies in Chicago and New York.

A graduate of Northwestern and Columbia Universities, he is a member of the Sales Executive Club and the American Institute of Management.

Sonny Lester Appointed Bob Thiele's Assistant

New York—Bob Thiele, Director of Artists and Repertoire for Coral Records, Inc., has announced the appointment of Sonny Lester to the recording department. Lester will act as Thiele's assistant.

Prior to joining Coral, Lester was personal manager to such personalities as Al "Dazbo" Collins and bandleader Larry Sonne. Proceeding his work in the personal management field, Lester's activities include working with many top name bands as a trumpetist; music instructor; and an association with R. H. Morris, during which time he originated the "Play or Sing" series.

To the Cash Box:
I just wanted to write you a note and tell you how much we appreciate your listing of the new album releases for the coming month. It is a wonderful thing and believe me we will be using it each month.

Thank you,
Paul E. Andre
Andre's Record Shop
327 N. Washington Ave.
Lansing, Michigan

“On the Road To Mandalay”

“Lonesome In A Crowd”
Ronny Andrews' Ork

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More dealers and distributors vote for Recoton's complete line of carded accessories because they know Recoton is best. Easy-to-sell, easy-to-sell Recoton phonenes—cutting style—10 RPM inserts—wipe away clothes—docks—lips—re-producers...all mean BIG BUSINESS for you. Vote with the winner—Recoton—world famous for quality!
Fisher And Winterhalter Play To Sell-Out Audience At Hollywood Bowl Concert

HOLLYWOOD, CALIF.—Ed die Fisher and Hugo Winterhalter played to a sell-out audience—30,000 people—at the closing Hollywood Bowl concert last Saturday night, September 1.

Fisher offered a program of his recorded hits and introduced several selections from the score of his forthcoming film: "Bundle of Joy." In the second half of the program, he offered a salute to Irving Berlin, closing with "God Bless America.

Among the songs he sang were; "I Need You Now," "Wish You Were Here," and "Oh My Papa." From "Bundle of Joy," he offered: "All About Love" and "Worry About Tomorrow." Hugo Winterhalter and the Los Angeles Philharmonic Orchestra scored heavily, performing such recorded favorites as "Blue Violin," "Song of the Barefoot Contessa," "Vanessa," "Fisher's Beguine" and Winterhalter's current smash, "Canadian Sunset.

The concert was a tremendous success, both from a sell-out and performance point of view.

Sam Blessing

KOJO—Warner, Calif.
1. Be-Bop-A-Lula (J. Vincent)
2. Weepin' Willow (J. Vincent)
3. Flying Saucer (Buchanan & Goodman)
4. Don't Be Cruel (E. Presley)
5. The Fool (S. Clark)
6. Song For Summer Night (M. Miller)
7. Walking In The Rain (J. Ray)
8. Allegheny Moon (F. Page)
9. Middle Of The Moon (R. Draper)
10. Here's With Love In It (Four Lads)

Frank Darien

K39O—Santa Clara, Calif.
1. There Is To That (A. Williams & L. Page)
2. Allegheny Moon (F. Page)
3. White Lilacs (Winterhalter)
4. Lights Go Down (M. Miller)
5. Don't Be Cruel (E. Presley)
6. My Prayer (Platters)
7. Song For Summer Night (M. Miller)
8. Street Where You Live
9. Italian Shoes (N. Slaven)

Denny Sullivan

W9P—Springfield, Ill.
1. My Prayer (Platters)
2. Moonlight Serenade (J. Williams)
3. Tonight You Belong To Me (D. Presley)
4. Allegheny Moon (F. Page)
5. Hello Little Girl (J. Williams & Rex)
6. Whatever Will Be (D. Darrell)
7. I Only Know I Love You (Four Lads)
8. Canadian Sunset (Williams)
9. School Ring To Wedding (J. Williams & Rex)
10. Things I Might Have Been (J. Frank)

John Wirsley

WR1S—Columbus, S. C.
1. Whatever Will Be (D. Darrell)
2. Allegheny Moon (F. Page)
3. Sweet Soft Fashioned Girl (T. Beene)
4. Voices (Fontana)
5. My Prayer (Platters)
6. Happiness Street (O. Dixie)
7. Beautiful Friendship (J. Fitzgerald)
8. The Sunny Side Of The Street
9. Happiness Street (O. Dixie)
10. Angel (A. Wayne)

John Harris

WGGR—Bloomington, Ind.
1. Whatever Will Be (D. Darrell)
2. Don't Be Cruel (E. Presley)
3. Low Down Road (Crosby & Kelly)
4. Experiences With Nita (Crane)
5. Born To Be With You (Chadwick)
6. War And Peace (V. Damone)
7. Whatever Will Be (D. Darrell)
8. Moonlight Serenade (M. Miller)
9. Moonlight & Picnic (Stiefel)
10. First Love Me (L. Page)

Charles Eckstein

W6C—Chicago, Ill.
1. Whatever Will Be (D. Darrell)
2. Canadian Sunset (Winterhalter)
3. Ghost Town (D. Cherry)
4. Whatever Will Be (D. Darrell)
5. Clay Idol (B. Johnson)
6. You're Sentimental (Sinatra)
7. Finger Plays (Martins)
8. Allegheny Moon (F. Page)
9. Mama, Teach Me Music (E. Goodman)
10. Chains Of Love (F. Page)

Jackson

W9T—Winterhalter
1. Whatever Will Be (D. Darrell)
2. Canadian Sunset (Winterhalter)
3. Ghost Town (D. Cherry)
4. Whatever Will Be (D. Darrell)
5. Clay Idol (B. Johnson)
6. You're Sentimental (Sinatra)
7. Finger Plays (Martins)
8. Allegheny Moon (F. Page)
9. Mama, Teach Me Music (E. Goodman)
10. Chains Of Love (F. Page)

Bill Flagg

T49A

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

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The Cash Box, Music
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September 15, 1956

Disk Jockey
REGIONAL RECORD REPORTS

Ralph Phillips
WFRF—Baltimore, Md.
1. The Big Bopper (Patience & Prudence)
2. Canadian Sunset (Williams)
3. Whatever Will Be Will Be (O. J. Knight)
4. Allophone Man (Pat.)
5. You Don’t Know Me (J. Vale)
6. Down for the Summer (M. Miller)
7. Max (P. Cama)
8. Lights Go Down Low
9. Only Know I Love You (F. Acro)

Bill Walters
WODU—Green Bay, Wis.
1. Don’t Be Cruel (B. Cooke)
2. Soft Song For Summer (Williams)
3. A Night To Remember (Patience & Prudence)
4. Whatever Will Be, Will Be (O. J. Knight)
5. The Prayer (Platters)
6. Wee Baby (McGuels & Walk)
7. Massacre Street (G. Gilks)
8. Canadian Sunset (Williams)
9. Midnight Special (J. Draper)
10. Thirteen Going on Four (Crews)

Lou Barile
WKAL—White Plains, N. Y.
1. Don’t Be Cruel (B. Cooke)
2. Whatever Will Be Will Be (O. J. Knight)
3. Canadian Sunset (Williams)
4. Whatever Will Be Will Be (O. J. Knight)
5. My Prayer (Platters)
6. You’re Love (D. Miller)
7. Fabulous Character (E. Vaughan)
8. Happiness Street (G. Gilks)
9. The Fool (S. Clark)

Ray Briem
KLUB—Salt Lake City, Utah
1. Canadian Sunset
2. Song For Summer (Winterhalter)
3. Whatever Will Be Will Be (O. J. Knight)
4. Angel (A. Wayne)
5. Give Us This Day (J. James)
6. Mama, Teach Me To Dance
7. Earthbound (S. Davis)
8. Don’t Be Cruel (K. Cooke)
9. You’re In Love (G. Grant)
10. Pardon Me (Three Dams & Deans)

Jerry Nesler
KSDO—San Diego, Calif.
1. Street Where You Live
2. Only Hurts For Little While
3. Wayward Wind (G. Grant)
4. screens (K. Cooke)
5. Sisie’s Shawl (B. Braegem
6. Give Us This Day (J. James)
7. Joey, Joey, Joey (Lancers)
8. You’re In Love (G. Grant)
9. Could Have Danced All Night (F. Acro)
10. Canadian Sunset (Williams)

Jim Blaine
KBCA—Henderson, Nev.
1. My Prayer (Platters)
2. Whatever Will Be (B. Cooke)
3. Canadian Sunset (Williams)
4. Whatever Will Be Will Be (O. J. Knight)
5. You Don’t Know Me (J. Vale)
6. Down For The Summer (M. Miller)
7. Whatever Will Be Will Be (O. J. Knight)
8. Fabulous Character
9. Happiness Street (G. Gilks)
10. Canadian Sunset (Williams)

Donald Leady
WFBW—Kissi-ma-ma, Fla.
1. Don’t Be Cruel (E. Cooke)
2. Flying Saucer (Buchanan & Goodman)
3. Canadian Sunset (Williams)
4. Whatever Will Be Will Be
5. Fever (Little Washington)
6. The Fool (J. Clark)
7. Pop Dots (McGuels & Walk)
8. Whatever Will Be Will Be (O. J. Knight)
9. White Lilacs (B. Vaughan)
10. Allophone Man (Pat.)

Vic Knight
WXLW—Indianapolis, Ind.
1. How I Know You (Patience & Prudence)
2. 2 Tonight You Belong To Me (Patience & Prudence)
3. Love (Peavy & Sparkay)
4. Canadian Sunset (Williams)
5. White Lilacs (Zacharias)
6. Take It Easy Waltz (Columba)
7. Street When You Love (M. Miller)
8. Allophone Man (Pat.)
9. LinkedIn In (Freshmen)

Bill Marlowe
WCPB—Boston, Mass.
1. Don’t Be Cruel (E. Cooke)
2. Whatever Will Be Will Be (O. J. Knight)
3. Whatever Will Be Will Be (O. J. Knight)
4. White Lilacs (E. Holmes)
5. When You’re In Love
6. Fever (B. Cooke)
7. School Ring To Whisper (J. Habib)
8. Ring Over You (R. Baker)
9. Tonight You Belong To Me (Patience & Prudence)

Mel Fine
NWHK—New Haven, Conn.
1. Canadian Sunset
2. Allophone Man (P. Pat.)
3. Whatever Will Be Will Be (O. J. Knight)
4. Street Where You Love
5. Tonight You Belong To Me (Patience & Prudence)
6. Song For Summer Night
7. You’re Sensational (Shirley & Deans)
8. Free (S. Davis)
9. English Muffins (J. Syms)
10. You Don’t Know Me (J. Vale)

Artie Glenn
KZEE—Wheatfield, Tex.
1. My Prayer (Platters)
2. Whatever Will Be Will Be (O. J. Knight)
3. Allophone Man (P. Pat.)
4. Song For Summer Night
5. Canadian Sunset (Williams)
6. Whatever Will Be Will Be (O. J. Knight)
7. Soft Summer Broads
8. Don’t Be Cruel (E. Cooke)
9. Amen (R. Rock & Roll)
10. Flighting Saucer (W. Buchanan & Goodman)

Lou Emm
WHIO—Dayton, Ohio
1. Canadian Sunset (Williams)
2. Allophone Man (F. Peap)
3. Whatever Will Be Will Be (O. J. Knight)
4. 2 Tonight You Belong To Me (Patience & Prudence)
5. Hound Dog (E. Cooke)
6. Flying Saucer
7. Whatever Will Be Will Be (O. J. Knight)
8. Honky Tonk (R. Doodger)
9. White Lilacs
10. Happiness Street (G. Gilks)

Ed Bell
WIVY—Jacksonville, Fla.
1. Don’t Be Cruel (E. Cooke)
2. Give Us This Day (J. James)
3. My Prayer (Platters)
4. Whatever Will Be Will Be (O. J. Knight)
5. You Don’t Know Me (J. Vale)
6. Street When You Love (M. Miller)
7. Whatever Will Be Will Be (O. J. Knight)
8. Fabulous Character
9. Whatever Will Be Will Be (O. J. Knight)
10. Canadian Sunset (Williams)

Sandy Singer
WTCN—Philadelphia, Minn.
1. My Prayer (Platters)
2. Allophone Man (F. Peap)
3. Whatever Will Be Will Be (O. J. Knight)
4. Whatever Will Be Will Be (O. J. Knight)
5. The Fool (J. Clark)
6. Fly Me To The Moon (D. Birken)
7. Heavy House In It
8. Whatever Will Be Will Be (O. J. Knight)
9. Time Will Tell (B. Charles)
10. White Lilacs (B. Vaughan)

Raul Lovett
WBSM—New Bedford, Mass.
1. How I Know You (Patience & Prudence)
2. Lights Go Down Low
3. How I Know You (Patience & Prudence)
4. You Don’t Know Me (J. Vale)
5. Whatever Will Be Will Be (O. J. Knight)
6. New You Has Left Me (Cressey Armstrong)
7. White Lilacs
8. Bring You Out From Under Me (E. Holmes)
9. Song For Summer Night
10. Whatever Happens New (Cressey Armstrong)

Ken Garland
WFOR—Portland, Me.
1. Miracle Of Love (E. Rogers)
2. English Muffins (J. Syms)
3. Lullapass Street (E. Holmes)
4. Mama, Teach Me To Dance
5. Whatever Will Be Will Be (O. J. Knight)
6. You Don’t Know Me (J. Vale)
7. Whatever Happens New (O. J. Knight)
8. 5 You Don’t Know Me (E. Rogers)
9. Midday Of The Week
10. Roses Of Picnic (J. Mathers & Brothers)

Jack Stant
“Teen-O-Rama” WDRM—Chicago, Ill.
1. Earthbound (Roberto)
2. My Prayer (Platters)
3. Tonight You Belong To Me (Patience & Prudence)
4. White Lilacs (W. Holmes)
5. What Happens Now
6. Hound Dog (E. Cooke)
8. Big D (Dobran)
9. Gone With The Wind
10. Go Cat Go (B. Flogg)

John Magnus
KGFJ—Los Angeles, Calif.
1. Whatever Will Be (D. Davis)
2. Canadian Sunset (Winterhalter)
3. Tonight You Belong To Me (Patience & Prudence)
4. You Don’t Know Me (J. Vale)
5. Whatever Will Be Will Be (O. J. Knight)
6. Whatever Will Be Will Be (O. J. Knight)
7. 5 Ys (V. Patience)
8. Cone (Cale & Knights)
9. English Muffins (J. Syms)
10. Happiness Street (Bennett)

DICK HAYMES
Capitol # 3531

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

"CHAINS OF LOVE"
"FRIENDLY PERSUASION"
Pot Boone

"FRIENDLY PERSUASION"
Four Aces

"THE GREEN DOOR"
Jim Love

"SADIE’S SHAWL"
Bob Sharpeles Orch.

London 1661; 45-1661

For BUCHANAN AND GOODMAN’s Next Release on Luniverse Records

Sure Shots

POLKAS SELL! BAKER SELLS!
1st BIG RELEASE BY
"A BEER, A SANDWICH, AND YOU"
b/"TINO'S POLKA"

OLY TYME JAMBOREE, INC.
400 N. 13th Ave., Chicago Suburb

MECCA RECORDS
379-1st St., San Bruno, Calif.

ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—
Please keep us constantly informed of any changes in call letters or titles.

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

Watch For BUCHANAN AND GOODMAN’S

AMERICA'S MOST COMPLETE-ONE-STOP
THE MUSIC BOX
1301 W. 79th STREET
CHICAGO 20, ILL.
LP’s 50c Off List
All Photos: Aberdeen 4-3600
5c Above Cost
ORDER SHIPPED SAME DAY RECEIVED—FREE TITLE STEIFS

"MY NAME WAS DEAN"
b/"THE ROCKIN’ CHAIR ROLL"

NOW APPEARING AT
CHIPS SERENADE—SAN BRUNO, CALIF.
DISTRIBUTORS: WRIT-ERIT—PHONE

WALT NOERBGER
Singer and Orchestr
DON SARGENT
Singer and Orchestr

399-4th St., San Francisco, Calif.

MECCA RECORDS
299-9th St., San Francisco, Calif.
Phone 531-2417

ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—
Please keep us constantly informed of any changes in call letters or titles.

"It’s What’s in THE Cash Box That Counts"
Columbia Records To Showcase New Artists In Unique "Sounds Of The Future" Presentation

NEW YORK — An unprecedented showcase program for launching new recording artists will be undertaken by Columbia Records with the presentation on September 18th of "Sounds of the Future."

For the first time, a record company will stage its own review to spotlight its most promising new artists for a specially invited audience of the press, important talent scouts for television and radio networks, motion picture studios and booking agencies. Goddard Lieberson, President of Columbia Records, will act as consultant for the review which will introduce Johnny Mathis, youthful singing sensation from San Francisco; the new boy Ray Charles dance band; Argentine jazz pianist Enrique Villaescas; the Collins Kids, an extraordinary country song duo; singers Eileen Rodgers and Cathy Johnson and bandleader-arranger Ray Conniff. Also on hand will be such established Columbia artists as Frankie Laine, Tony Bennett, Vic Damone and Wild Bill Davison.

Scene of the Columbia show will be the new Grand Ballroom of the Park Sheraton Hotel which, appropriately enough for a record company show, has been equipped with newest designs in high fidelity sound reproduction.

"We believe that a record company can and should be as adventurous and creative in searching out new talent as any other entertainment media. Having developed these artists, we now want to bring their new talent directly to the attention of the opinion and program molders in the entertainment industry," Lieberson stated in announcing the program, which is projected as an annual event.

Affirming the long run sales value of such a program, Hal Cook, Vice President in Charge of Sales, declared: "A new recording artist has always presented a problem to record companies and their dealers. Ordinarily, months of personal appearances, auditions and promotion are required to launch a new personality who may have been discovered first by a record company. Our showcase represents a dramatic attempt to speed up this process."

Mickey Addy Named Eastern Promotion Head For Dot

HOLLYWOOD — President Randy Wood has named Mickey Addy as Dot Records' promotion director for the East Coast effective immediately. Addy has been with Dot for about a year and previously covered the general New York, Jersey and Philadelphia areas, but will now extend his activities to take in the entire Eastern Division. He will continue to be located in Dot's New York offices at 157 West 57th Street.

Other Dot promotion men are Bob Smith, in the Midwest, Webber Parish in the South, and Jerry Johnson in 11 Western States. Dot has stepped up its promotion, publicity, advertising and sales campaigns, tying in with the company's joint distribution alliance with the London label, and its recent formal entrance into the album field.

The Long And Short Of It

NEW YORK—Archie Bleyer goes over a few ideas with Joyce Hahn, new Cadence pactee, as they prepare for her first session. Her initial release will be issued shortly.

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

Watch This One!

WILBERT HARRISON
"Confessin' My Dream"

"The Way I Feel"

SAY MY LOVE

"AFTER HURRICANE"

"AUTUMN CONCERTO"

Paul Siegel,
Symphony House,
550 - 5th Ave., N. Y. C.


"CONGO MAMBO"

"Tumbling Tumbleweeds"

by ROGER WILLIAMS

K # 156

"THE BUS STOP SONG"

( A Paper Of Pinstripes)

MILLER MUSIC CORPORATION

THE Oldest
ONE-STOP
Record Service

All Labels
All Hits

45 RPM
78 RPM
Single EPs

NO EXTRA CHARGES
FREE TITLE STRIP SERVICE
No order too large or too small
Save Time! Save Money!
STORE BUSINESS WELCOME
No C.O.D. Send check with order
including postage.

The Musical Sales Co.
STEVE D. DURDEN
HOLLYWOOD 3777
DIST.: For open territories-write
HOLIDAY RECORDS
660 Chelsea Ave., Memphis, Tenn.

Watch For
Buchanan and Goodmans
Next Release
on Laneurere Records

See Next Week's Issue

"Flying Saucer"
**Territorial Tips**

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

*D* Indicates first appearance on Territorial Top 15.

AFTER THE LIGHTS GO DOWN LOW
Al Hibbler (Decca 29982)

ANGEL FACE
Herman (Tyrrel)

BE-BOP-A-LULA
Gene Vincent (Capitol 1450)

BILLY'S BLUES
Billy Stewart (Chess)

BLUE MOOD
John Stewart (Dig 176)

BUBBINS ROCK
INDIANA
Evel Budig & Bill Doppelt (King 4954)

CANADIAN SUNSET
Winnikator (RCA Victor 20-6577)

COME ON HOME
Eddie Lang (PM 446)

"CONFESSING MY LOVE"
Willie Harriman (Swan 1198)

CONGO MAMBO
Guitar Gal (Toucan 2082)

COUNTRY
Guth Ramee (Checker 835)

DIAMONDS AT YOUR FEET
Muttie Waters (Chess 5430)

"DOWN YONDER WE GO BALLIN'"
"SOMEDAY YOU'LL WANT ME"
Johnny Lewis (Imperial 1007)

DON'T LET IT END THIS WAY
Elmo Harris (Flip 1960)

"I CAN'T LOVE YOU ENOUGH"
Learr Baker (Atlantic 1104)

I CAN'T QUIT YOU BABY
Otis Rush (Cobra 5005)

"I CRY OH"
Eddie Bo (Abilie 499)

I GOTTA GET MYSELF A WOMAN
SOLDIERS OF FORTUNE
Drifters (Atlantic 1110)

I LOVE YOU BABY
My First Plea
Jimmy Reed (Ten-Joy 203)

I'M BAD
WHO DO YOU LOVE
Be Diddles (Checker 642)

I'M TORN UP
Billy Guyton (Federal 12265)

JUST A FEELING
TEENAGE BEAT
Little Walter (Checker 845)

"LONE, SWEET LOVE"
"RED TOP"
Toni Queen (RPM 470)

MY NERVES
Little Willie John (King 4960)

LIPSTICK, POWDER, AND PAINT
ROCK AWHILE
Joe Turner (Atlantic 1100)

MARTY ON PLANET MARS
Marty Helven (Flip 13)

ONE KISS LED TO ANOTHER
Cousins (Ake 1679)

"OUT OF SIGHT, OUT OF MIND"
Five Keys (Capitol 2032)

"PLEASING FOR LOVE"
Larry Brighting (Express 2076)

PLEASE DON'T DRIVE ME AWAY
Charles Brown (Ad lib 2316)

PRETTY LITTLE GIRL
Monarchs (Mercury 111)

SHEDDING TEARS FOR YOU
Verna Green (Douglas 409)

SOFT SUMMER BREEZE
Edie Haver (Mercury 70853)

SOFT WINDS
Dona Washington (Mercury 70906)

SWEET LITTLE ANGEL
B. B. King (RPM 468)

THE ANGELS SANG
Sundowners (Old Town 1528)

THE CHICKEN
Reverend Jordan (Flip 327)

THE CLOSEST YOU ARE
Channels (Whiskey Disc 106)

THE FOOL
Cedric Hood (Jubilee 3525)

Scott Ford (Dot 1514)

TIME WILL TELL
Bobby Charles (Chess 3648)

TORE UP OVER YOU
Mondridge (Federal 2270)

"WALKING IN A DREAM"
Selwind Ricks (Atlantic 510)

"WALKING IN THE RAIN"
Mickey & Sylvia (Dover 4584)

"WALKING THE BEAT"
SPRING FEVER
Eeke Freeman (Imperial 5403)

WE LIKE MAMBO
Eddie Bo (Ace 515)

WHEN I'M WITH YOU
Bobby Blue Bland (Doke 533)

If you liked...

“Send Me Flowers”
“Afar Into The Night”

You'll love...

TRUDY WILLIAMS

FLIP 317

The Biggest Record of 1956
NEW YORK:
Charles Mercerstein, Apollo Records, has a hunch the dance is about to break out with the first really big one since his affiliation with the firm. Solomon Burke, 15 year youngster with the big voice, has been getting a fast reaction to his newest release, "Walking In The Dream" and "No Man Walks Alone". The first tune has been stirring things up in Philadelphia and Cleveland while the second side is breaking in Newark, St. Louis, and Chicago. Burke is busy right now making a series of personal appearances ... Phil Rose, Glory Records, this week was the center of a storm as publishers kept him busy listening to deals on his "Cindy, Oh Cindy" by Vince Martin. Phil finally sold the tune to E. B. Marks. The deck has broken out in a number of areas ... Joe Cohen Evers Records, Newark, N. J. tells us he's got plenty of headaches—what with the trucking strike going on in his area. Hopes it will be settled this week ... Atlantic Records out with four new releases: big hits going to make it two in a row, following his "Treasue of Love" with "I'm Lonely Tonight" and "Thirty Days"; The Clovers, coming off "Love, Love, Love", offer "I'm Gonna Miss You" and "The Man I Loved the Most"; The Platters, with "I'm Your Woman Alone"; and Atlantic introduces a new group, with a Bill Kenny sound, finding "Finders Keepers" and "Sweet Dreams" ... George Goldner and Joe Kolsky, Gee and Rama topppers, predict the Harptones' Three Wishes will be the biggest Harptones yet. The platter gives us a taste of release, "I've Got A Hunch That's Triumph"

"From the Bottom of My Heart" and "Bring Me Love"; Ray Charles out with "Carolina"
"Boogie Was A Nite Like This"

ALAN FREED

MUDY WATERS

"Cindy, Oh Cindy" by Vince Martin. Phil finally sold the tune to E. B. Marks. The deck has broken out in a number of areas ... Joe Cohen Evers Records, Newark, N. J. tells us he's got plenty of headaches—what with the trucking strike going on in his area. Hopes it will be settled this week ... Atlantic Records out with four new releases: big hits going to make it two in a row, following his "Treasue of Love" with "I'm Lonely Tonight" and "Thirty Days"; The Clovers, coming off "Love, Love, Love", offer "I'm Gonna Miss You" and "The Man I Loved the Most"; The Platters, with "I'm Your Woman Alone"; and Atlantic introduces a new group, with a Bill Kenny sound, finding "Finders Keepers" and "Sweet Dreams" ... George Goldner and Joe Kolsky, Gee and Rama topppers, predict the Harptones' Three Wishes will be the biggest Harptones yet. The platter gives us a taste of release, "I've Got A Hunch That's Triumph"

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"Boogie Was A Nite Like This"

ALAN FREED

CHICAGO:

Shaw's Jim Fleming reported "away up in the clouds somewhere" over the grand job Fats Domino did on Steve Allen's great show. And just as pleased as punch over the fact that Steve took time out to present Fats with his great award from "The Cash Box" made possible by the nation's deejays. In fact, all over everywhere 'round town, all discussing the Steve Allen show and the Fats Domino award this past week. "Wild Bill" Davis reported to St. Loo and then on the way to the west coast for a series of one-niters ... Big Jay McNeely and James Moody, by the way, just pacted by the Shaw Agency ... Sam Evans feels he needs a rest. A real good rest. For at least one full month. Sam has been promoting the biggest of the R&R shows and everyone a clickeroo, according to reports. Only Sam's great energy able to get all the details and stars together and have everything work out smoothly ... Chuck Willis into the Crown Propeller for two weeks. Then he's cast on a one-nite stand.

Andy Mitchell reports that Muddy Waters will go out from Dayton to Memphis for a series of six one-niters ... Otis Rush' cuttin' of "I Can't Quit You Baby" received the strongest reaction in the minute according to Efi Toscano of the Cobra firm ... "No", no' Abner of Vee-Jay, "I haven't got dimples. What I mean is that John Lee Hooker's got 'Dimples'. And", adds Abner, "I mean it he's got 'Dimples' that's leading the way and what's best is the man. The meantime Abner also raving over Eddie Taylor's newest, "You'll Always Have A Home" coupled with "Don't Knock At My Door". This, plus some of the others Vee-Jay have already offered, to make the fall season sends the firm away to a great start ... Ernie Leanner reporting that he's banking on three to come thru for him at one and the same time. "Any day now", according to Ernie. These are "Heartaches", by Somethin' Smith and the Red Heads and "Rock, Rock, Rock, Rock, Rock"

RAY & B RAMBLINGS

"Finders Keepers" and "Sweet Dreams" ... George Goldner and Joe Kolsky, Gee and Rama topppers, predict the Harptones' Three Wishes will be the biggest Harptones yet. The platter gives us a taste of release, "I've Got A Hunch That's Triumph"

"From the Bottom of My Heart" and "Bring Me Love"; Ray Charles out with "Carolina"

LOS ANGELES:

Eddie Mesner spent the last week in Texas recording Southern artists for the Aladdin label. The label is currently hot with "Let The Good Times Roll" ... Little Mama by The Jivers, "Southbound Special" by Lloyd Glenn, and both sides of the new Amo, Millburn ... Imperial Records doing extensive record- ing with the Honey Bee after the success of their initial release of "Endless" ... Max Feitig has signed the Six Teens to a three year exclusive contract with Flip Records. The signing was done through Superior court as the group consists of three boys and three girls aged thirteen back fast to disci... Dooton Williams returned from San Francisco where he recorded new artists, Rebecca Williams. First record "It's Tragic" by the new vocalist will be put out on rush release by Dootone ... Hunter Hancock's KPOP show is the top-rated program in the area in that time slot—proving the continuing popularity of Rhythm and Blues ... Solomon Burke has been tipped "Confidential" by Sonny Knight. Art Laboe has picked it as his record of the week on his show from LA ... Scriveners Drive-In on San Diego US 80, Doo Wop, and he'll discuss future recording sessions with Fats Domino. The new Fats Domino release due soon is "Sugar Daddy" ... "Rock The Dog" by the Stool Pigeons is "The President and Roll President" by The Coney Island Kid starting to show up in the Los Angeles area ... Congratulations to Sid Talmadge of Record Merchandising who celebrated his 25th anniversary ... Jimmy Beasley, Modern Records artist was invited to fly back to Omaha for the opening of a new radio station in the city. Modern has issued a new edition of "Sixty Minute Man" with a new set of lyrics and is selling... "Dancin' Dan" ... Earl McDaniels picked "No Man Walks Alone" by Solomon Burke as his record of the week.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
NEW YORK—Alan Freed once again put to rest the stories that continue to beseem up that the rhythm and blues influence on pop music has shot its bolt, by turning a nine-day stand at the Brooklyn Paramount into a record breaking box office magnet.

Freed, playing five to six shows daily, pulled in $220,000, which is in all likelihood the biggest theatre record for a nine day stand. At prices that ranged from $1.50 to $2.50, Freed was able to pull in the same physical attendance in nine days that he had previously played to in ten days last Easter. However, with the $2.50 top for weekend night performances, his gross of $220,000 set a new dollar record.

Starting on a Wednesday, the box office totaled approximately $16,000, picked up on Thursday to $18,000, Friday, $19,000, did a whooping approximate $100,000 for Saturday, Sunday and Monday, and closed out the final three days with an average of $20,000 to $21,000.

Contrary to many similar type shows throughout the country, the Brooklyn Paramount continued to keep its record clean as the show closed its stay with not one incident to blemish its record. Gene Pleshette, manager, had prepared with a strong force of special police augmented by a full staff of ushers and city police.

The teemers, in the main, proved to be an orderly, well mannered group, and the occasional "bad actor" who stepped out of line was ejected with such dispatch that most of the audience did not know anything had happened.

Pleshette stated that discussions are now underway for the return of an Alan Freed show for the Christmas holidays.

Alan Freed Does Sensational $220,000 For 9 Day Stand At Brooklyn Paramount

Clifton Smith
KCMO—Kansas City, Tex.
1. Honky Tonk (R. Doggett)
   2. Let The Good Times Roll (B. King)
   3. What the World Needs Now Is Love (Shirley & Lee)
   4. Let Me Get It (E. Franklin)
   5.oo Goin' Down (D. Johnson)
   6. My Prayer (Platters)
   7. When My Dreamboat Comes Home (Shirley & Lee)
   8. Honky Tonk (K. Doggett)
   9. Mother-in-Law Blues (Cobras)
10. Spring Fever (F. Franklin)

Clifton Smith 49

Gory B. Smith
WTOH—Eufaula, Miss.
1. Honky Tonk (R. Presley)
2. Honky Tonk (R. Doggett)
3. Let the Good Times Roll (Shirley & Lee)
4. When My Dreamboat Comes Home (Shirley & Lee)
5. My Prayer (Platters)
6. Beautiful, I Love You So (B. Charles)
7. It's Too Late (C. Williams)
8. Flying Saucer (P. & L. Goodman)
9. A Casual Look (Six Teens)
10. So Long (B. Diamond)

Gory B. Smith

Stan Richards
WORL—Baton, Miss.
1. Honky Tonk (R. Doggett)
2. Where Or When (E. Bosal)
3. Soft Winds (Y. Washington)
4. It's Your Company (D. Johnson & B. Heyman)
5. Out of Sight (S. & B. Johnson)
6. Fever (L. Williams)
7. A-Dyn-Dang (G. Clofs)
8. So Long (B. Diamond)

Stan Richards

Sam Blessing
KOSO—Dover, Colo.
1. Honky Tonk (R. Presley)
2. When My Dreamboat Comes Home (F. Franklin)
3. My Prayer (Platters)
4. Honky Tonk (R. Doggett)
5. When It's Over (L. Williams)
6. Rip It Up (L. Richard)
7. I'm Y. To That (C. & L. Knights)
8. So Long (B. Diamond)
9. Promise To Remember (J. & G. Clofes)
10. K-Ding-Dong (G. Clofes)

Sam Blessing

Bill Jenkins
WOW—New York, Y.
1. I Remember (S. Satins)
2. Let The Good Times Roll (Shirley & Lee)
3. Heaven On Earth (Platters)
4. The Closer You Are (Platters)
5. Who Can Explain (Teen Agers)
6. There Is That (C. & L. Knights)
7. Don't Be Cruel (E. Presley)
8. So Long (F. Diamond)
9. When I'm With You (Mambo Kings)

Bill Jenkins

Charles Eackstein
WHLW—Centine, Tenn.
1. Mound Dog (E. Presley)
2. The White Man (E. Presley)
3. Blue Bell (L. Williams)
4. When My Dreamboat Comes Home (Shirley & Lee)
5. Flying Saucer
6. Let The Good Times Roll (Shirley & Lee)
7. See Saw (Mambo Kings)
8. Lipstick, Powder, and Paint (J. & A. Jason)
9. Jazz (Platters)
10. My Prayer (Platters)

Charles Eackstein

Clee Everett
WNLH—Plymouth, N. Y.
1. I Remember (S. Satins)
2. My Prayer (Platters)
3. I Don't Be Cruel (E. Presley)
4. Promise To Remember (Teen Agers)
5. When I'm With You (Mambo Kings)
6. I'm In Love Again (Dominion)
7. Honky Tonk (R. Doggett)
8. Shaving in the Jungle (J. & G. Clofes)
9. Candy (Big Maybelle)
10. When My Dreamboat Comes Home (P. & L. Goodman)

Clee Everett

Jockey Jack
WERD—Atlanta, Ga.
1. Honky Tonk (R. Doggett)
2. I Remember (S. Satins)
3. Let The Good Times Roll (Shirley & Lee)
4. Too Late (C. Williams)
5. So Long (F. Diamond)
6. Candy (B. Heyman)
7. Second Hand Love (M. King)
8. I Can't Put You Down, Baby (B. Williams)
9. Sittin' Around (J. & G. Clofes)
10. The Convention (Delegates)

Jockey Jack

Jimmy Byrd
WAGE—Durham, C.
1. Let the Good Times Roll (Shirley & Lee)
2. I Remember (S. Satins)
3. Too Late (C. Williams)
4. Baby (J. Reed)
5. Singing In The Rain (L. Williams)
6. Soldier Of Fortune (Drifters)
7. Skinny Jiminy (V. Dillard)
8. Can't Love You Enough (B. Byrd)
9. Fever (L. Williams)
10. Too Late (C. Williams)

Jimmy Byrd

"SHEDDING TEARS"

Vernon Green
And The Medallions

"SIT DOWN BABY"

Cobra 5100

"I CAN'T QUIT
YOU BABY"

NEW COBRA RECORD CORP.,
2854 W. ROOSEVELT.
CHICAGO, ILL.

For More Exciting than "FLYING SAUCER"
**THINK YOU'VE GOT TROUBLES?**
(WAIT TIL YOU HEAR)

**"MOTHER-IN-LAW BLUES"**
Sung by

**LITTLE JUNIOR PARKER**
BACKED WITH

**"THAT'S MY BABY"**
DUKE RECORDS, INC.
No. 157

**DUKE RECORDS, INC.**
2009 ENAUS ST.
HOUSTON 34, TEX.

---

**Here It Is!!!**

**The Cash Box Award o' the Week**

**"TOO MUCH MONKEY BUSINESS"** (2:35)  
Arc BMI — Berry

**"BROWN EYED HANDSOME MAN"** (2:20)  
Arc BMI — Berry

**CHUCK BERRY**  
(Chees 1629)

CHUCK BERRY

@Chuck Berry follows his "Roll Over Beethoven" with another nov-

city ditty that looks like paydirt. Berry sings the quick beat cuss in talky-sing fashion as he tells of life's monkey business that he don't want to get involved in, like marriage, work, school, etc. Swingin' bouncer with the chuddy-lyric and Berry's reading should take it a long way up the charts. Watch it closely. The flip, "Brown Eyed Handsome Man," is a western flavored offering of a novelty nature. Quick beat story of the brown eyed handsome man who affected women that-a-way. Ok, closer. For the intense action it will be "Too Much Monkey Business."

---

**BOSTON**

1. **KA-DING DONG**  
(G. Cilla)  
(Phillips 24971)

2. **HONKY TONK**  
(Bill Doggett)  
(King 4950)

3. **MY PRAYER**  
(Platters)  
(Mercury 70939)

4. **FEVER**  
(Little Willie John)  
(King 4953)

5. **WHEN MY DREAM-BOAT COMES HOME**  
(Fats Domino)  
(Imperial 5396)

6. **BAD LUCK**  
(Bill Doggett)  
(RPM 468)

7. **I REMEMBER (IN THE STILL OF THE NIGHT)**  
(King 4953)

8. **THE ANGELS SANG**  
(Shear)  
(Imperial 5396)

9. **FUGUE**  
(Platters)  
(Mercury 70935)

10. **A CASUAL LOOK**  
(Sun 30)

---

**NEWARK**

1. **HONKY TONK**  
(Bill Doggett)  
(King 4950)

2. **LET THE GOOD TIMES ROLL**  
(Aladdin 3525)

3. **SO LONG**  
(Fats Domino)  
(Imperial 3536)

4. **I REMEMBER (IN THE STILL OF THE NIGHT)**  
(Muddy Waters)  
(Capitol 5000)

5. **A CASUAL LOOK**  
(Sun 30)

---

**DALLAS**

1. **HONKY TONK**  
(Bill Doggett)  
(King 4950)

2. **LET THE GOOD TIMES ROLL**  
(Aladdin 3525)

3. **SO LONG**  
(Fats Domino)  
(Imperial 3536)

4. **I REMEMBER (IN THE STILL OF THE NIGHT)**  
(Muddy Waters)  
(Capitol 5000)

5. **A CASUAL LOOK**  
(Sun 30)

---

**NEW ORLEANS**

**The Cash Box**

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

1. **HONKY TONK**  
(Bill Doggett)  
(King 4950)

2. **LET THE GOOD TIMES ROLL**  
(Aladdin 3525)

3. **SO LONG**  
(Fats Domino)  
(Imperial 3536)

4. **I REMEMBER (IN THE STILL OF THE NIGHT)**  
(Muddy Waters)  
(Capitol 5000)

5. **A CASUAL LOOK**  
(Sun 30)

---

**Only those records best suited for commercial use are reviewed by THE CASH BOX**
### Atlantic Sends Off 3 NEW BLOCKBUSTERS

#### Philadelphia

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleadin'</td>
<td>Pleet's</td>
</tr>
<tr>
<td>It's Still</td>
<td>Platters</td>
</tr>
<tr>
<td>Larry</td>
<td>Elvis (RCA)</td>
</tr>
</tbody>
</table>

#### Los Angeles

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let the Good Times Roll</td>
<td>Shirley and Lee (Aladdin)</td>
</tr>
<tr>
<td>Ka-Ding Dong</td>
<td>G-Clips (Pilgrim 24971)</td>
</tr>
<tr>
<td>Fever</td>
<td>Little Willie John (King 4953)</td>
</tr>
</tbody>
</table>

#### Detroit

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Gotta Get Myself a Woman</td>
<td>Dorothy (Atlantic 1109)</td>
</tr>
<tr>
<td>When I'm With You</td>
<td>Howlin' Wolf (Chess 1225)</td>
</tr>
<tr>
<td>Lipstick, Powder and Paint</td>
<td>Jon F foren (Atlantic 1100)</td>
</tr>
<tr>
<td>Walking in the Rain</td>
<td>Fats Domino (Pilgrim)</td>
</tr>
</tbody>
</table>

#### Savannah

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>When the Dream Boat Comes Home</td>
<td>Fats Domino (Imperial 5396)</td>
</tr>
<tr>
<td>Don't Go No Farther</td>
<td>Muddy Waters (Chess 1650)</td>
</tr>
<tr>
<td>I Remember (in the Still of the Night)</td>
<td>Chuck Willis (Atlantic 1094)</td>
</tr>
</tbody>
</table>

#### Pittsburgh

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flying Saucer</td>
<td>Buchanan &amp; Goodman (Lumiere 161)</td>
</tr>
<tr>
<td>Flyer</td>
<td>Little Willie John (King 4950)</td>
</tr>
<tr>
<td>Bad Luck</td>
<td>B.B. King (RPM 468)</td>
</tr>
<tr>
<td>Pleadin' For Love</td>
<td>Larry Birdsong (Ember 527)</td>
</tr>
<tr>
<td>Let the Good Times Roll</td>
<td>Shirley and Lee (Aladdin 3255)</td>
</tr>
</tbody>
</table>

### Atlantic Recording Corporation

157 West 57th St., New York 19, N. Y.

#### Atlantic 1104

- I'm Lonely Tonight
- From the Bottom of My Heart
- Bring Me Home
- Atlantic 1104

#### Atlantic 1108

- Lonely Avenue
- Leave My Woman Alone
- Atlantic 1108

###-taking off for a SMASH!!

#### "LET'S YOU AND I GO STEADY"

**The Pearls... Onyx 5003**

**The Cash Box**

*R&B Sleeper of the Week*

**"LET'S YOU AND I GO STEADY"** (2:38)  
(Atlantic BMG—Wood, Gayton)

**"ZIPPIDY ZIPPITY ZOOM"** (2:41)  
(Atlantic BMG—Wood, Gayton)

#### The Pearls

**"LET'S YOU AND I GO STEADY"** (2:38)  
(Atlantic BMG—Wood, Gayton)

**"ZIPPIDY ZIPPITY ZOOM"** (2:41)  
(Atlantic BMG—Wood, Gayton)

#### THE PEARLS

- "Let's You and I Go Steady" to a middle beat synasized beat with a lead of ginos and a terrif. sign.  
- The last line real to town on this one and we suggest you give it a good, large deck. The trip, "Zippped Zippy Zoom", is another novelty bonser given a similar treatment by the group. The Pearls inject a happy quality to the tune. Two very good decks, but we’ll make our pick "Let's You and I Go Steady."

### also building to a hit!!

#### "MY LOVE CAME BACK"

**The Velours... **

*Still choice territories available, Onyx 5003*

#### Onyx RECORDS, INC.

(A Subsidiary of Mardi Gras Records, Inc.)

424 W. 49th St., New York 19, N. Y.  
Columbus 5-1872

*It’s What’s in THE CASH BOX That Counts*
B+ "EVERYBODY'S WHALIN'" (2:29) [Ace BMI—Huey Smith] Huey Smith rocks out a quick beat jump that is heavy with excitement. Solid instrumental with some good vocal. An excellent song. 

B+ "LITTLE LIZA JANE" (2:19) [Ace BMI—H. Smith] The Huey Smith aggregation rocks out a child's delight with verse and spirit. Happy ditty with a rocking tempo.

JOE LYONS AND HIS ARROWS—PHIL FLOWERS AND BATMEN (Hollywood 1065)

B "HONEY CHILE" (2:41) [Action BMI—Davis, Flowers] Phil Flowers shouts out a quick beat rocker as he declares his love with a robust vocal. It is a lively deck that will appeal to the teenagers.

C "WHAT'S NEW WITH YOU" (2:57) [Golden State BMI—Williams, Davis] Joe Lyons and his Arrows go dramatic on a slow beat ballad resulting in a pleasant platter.

THE JOYETTES (Days of '57)

B "STORY OF LOVE" (2:58) [Malver BMI—Esther Whitaker] The Joyettes offer a slow beat romantic ballad with a strong reading. It is better than average offering and exposure could give it a push toward good sales action.

B "BOY NEXT DOOR" (2:34) [Malver BMI—Esther Whitaker] The Joyettes rock out on the flip as they turn in a swinging performance of a quick beat jumper. Teeny tidy beat.

THE KEYSOTES (Atlantic 4402)

B "ZIP, ZIP" (2:10) [Bess BMI—Tucker, Bacon, Mersonen] The Keysotes collaborate on a quick beat novelty number. The group sings with an exuberance that's catching. Ok jump deck.

C "NOW I KNOW" (2:06) [Bess BMI—Mersonen] The Keysotes bounce through a quick beat bouncer with a romantic line in good style. Happy little etching.

ANNIE LAURIE (Sساب 1197)

B+ "ROCKIN' AND ROLLIN' AGAIN" (2:29) [Crossroads BMI—B. Mylee] Annie Laurie belts out a quick beat rocker with a full voiced vocal. The group sings and the kids can dance to a sweet beat.

B "YOUR PROMISED LOVE" (2:41) [Crossroads BMI—Dawn, Wood] Miss Laurie gives us a swinging beat ballad about an unhappy love. The energetic chantresse sings out the item with a hearty reading. However the "Rockin'" side is the better possibility.

THE BARONES (Imperial 900)

B+ "DON'T WALK OUT" (1:55) [Commodore BMI—Gold, Ray] The Barones come out with a mid-tempo ballad blues pleading. "Don't go, don't break my heart." It is a warm ballad one with a strong commercial sound. Ok deck. It has a distinct similarity to "I Know I Was Wrong." 

C+ "ONCE IN A LIFETIME" (2:10) [Commodore BMI—Gold, Ray] The group hits effortlessly on a slow blues ballad drifter. Pleasing blend of voices and deft arrangement makes this another good song. Two contender sides are watched.

THE SCAVENGERS (Carvel 303)

B "THE SHAKER" (2:38) [Dexter ASCAP—Jimmy Sheldon] The Scavengers etch a quick beat bouncer instrumental that comes off with an interesting sound. Charlie Broshen is featured on the tenor sax. Good instrumental.

C-large "ONLY ONE MAN" (2:37) [Dexter ASCAP—Jimmy Sheldon] The Scavengers come up with another simply stated ballad. With a slow beat, moody torcher. Broshen is given an assist on this side by Donovan Wilson on the alto sax. Blue lights music.

FRANK MOTLEY (Hollywood 1966)

B "WHAT CAN I DO" (2:40) [Clairborne BMI—Motley, Clifton] Motley and Bridges combine on a slow upbeat item. The recording of the rhythmic blues with Motley's horn playing a vital part to the general effect, makes this the stronger deck.

C+ "DON'T GO" (2:39) [Golden State BMI—Crawford, Crawford, Clifton] Motley and Bridges handle the slow blues with the Motley group supplying the instrumental backing. Ok deck.

LINDA HAYES (Anstar 4000)

B "YOU AIN'T MOVIN ME" (2:10) [Personality BMI—Jean Miles] Linda Hayes swings a quick beat cut. He's not making out with her, she sings. Simple novelty number with Miss Hayes handling the vocal chores well.

B "I HAD A DREAM" (2:55) [Personality BMI—John Robertson] Miss Hayes sings a slow beat love ballad effectively. Good pairing.

THE FLANNELS (Tampa 12)

B "HEY RUBE" (2:29) [Webster BMI—Johnson, Johnson] The Flannels put on a take-off on "Stranded In The Jungle" with the story line built around a circus lion on the loose. This recording that should do a healthy business.

C+ "SO SHY" (2:41) [Webster BMI—Benny Ray] The group dishes up a melodic love beat bouncer, light, liltting and easy to listen to. Ok but unusual.

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

R & B Sleeper of the Week

"SEND ME FLOWERS" (1:45) [Lincoln Music BMI—Ed Wells]
"AFAR INTO THE NIGHT" (2:00) [Lincoln Music BMI—Ed Wells]

THE SIX TEENS

- The Six Teens, who took the big jump upwards with their "Casual Look," pair an intriguing coupling.

"Send Me Flowers," a quick beat jump cutie; and "Afar Into The Night," a slow balled pretty. The "Send Me Flowers" etching, combines a swinging beat, a romantic lyric, and the vocal sound and reading of the Six Teens. Deck is a lively beaucor that will appeal to the vast teeney market. "Afar Into The Night," is a direct switch in pace, turning to a slow, dreamy love item delicately performed. Another potent threat. Both sides bear watching.

"THE CONVENTION" (2:41) [Conrad BMI—Brown, Carter]
"JAY'S ROCK" (2:29) [Tollie BMI—J. McNeely]

THE DELEGATES / BIG JAY MCNEELY

- The Delegates make their bow with a crazy novelty, "The Convention," that kids the political conventions. It is a quick beat jump that includes some kiddie references to Frankie Lyman and Elvis Presley, and the whole presentation is set against a swinging instrumental backdrop. It is a cleverly put together and the Delegates treatment is upper-crust. This one looks like a certain hit. The flip, "JAY'S ROCK," in a middle beat instrumental featuring the Big Jay McNeely horn. Solid rocking offering.

"CLOSEST THING TO AN ANGEL" (2:03) [Monument-BMI—Singleton, McCoy]
"MAD WITH YOU BABY" (2:31) [Angel BMI—H. Jones]

CHARLIE AND RAY

- Charlie and Ray make a muscular thrust at the charts with an infectious middle beat. Latin tempo, titled, "Closest Thing To An Angel." The duo rocks with novelty fashion, telling of the charms of the lass and the effects she has. Happy ditty, lifting melody. This could be another hit for Charlie and Ray. The flip, "Mad With You Baby," is a quick beat rocker, that zooms in nursery as the lady belts it in solid fashion. OK coupler, this we like the "Angel" side.

THE Cash Box

R & B Best Bets

- "EVERYBODY'S WHALIN"
- "ROCKIN' AND ROLLIN' AGAIN"
- "DON'T WALK OUT"

SHIRLEY & LEE

Annie Laurie 1197

FATS DOMINO

The Baron 1000

Buddy "The Big Man"

C-405, C-406

THE NATION'S

R & B TOP 15

1. HONKY TONK
   Bill Doggett (King 4950)

2. LET THE GOOD TIMES ROLL
   Shirley & Lee (Aladdin 3325)

3. MY PRAYER
   Platters (Mercury 70893)

4. FEVER
   Little Willie John (King 4935)

5. RIP IT UP
   Little Richard (Specialty 579)

6. WHEN MY DREAMBOAT COMES HOME
   Fats Domino (Imperial 5396)

7. HOUND DOG
   Elvis Presley (RCA Victor 20-6604)

8. I'LL REMEMBER
   Elvis Presley (RCA Victor 20-6604)

9. SO LONG
   Fats Domino (Imperial 5396)

10. FLYING SAUCER
    Buchanan & Goodman (Luniverse 101)

11. IT'S TOO LATE
    Chuck Willis (Atlantic 1098)

12. DON'T BE CRUEL
    Elvis Presley (RCA Victor 20-6604)

13. KA-DING DONG
    The Pilgrim 24791

14. DON'T GO NO FURTHER
    Muddy Waters (Chess 1630)

15. BAD LUCK
    B. B. King (RPM 608)

"DON'T MIND DYING"

The Sensational JAYHAWKS

Another Great Flash Record

JAMES CURRY

MY PROMISE

"Please Baby"

Still A National Sensation

THE Original

STRANDED IN THE JUNGLE"

by the irresistible

JAYHAWKS

FLASH RECORD CO.

623 E. Vernon Ave.
Los Angeles 11, Calif.
(213) 488-95

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RHYTHM & BLUES

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RECORD DISTRIBUTING CO.

2033 SO., MICHIGAN AVENUE

CHICAGO 16, ILLINOIS

(Phone: Calumet 5-0924)

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

R & B Reviews

A AWARD & SLEEPER  B+ EXCELLENT  B OURBEST  C+ GOOD  C FAIR  D MEDIocre

JIMMY McCracklin

(loma Records 102)

B "YOU'RE THE ONE!" (2:26) [Bayside Publications BMI—Geddings, McCracklin] Jimmy McCracklin handles a slow, rhythmic blues with a romantic lyric in good style. The deck comes effectively and it should garner a good reaction where exposed.

C "I WANNA MAKE LOVE TO YOU" (2:20) [Bayside Publications BMI—Geddings, McCracklin] Jimmy McCracklin sings a swinging quick beat romance with a driving ork accompaniment.

RUSTY BRYANT

(Dot 2405)

B "HONKY TONK PART II" [Billboard BMI—Doggett, Sheppard, Scott, Butler] Rusty Bryant covers the fast moving Doggett hit with a swinging reading that should do very well with Bryant fans. It should cut itself a piece of the business, too it might be late in a good many areas.

B "LONELY CRYIN' HEART" (2:20) [Randy Smith ASCAP—Vaughn, Wood] The Bryant aggravation etches a slow, mood instrumental that comes out good listening. Two good sides.

Huey Smith

Ace 521

Annie Laurie

Savoy 1197

The Baron

Imperial 1000

September 15, 1960
**Elmer's a Critical Audience**

**MOBILE, Ala.—**When Jerri Adams, Columbia recording star, visited disc jockey Chuck Thompson recently at WALA in Mobile, they tried a bit of close harmony for Elmer, Chuck's bantam rooster mascot. Elmer approved of the voices, but was unimpressed by Chuck's guitar-playing ability. Jerri's first Gulf Coast engagements were very successful, and her visit to WALA's "Chuck Thompson Show" introduced her to a new and truly "feathered friend."

**"Best Things In Life Are Free" Contest**

NEW YORK—A national disc jockey contest on "The Best Things In Life Are Free" in CinemaScope, designed to win importance in publicity in each major domestic market three to four weeks in advance of playdates, has been set by 20th Century-Fox.

Launched in a number of key cities over the Labor Day weekend, the contest, for which weekly and grand prizes of U.S. Savings Bonds, cash, record albums and passes are being offered, is part of a huge drive preceding the October release starring Gordon MacRae, Dan Dailey, Ernest Borgnine and Sherre North.

Theme of the contest is to select, in letters of 25 words or less, which recording of the film's title song listeners enjoy most. Contests are being held and judged by individual platter spinners and, in several cities, by entire staffs of disc jockeys.

**Soaring Show**

**SALT LAKE CITY—Ray Briem, KLUB-Salt Lake City, Utah, recently did a show from a plane and the reaction locally was very gratifying. After weeks of tryouts and preparations, Ray who is private pilot for several years, did the show, with the studio spinning the records and Briem the commercials into the plane.**

Theatre pass give-aways to listeners who phoned in the serial number of the plane had Salt Lakeys bending heads backwards looking for the Cessna 182, donated by Southwestern Skysways in Ogden for the broadcast.

Above is Bill Hines, left, handing a record to Briem, before the take-off for the broadcast.

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*Only those records best suited for commercial use are reviewed by THE CASH BOX*
Ozark Jubilee To Switch From Saturdays To Thursdays On ABC-TV

SPRINGFIELD, Mo.—In a move designed to attract a greater audience, Ozark Jubilee is moving from its Saturday network spot on ABC-TV to Thursday nights on the same network. The change takes effect on October 4.

Contrary to rumors, the show was not sold from under the Ozark Jubilee folks. The move was actually made at the insistence of American and Chicle Co., sponsor of a half-hour segment of the Jubilee, which felt that the Red Foley starrer would attract a greater audience if aired away from the heavily bankrolled variety shows of Perry Como and Jackie Gleason.

At its new time, Foley & Co. will be pitted against two dramatic shows, NBC's Lux Video Theatre and CBS's new hour-and-a-half Playhouse 90. And for the first time the Jubilee will be live from coast to coast, seen 10-11 p.m. in the East, 9-10 in the midwest, 7-8 in the Pacific region.

Final arrangements for the move were made in a New York huddle last week in which Crossroads TV Productions, owner-publisher of the Jubilee, was represented by E. E. ‘Sis’ Siman, Jr. and Leslie L. Kennon.

Another Springfieldian enthusiastic over the new night of the week was Lou Black, who heads up the booking arm of the Jubilee's operation, Top Talent. Black made no secret of the fact that the change frees such headliners as Foley, Porter Wagoner and Sonny James for the Saturday personal appearances which often bring a premium price.

Second half-hour of the show will be on a co-so basis, with stations selling local and national spots within the framework of the Jubilee, an arrangement which has proved successful for both the program's producers and ABC in the Saturday slot of which the show has held since Jan. 22, 1955.

Guest on the Thursday evening "premiere," Oct. 4, will be Tex Ritter. And Foley is scheduled to present with a gold record by Decca officials, honoring his "Peace in the Valley," which has become the show's second inspirational record in history to pass the million mark in sales.

Star Issues First Disk

PITTSBURGH, PENNA. — Star Record Company, this city, has sent out its first release to the disk jockeys of the country. It is a country item, "Cuddle Me" and "You Caved Your Initials," featuring artists Slim Johnson, Gina and The Prairie Playboys. Matt Edwards is in charge of promotion on the record.

Star also plans releases in the popular and rhythm and blues fields. The record company is a division of Perfection Music Publication.

The Country Records

Disk Jockeys Played Most

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

1. CRAZY ARMS
   Ray Price (Columbia)
2. DON'T BE CRUEL
   Elvis Presley (RCA Victor)
3. WALK THE LINE
   Johnny Cash (Sun)
4. YOU ARE THE ONE
   Carl Smith (Columbia)
5. I WANT YOU, I NEED YOU, I LOVE YOU
   Elvis Presley (RCA Victor)
6. SWEET DREAMS
   Faron Young (Capitol)
7. ANY OLD TIME
   Webb Pierce (Decca)

COUNTRY BEST SELLERS

IN RETAIL OUTLETS

1. CRAZY ARMS
   Ray Price (20-6517; 4-21510)
2. DON'T BE CRUEL
   Elvis Presley (RCA Victor 20-6604; 47-6604)
3. HOUND DOG
   Elvis Presley (RCA Victor 20-6604; 47-6604)
4. I WALK THE LINE
   Johnny Cash (Sun 241; 45-241)
5. SEARCHING
   Kitty Wells (Decca 29956; 9-29956)
6. BE-BOP-A-LULA
   Gene Vincent (Capital 3450; F3450)
7. YOU ARE THE ONE
   Carl Smith (Columbia 21522; 4-21522)
8. I WANT YOU, I NEED YOU, I LOVE YOU
   Elvis Presley (RCA Victor 20-6540; 47-6540)
9. ANY OLD TIME
   Webb Pierce (Decca 29974; 9-29974)
10. SWEET DREAMS
    Faron Young (Capital 3443; F3443)
11. ANY OLD TIME
    Webb Pierce (Decca 29974; 9-29974)

COUNTRY BEST SELLERS

IN RETAIL OUTLETS

1. CRAZY ARMS
   Ray Price (20-6517; 4-21510)
2. DON'T BE CRUEL
   Elvis Presley (RCA Victor 20-6604; 47-6604)
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   Johnny Cash (Sun 241; 45-241)
5. SEARCHING
   Kitty Wells (Decca 29956; 9-29956)
6. BE-BOP-A-LULA
   Gene Vincent (Capital 3450; F3450)
7. YOU ARE THE ONE
   Carl Smith (Columbia 20-6517; 47-6517)
8. I WANT YOU, I NEED YOU, I LOVE YOU
   Elvis Presley (RCA Victor 20-6604; 47-6604)
9. ANY OLD TIME
   Webb Pierce (Decca 29974; 9-29974)
10. SWEET DREAMS
    Faron Young (Capital 3443; F3443)

Opportunities For Spectacular

NASHVILLE, TENN. — Nashville will take its place with New York and Hollywood as a source of TV spectacles when Grand Ole Opry will assemble its greatest array of stars for its first TV spectacular on Saturday, September 13, on ABC-TV Channel 7 from 8 to 9 p.m.

Inspired by the Tennessee State Fair, the show will include Roy Acuff, Ernest Tubb, Carl Smith, Ferlin Huskey, Minnie Pearl, Chet Atkins, Kitty Wells, Red Bradfield, Little Jimmy Dickens, George D. Hay, Faron Young, Lew Chrislie, Marty Robbins and Hank Snow.

The State Fair Spectacular will feature an actual revolving course, sixteen feet in diameter, a tunnel of love, a fortune teller's booth and a complete side-show. Set designer Bob Cochran and Technical Director Bob Jones have been working on the production for two months and consider this their most ambitious project to date.

With this show, Nashville takes its place with New York and Hollywood as a source of TV spectacles.
The big news around these parts seems to be that Lawrence Welk, King of the Squeezbox and his entire TV show will arrive Friday afternoon for their show at Cincinnati Gardens. We understand that the show has an advance sell-out. Welk is very popular in this area and it’s likely that Cincinnati will be the general manager of station WCYN, Cynthia, KY, radio which takes to the air September 1. Then, according to reports, Cincinnati will be the general manager of station WCYN, Cynthia, KY, radio which takes to the air September 1. It’s likely that Cincinnati will be the general manager of station WCYN, Cynthia, KY, radio which takes to the air September 1. It’s likely that Cincinnati will be the general manager of station WCYN, Cynthia, KY, radio which takes to the air September 1.

CINCINNATI CUT-UPS

SUNEK WEST

(16-75) West's new single, "The Lane," has been a huge hit. The song was written by the famous country duo of Monroe and Haines. Stan Mailock, the producer of the hit record, is a master at selecting the right material for the Hits. The song features an upbeat rhythm that is sure to make everyone dance. It's a perfect summer hit and is sure to become a classic.

CLIFF CROSSFORD

(16-74) Clifford Crossford's latest single, "I'm Gonna Get You," is a powerful song that is guaranteed to make the hit charts. The song has a driving beat that is sure to keep everyone dancing. It's a great addition to any country playlist and is sure to become a classic.

JIMMY SKINNER

(16-76) Jimmy Skinner's new single, "I'm Gonna Get You," is a powerful song that is guaranteed to make the hit charts. The song has a driving beat that is sure to keep everyone dancing. It's a great addition to any country playlist and is sure to become a classic.

GIDDY SMITTY

(16-75) Giddy Smitty's latest single, "I'm Gonna Get You," is a powerful song that is guaranteed to make the hit charts. The song has a driving beat that is sure to keep everyone dancing. It's a great addition to any country playlist and is sure to become a classic.

BOB STANLEY

(16-73) Bob Stanley's new single, "I'm Gonna Get You," is a powerful song that is guaranteed to make the hit charts. The song has a driving beat that is sure to keep everyone dancing. It's a great addition to any country playlist and is sure to become a classic.

CHARLIE MONROE

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SOUTH WES

(16-75) South West's latest single, "I'm Gonna Get You," is a powerful song that is guaranteed to make the hit charts. The song has a driving beat that is sure to keep everyone dancing. It's a great addition to any country playlist and is sure to become a classic.

SONNY BURGESS

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Big news this past week from Springfield, Mo., is the time shift for the "Ozark Jubilee" to take place on October 4th. The show, originally seen and heard on network Saturday afternoon, switches to Thursday nights at 7 PM and will be live for the first time from coast-to-coast, 10 to 11 PM in the East, 7 to 8 in the Midwest and 7 to 8 in the Pacific region. Guests on the Thursday evening "pajama party" will be Tex Ritter, Red Foley is scheduled to be presented with a gold record by Decca officials, honoring the "Silver Valley," has previously sold the million mark in sales. From Foley's newsletter comes the info that the "Jubilee" was well represented at the Ohio State Fair, Columbus, O., and the Indiana State Fair, Indianapolis, Indiana this past week, with Red, Sonny James, Bobby Lord, Marvin Rainwater, The Faggy River Boys, RED FOLEY, JDJ Glasses, Joe and Slim Wilson and his band performing at the Ohio spot, as well. Red and the Thunder Rhythm Boys at the Indiana spot. Chuck Bowers, The Arden Sisters, Harold Morrison and Shirley Cadle, held the spotlight at the Annual Horse Show "White Plains, Missouri during the same week, with Shirley busting back to the Jewell Theatre for a popular guest appearance on the Eddy Arnold Show the same day, August 29th. . . . Mitchell Torok's completing plans to move his family to Springfield as soon as he is able in Minnesota, Minnesota August 29 through September 1, is completed. . . . The Jubilee Promoters held their annual Canadian National Exposition, through September 15 with the Gene Autry Show on. Bobby Lord is off for a tour of Alaska for 15 days beginning September 1.

W. E. "Lucky" Mueller reports from Top Talent, Inc., that things are really humming for Jubilee talent, many big packages are being prepared for the coming Full season for which schedules will be released by the time their next newsletter is published. For many, Jubilee's family to Springfield from Waco, Texas, where he hopes he will be able to save a lot of travel time in the future, is now re-releasing his current release, "I'll Never Stand in Your Way." His, incidentally, is on the Columbia label.

Foley breaks this past week for recording field for Candy & Susie Arden, who have found their own little niche in the "Jubilee." The girl, two talented vocal and instrumental artists from Ohio, have been drawing loads of mail from their fans all over the country and were recently sent to a recording contract by Foremost Records in Kansas City.

McGay Kids. . . . Bill McGay is Dickens' latest release & KCEN-TV-Cameron, Tex., and the tunes are "My Dearest Prophecy" and "Wicked Woman." The roll by Blackie Yale. . . . "Cuz'n" Larry Lane, WEBB-Tampa, Florida, who started talking about Muscular Dystrophy almost 3 1/2 years ago, is really proud of the "Citation Of Merit" awarded him by the M.D. Association of America.


"Binya Wire" Bob Strack-KIMO-Independence, Mo., reports that word from Marie Beck, Hank Williams' fan club president, but there will not be a "H. W. Memorial Day this year," it'll just be a small memorial service at the graveside.

Wanda Jackson, who is on Chiffe Stone's "Home town Jamboree" Saturday, October 20 over KTLA and will be followed on the next week's show by Howard and the Virginians on the next, with the show be Tommy Sands, the Black Sisters and Tommy Duncan.

Stine will be in Indiana, DuQuoin, Illinois and Detroit to the end of the month. . . . Joe and Slim Wilson are currently doing a big daily 4:30 news show out of Fort duPont nightly.

Country Round Up

More than 25,000 persons are expected to swarm into the little town of Wilcox, Arizona, on September 15, for the annual observance of Rex Allen Day. Wilcox, birthplace of the western star of motion pictures, television, radio and records, has conducted the observance annually since 1945 under Allen's name as a Chicago radio singer and became a star for Republic Pictures. Allen's new $4,000 silver saddle, now on exhibition at the Canadian National Exposition, is being flown from there to Wilcox, Arizona, for the observance. Rex is making plans to organize his own rodeo for the 1957 spring circuit and already is diapering with a Bakersfield, California, stock contractor.

Sick Norris, types from Highlands, Texas, to watch out for James O'Gyn's Sunday release due out this week,. . . . Chuck Clay's dropped a note to say that he's been swapped with request for Jim Reeves' "According To My Heart." M. "Swan" Rovens' "Singing The Blues," Chuck says that station is starting a big Country Round Up and Chuck'll be looking forward to guest appearances by the top Country artists. Jim Reeves' schedule takes him to Birmingham, Ala., on the 1st of Sept. and on to Atlanta Aug. 29th to 30th, then to the 25th, into Oregon, Washington and back to Oregon.


Faron Young was booked for Labor Day along with Skinner and Ray Pennington's band.

Due in Sept. 9th are the Osborne Bros. & Red Allen, Sept. 10th, Skeeter Bennett and his group, which includes Dale Mae and Brother Charley, and on Sept. 22nd, Carl Smith and family. — Henry Stevens.

Cowboy Howard Vokes writes that Denver Duke & Jeffey Null, now with Mercury Records, have been filling in for the Morocco playing clubs, parks and the Hammond Civic Center on the 23rd and 24th of August. They guested on many deejay shows including Marty Roberts, WCKY-Cincinnati, and "Red" Kirk, WKLO-Louisville, Ky., Carley Huntly, WBPW-Bowling Green, Miss., Paul Rodgers, WJIB-Hammond, Ind., Tom Edwards, WERE-Cleveland, Ohio, Cliff Rodgers, WNKY-Independence, Ohio, and the Tallahassee "Jamboree." He writes to Vokes at Mike Mie's, New Kensington, Pa., or the Tex Clark Record Center, 8819 Hough Avenue, Cleveland, Ohio.

"The Cotton Picker," WCKL-Greer, S. C., writes about a new artist in Greenville named Joe "Red" Williams, who, he says, is the "best thing since the Messiah itself." He says "He's a star." The release is "I Wish I Knew" and "If." Deejays wanting a copy of the record can write to Tommy at WQOK in Greenville, S. C., and be sure to note that it's going to be in the local store. Teddy "Teddy Bear" Crutcher, knobs from WQOK-Jacksonville, Fla., is looking for additional promotion of "Little Red" Estes, WJBC-Midland City, Ala. See that there is quite a turn-out including a judge who told him he couldn't shake. On Ted's Aug. 25th show were George Morgan and Benny Martin, who were in town with the Hank Snow Band.

From WAXO, Pittsburgh, Pa., tells us that the city is making news in the Country music field after only 3 weeks of having a full time Country music station. Hank Thompson appeared in town at the "Holiday House," Pittsburgh's most exclusive night club. He did a ten day stint and closed on Sept. 2nd. Joe Lucas, (aucull Rosc) was in town to wish Carl well on his new venture and Murph Nash was in with Jean Chapel (September 15th.) Imports are a new "In the Stocks" "Mississippi Stock Car Race" there.

"Ree Ports" by Ray Pine of the "Old Dominion Barn Dance" WRAV-Richmond, Va., are that Janie Martin will soon be off on a series of tours in promotion of her new RCA Victor release "My Boy Elvis" and "Little Bill." Janie was with Jim Wilson at Sleepy Hollow Pennsylvania Fair, Sept. 2nd, and appears in Minneapolis, Minn., Sept. 12th & 13th and then she goes the Howard Miller show on TV in Chicago on Sept. 14th. And, of course, Janie will be on the Barn Dance Sept. 15th for the 10th Anniversary program which goes to CBS, Don Reno & Red Smiley report, a blue line in the Circle Theatre in Cleveland on the 26th. The show is in the same time spot as the same time spot as the 25th for King records and they are thru Washington this week, working their way back for their return to the Barn Dance on Saturday night.

Last week's guest list included Arlie Duff, Hankshaw Hawkins and Jean Shepard. Pete Pike has been taken off the guest list for the time being. The Robertson Brothers and Cal Newman.

Attention: Please address any information concerning Country music and Dixieland to Rex Allen, Country Editor, The Cash Box, 20 West 47th Street, New York 36, N. Y.

"It's What's in THE CASH BOX That Counts!"
The Seeburg V-200

has everything you need
for modern, profitable
music merchandising!

The Seeburg V-200 is designed for modern, profitable music merchandising. It features a Revolving Drum Program Selector that displays 40 selections at one time, a Dual Credit System that programs singles (hit tunes) at one price and E.P.'s (standards and show tunes) at a proportionately higher price, and the Wall-O-Matic "200" which is the finest in remote control. The Seeburg V-200 is part of America's finest and most complete music systems.
30 Hour Work Week Will Bring:

NEED FOR NEW TYPE INDOOR AND OUTDOOR AMUSEMENTS

As labor continues to win contracts with shorter working hours, tending to the 30 hour work week, and gains more money per hour along with pay for certain time off and vacations, an entirely new amusements field is opening which may prove of tremendous import to the coin machines industry.

As noted merchants have stated, "With more time on their hands, labor is bound to spend more for leisure time merchandise."

It is noted that the sales of sporting goods of all types, whether fishing, golf, tennis or for the indoor sports, have continued to increase at a steady pace as the workingman and woman finds more time to enjoy both outdoor and indoor amusements.

What's even more impressive to noted national merchandisers is the fact that, regardless of less working hours, the workers have more money in their pocketbooks and this, of itself, opens a tremendously profitable vista.

Those students of the coin machines industry who have always planned ahead are thinking hard about amusements that would attract some of these leisure hours and will, at the same time, bring profitable businesses into being for the nation's operators.

Whether this will mean an entirely new era of coin operated products, which seem to be best suited for such leisure time, is not as yet known. But what is definite is that this field will find it has a tremendous potential in the fact that less working hours means more leisure time and since the workers are earning more they can spend more to enjoy this leisure.
2c Play (Nickel) Ops:  
FACE ROUGH TIMES AHEAD

Zooming Costs Plus Increased Overhead Expenses Portend Dark Days Ahead For 2¢ Play Ops

CHICAGO—As was expected, and as is now becoming fact, more and more of the 2¢ (nickel) play ops all over the country are beginning to complain that they simply cannot equalize income against overhead.

Most of these operators are complaining that, if costs and overhead would have remained static, they might "have had a fighting chance". But with the inflationary spiral making another turn upward, and with still further hikes in prices of all equipment as well as supplies and other necessities to do business, the 2¢ play operators are faced with a very dark future.

"There is no way out of this mess", one operator advises, "unless we get together and recognize the fact that we simply cannot continue to charge 2¢ per play (as you people of The Cash Box have so logically pointed out) and pay almost that per play, when it's all broken down, for the supplies, parts, labor and new equipment we need to continue in business."

"How can it be", he asks, "continue to charge just about what it costs and still remain in business?"

(This is exactly what this publication has been asking the 2¢ (nickel) play operators for many years now.)

With such basic materials as steel and copper prices rising, and with such components as fractional horse power motors already advising that prices will be higher this coming month, there is no way out of the morass for the 2¢ play operator unless he attempts, by changing over to dime play, to match income against outgo.

As is easily recognized, the dime, too, has continued to become thinner and thinner with constant creeping inflation. The dime of today is worth but 4¢. But even at this low valuation it still has a deterring effect on constant spiraling inflationary costs.

There is also no doubt that the finer and more complex electro-mechanical products of the industry, whether amusement, music or vending machines, are going to have to be brought into line in price to meet the higher costs of raw materials, components and labor.

Furthermore, in those areas where play is down, intake has reached the point where many are faced with losses. In fact, we are hearing 2¢ being played.

Certainly, then, the 2¢ play ops are definitely up against it to pull out of this constantly engulfing mess.

From some areas come the reports that dime play operators are getting requests on "front money" grounds, in an effort to stave off the effect of rising overhead expense and increased costs.

Some dime play ops have even boldly recommended that entire areas change to 70-30% commission basis. 70% to the operators and 30% to the locations.

If these men are planning such action then, certainly, any 2¢ play operations in those areas must be facing over engulfing rough seas which can only lead to bankruptcy.

"20 YEAR CLUB" NOMINATIONS KEEP ROLLING IN

Members' Nominations for "Most Outstanding Coin Machines Man of 1956" Vary Widely.

September 15 Is Final Day For Nominations

CHICAGO—Nominations continue rolling into headquarters of The Cash Box "20 Year Club" at 32 West Randolph Street, this city, with members suggesting a large and varied cross section of men engaged in the industry for the honor of "Most Outstanding Coin Machines Man of 1956".

Even the explanation was very specific in the first article to appear here, as well as in a reproduction of that article which was mailed to all members of the "20 Year Club", some continue to nominate Ray T. Moloney for the "Gold Coin Award" for 1956.

Once a man wins the 20 Year Club's "Gold Coin Award", as did Ray Moloney as the "Most Outstanding Coin Machines Man of 1955", he is no longer eligible for the honor.

Those who have cast their nominations for Ray T. Moloney are being asked to check if they are being sent new cards for their nominations.

All nominations must be in The Cash Box "20 Year Club" offices here on or before September 15 to be placed on the voting ballot.

Chicago Coin Presents "Capri" New Novelty Pinball

SAMUEL WOLBERG

CHICAGO—With the appearance of the report, "Ops Urge School For Mechanics," which appeared in the September 1 issue of The Cash Box, many have advised that this is something that is absolutely necessary to the future welfare of all operators.

One operator here advised, "Keep up the good work. This is just what we all need. Everyone is suffering from a lack of good mechanics."

"This is the greatest job that The Cash Box can do for the operators at this time. We sure do need mechanics, but we need men who know what it's all about."

"Your idea for a 'School For Mechanics' would help us here and every operator all over the country to get the skilled mechanics he needs to help him maintain his present route and even to expand his business."

A well known midwest operator reported: "Ever since you have been running stories on the need for a 'School For Mechanics' we have brought this up at the meetings of our association and have discussed this favorably every time."

"We, too, believe that a 'School For Mechanics' would prove tremendously helpful to all of us. We need good mechanics. Once we had a supply of such men available we could do things that we are now holding back from doing."

Ops Agree "School For Mechanics" One Of Industry's Necessities

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Sam Cohen, Atlanta, Ga., To Announce New Product

CHICAGO—Sam Cohen of Cohen Distributing Company, Atlanta, Georgia, while in this city, this past week, reported that he would announce an entirely new product for the trade.

The maintaining secrecy as to the type product or its manufacturer, Cohen did state:

"We'll be making our announcement very soon. We feel certain that the operators are going to be tremendously pleased when they see this new product."
October Designated As “Nat’l Restaurant Month”

NEW YORK—October has been designated as “National Restaurant Month.”

Promoted by the National Restaurant Association, restaurants and their suppliers will spend over $5,000,000 publicizing this effort to point out that “dining out makes life more pleasant for the overworked housewife.”

A prominent feature in its advertising will be such firms as Calvert Distillers, General Foods Corporation, Kraft Foods Company, Coca-Cola Bottling Company, Campbell Sales Company, Swift & Company, Seat-test Dairy Products, Standard Brands, Thomas J. Lipton and many other national food and beverage manufacturers.

This is a splendid opportunity for operators of music and amusement machines to take advantage of the thousands of added customers who will be patronizing locations featuring their equipment. Operators should confer with restaurant owners and set up a program to draw attention to coin operated machines in these locations. It could easily mean many extra plays on music and amusement machines.

Genco Employees Give Avron Ginsburg Surprise Anniversary Party

CHICAGO—Employees of Genco Manufacturing & Sales Company, this city, joined together to give their “boss” and president of the firm, Avron Ginsburg, a tremendous double surprise party this past week at the firm’s offices.

When Avron entered the firm’s offices this past Thursday morning (September 6) he found all employees of the firm gathered there and a huge, two-layer cake with a very large and impressive picture of himself adorning the place.

The top layer of the cake was in celebration of Avron Ginsburg’s wedding anniversary. The bottom layer in celebration of September 6 as the 7th anniversary of his presidency of Genco.

Miss Dorothy Reimer, acting as toastmaster in the absence of Al Warren, who wired from the road that “I’m there in spirit with all of you,” handled all the presentations.

Acting along with Miss Reimer were Ralph Sheffied, sales director of the firm; Samuel Ginsburg of Chicago Coin Machine Company and father of Avron Ginsburg; Steve Kordek, Lawrence Spallina, Joe Gurstein, Frank Huffman and from among the charming ladies of the office staff, Barbara Hartman, Vivian Kurlin and Sakae Tomohisa.

The large picture of Avron Ginsburg, which was especially prepared and framed will adorn the offices here from now on.

The entire affair was very secret and quietly arranged among all Genco’s employees. This has been going on for some weeks. Outsider invited was Bill Gersh, publisher of The Cash Box.

Genco employees give Avron Ginsburg a surprise anniversary party.

Tourney Player

PHILADELPHIA, PA.—Mrs. Albert Rodstein, this city, had the above photograph featured in the sports section of The Evening Bulletin last week as she gets off a booming drive during the Overbrook Invitation golf tournament.

Mrs. Rodstein is the wife of Al Rodstein of Banner Specialty Company, this city.

Tony Trucano of Deadwood, S. D. says: “Certainly can’t get along without our bible, “The Cash Box”. In fact, can’t get along without it and stay in business.”

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THE CASH BOX
26 West 47th Street
NEW YORK, N. Y.

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

Five State Ops’ Convention In Omaha, Neb., Sept. 22 & 23

OMAHA, NEB.—Howard Ellis, secretary, Music Guild of Nebraska, this city, reports that every indication points to a record breaking attendance at their two-day (Saturday and Sunday, September 22 and 23) Five State Convention being held at the Hotel Blackstone, Omaha.

States participating are Nebraska, Iowa, Missouri, South Dakota and Kansas.

In addition to a strong attendance from these States, distributors of music machines and record companies will display their machines and records.

A full program of entertainment will be presented on Saturday night, following the banquet. It is expected that a number of top recording artists will be on hand. A number of door prizes will be distributed to lucky operators.

Ellis states that ticket sales are brisk, and recommends that operators, in order to insure proper hotel accommodations, communicate with him, advertising accommodations required and the date of arrival. He will make the necessary arrangements, and have the Blackstone send a confirmation.

A.B.T. CHALLENGER
Target
Pistol
1956
Model

A.B.T. Rifle Sport Gallery
Kicker & Catcher
A.B.T. Guesser Scale
Pace Aristo Scale

J. F. FRANZ MFG. CO.
1940 W. LAKE STREET
CHICAGO 12, ILL.
(Tel: Taylor 9-2399)

Full Line of Parts at all times, Repair and Reconditioning on all A.B.T. equipment.

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NORTH TONAWANDA, N. Y.—A report of the tremendous Wurlitzer "Centennial" celebration held here on Thursday, Friday and Saturday, August 23, 24 and 25, was detailed in the September 8 issue of The Cash Box. However, as stated, many photographs were unavailable at the time we went to press.

We are now able to reproduce many more interesting photographs taken at this three-day party, including all the winners of major prizes made available by Wurlitzer.

In commenting on the celebration, Bob Bear, sales manager, phonograph department, said:

"We want to thank all of the fine Wurlitzer operators and distributors for their wonderful cooperation in making the Wurlitzer Club Celebration a tremendous success. From the many phone calls, thank-you cards and letters that we have received, we feel sure that everyone enjoyed themselves immensely. "The Wurlitzer 'Centennial Club Celebration,' the largest gathering of its kind ever held in the automatic phonograph business, was truly an exciting occasion," Bear continued.

"During the celebration we enjoyed the company of the most wonderful people I've ever had the pleasure of knowing. Even the elements smiled upon us by bringing to Buffalo the nicest weather we've had all summer."

In summing up, Bob Bear said, "Even though the 'Centennial' celebration is now history, we will always have many fond memories of the wonderful experiences we shared with our friends and good customers. We sincerely hope that all 'Centennial Club' members enjoyed themselves as much as we enjoyed having them at our One Hundredth Birthday Party."

R. C. Rolling, president of The Rudolph Wurlitzer Company (center), being presented with a plaque by Sidney Levine (left), counselor for the Music Operators of New York, and Al Denver (right), president of the association. The plaque read: "Presented to The Rudolph Wurlitzer Company on the occasion of its 'Centennial Celebration' in profound appreciation for its pioneering efforts, great leadership and continued dynamic progress in the automatic phonograph industry, and in grateful recognition of services rendered to the Music operators of the nation and the music-loving public throughout the years. Awarded this 25th day of August, 1956, at North Tonawanda, New York, by the Music Operators of New York, Inc. Albert S. Denver, President—Sidney H. Levine, Counsel."

1) Portion of the large crowd attending the Broadway show, "Kismet."
2) Guests participate in fun "How To Feed A Baby." (L. to R.): Paul Benson, Maxine Bilotta, Del DeHaven, unidentified woman and Bill Anderson. 3) Loading up on the good food in the tent. At far left is Johnnie Bilotta and a group of his operators. 4) The lady with the novel hat made of balloons by Eddie Dawson, one of the feature acts. 5) Pictured during a moment of relaxation (L. to R.): Mr. and Mrs. Willard Wayne of Emarcy Distributing of San Francisco; M. H. (Rosy) Rosenberg, owner of the firm; and Gary Sinclair, Wurlitzer district sales manager. 6) Resting those tired "tootsies" are Mr. and Mrs. Jimmie Tolsano of Middleton, Conn. Jimmie is president of the Connecticut State Operators Assn. 7) A group of Seattle ops (L. to R.): Mrs. A. Morris, Mr. and Mrs. J. Hammons, Mr. and Mrs. Frank Countner, Mr. and Mrs. Ralph Alger and Mr. and Mrs. Henry Christianson. 8) From the Denver area (L. to R.): Mr. and Mrs. Chuck Miller, Mr. and Mrs. Howard Hold, Mr. and Mrs. Mike Savio, Mr. and Mrs. Willard Berg, Mr. and Mrs. Roy Risser, Mr. and Mrs. Doyle Harrington and an unidentified couple. 9) The West Virginia delegation included (L. to R.): W. T. Cruze, Cruze Distributing Company, Charleston, Mrs. D. DeHaven, C. H. Flannery, John A. (Red) Wallace, William Anderson, Philip Sweeney, Darris Derrie and Tom Hunt. 10) Some of the guests boarding a plane for a trip over Niagara Falls. 11) Enjoying the festivities (L. to R.): R. C. Rollin, president of Wurlitzer; Henry Christianson and Ralph Alger of Seattle; and Farly Wurlitzer, chairman of the board. 12) Lobby of the Hotel Statler a beehive of activity Friday morning as guests prepare to board the busses for the parade and trip to the North Tonawanda plant. 13) Motor cavalcade under way, led by marching majorettes and band. 14) Guests boarding busses for trip to Wurlitzer plant.
Wurlitzer Major Prize Winners

Frank Guerrini of Lewiston, Pa., winner of the top prize, a Pontiac Station Wagon, steps forward to the stage with the winning ticket. Bob Bear and A. D. Palmer, Jr. of Wurlitzer, check his stub.

Bottom picture shows the car, with Bob Bear, Guerrini, and R. L. "Rusty" Smith, Wurlitzer distributor in Pittsburgh.

1) Paul Halenda of Pittsburgh, Pa., being congratulated by A. D. Palmer, Jr., as he steps on to stage to accept a Wurlitzer Electronic Piano.

2) David Seeve, Rochester, N.Y., advises a model where to ship his Sylvania console television set.

3) Henry Christianson of Seattle, Wash., having his ticket checked for his Admiral portable television set.

4) Mrs. Jerry Gillespie of Flint, Mich., looks over her prize—a Sylvania console television set, as Carl Angott of Angott Distributing Company (back to camera) looks on admiringly.

5) Mrs. Roy Kiser of Durango, Colo., claiming her Admiral refrigerator.


7) The winner of the Wel-Bilt range was Allen Grant of Geneva, N.Y.

8) The most excited winner of a prize was Mrs. Verne Anderson of Skokie, Ili., who came up with the number for a Wurlitzer piano.

9) C. H. Flannery of Logan, Wash., had the winner for an Admiral refrigerator.

10) Winner of a Sylvania console television set was James Jones of Richmond, Va.
In Instrumental Reducing Fees in Wyandotte, Mich. Files Writ in Melvindale, Mich. Opposing Fee

The writ of Mandamus by Roy Small, file number 1937, from Judge Joseph A. Moonihan on August 28, 1956, for the City of Melvindale, Michigan, to show cause why the huge fee the city desires as a licensing fee should be so high has won admission for him.

The writ has been carefully prepared. It is a document which shows a very keen appreciation of the jule box operators.

As Roy Small points out, music ordinances are regulatory licenses. A license can only be issued for regulation and not for tax. This has been upheld in Michigan. There are some of the belief here that should Roy Small win his case there is a complete national upheaval in regard to automatic music licensing. If no regulation is required, certainly there is no need for licensing. In the meantime, music leaders here note that Roy Small as "the man for the job," the man to head a 'National Tax Council' as has been recommended by The Cash Box for years.

"At least," says one leader, "Roy Small is the best man there is in the industry, in our opinion, to head the musical division of a 'National Tax Council.'

"His experience and his work in behalf of license regulation and the great successes he has won will prove of great value to all music operators all over the country." Questioned in this regard, Roy Small stated that he would be happy to help music operators in other parts of the nation who are being plagued by excessive licensing fees or by any other licensing matters at this time. He expressed a very happy to help operators nationwide," Roy Small stated.

Universal Match Buys Interest in Nat'l Rejectors

ST. LOUIS, MO—Acquisition of a substantial interest in National Rejectors, Inc., St. Louis, by Universal Match Corporation, this city, was disclosed today. In a joint statement, John Gottfried, president of Rejectors and company, and Roy Small, president of Universal, announced that this sale of stock will not cause any change in the management or officers of Rejectors, which will continue as a completely independent operation.

National Rejectors is the largest manufacturer of coin mechanisms. Founded over twenty years ago, it today is the principal supplier of coin changers, slug rejectors, and other in-door vending devices to the vending industry throughout the world.

Fischer said that this investment will add materially to Universal's net earnings. He declared that there will be no merger between Rejectors and National Vendors, Inc., which became a Universal subsidiary earlier this year.

Activity slowed down this week with the Labor Day long-weekend and the Jewish New Year observance... Ops will start pulling their beach, fun spot and outdoor equipment in around the middle of the month... Reports indicate the outdoor season this year was better than last, although by around 15%, and Warmer weather and high receipts are expected to continue the area last summer... At Redd Distributors, (Wurzlitz) Bob Jones, sales mgr., back from Manhattan after seeing his father and mother, Mr. and Mrs. Alex Jones, off for North Wales on the Queen Elizabeth... On his way back down from New York, Bob stopped to check in with his parent, the Rev. William Jones, Y., from the New England area were: Mr. and Mrs. Maurice Becker, Mr. and Mrs. Richard Mitchell, Springfield; Mr. and Mrs. Eugene Sweeney, Buzzards Bay; Mr. and Mrs. Russell Gosselin, Beverly; Sumner Seegal and fiancee, Boston; Anthony Grazio and R. Robinson, Quincy; Mr. and Mrs. James O'Connor, Danvers, Conn.; Mr. and Mrs. Adolph Dugas, Sr., Webster; Mr. and Mrs. Raymond Shea, Worcester; Mr. and Mrs. William S. Reid, Allston; Ralph DePaulo and Paul O'Brien, Boston; Mr. and Mrs. Joseph Nacletro, Watertown, Conn.; Mr. and Mrs. George Roche, Mr. and Mrs. Arthur Rode, Terreville, Conn.; Mr. and Mrs. Abe Fish, Hartford, Conn.; Mr. and Mrs. James Tolojano and James Stett, Hartford, Conn. At Associated Amusements (Rock-Ola), Ed and Mrs. Raveley back from week-end in Long Island. United's new in-line game, "Brazil," said to be getting the nod from ops and looks to have great potential in this territory. Dick Mandell, general manager, and staff arranging for showing of new Rock-Ola 200, which is expected soon... At Trimount Automatic Sales Corp., (Seeburg) export biz is climbing to big peak. Irwin Margold, gen. mgr., reports shipping of big orders of used equipment to foreign countries. The used and reconditioned equipment from overseas is causing a shortage here, making used equipment difficult to find. This situation finds ops getting good breaks on trade-ins of used equipment for new. So consequently much trading of used equipment for new is going on in the New England territory and now that Trimount is going to trade, this is a plus. Vendors are happy with Georgia L. (Tolisano) Smith, is a big winner at Trimount. Joe Smith parts manager, is back from Grenier Field, Manchester, N. H., where he was on active service as a Major in the Air Force.

At Atlas Distributors, (AMI) Barney and Louis Blatt are reading fall promotional plans for color engineered AMI music machines, which have surged forward in tremendous fashion during the past year in the territory... Outdoor all around coin coin here is for an outstanding good fall season. Ops visiting distris this week included a delegation from Mandy's Music, Portland, Me.; Mel Ferraro, New Bedford, Si Jacobs, Marty Cook, Brookline; George Chaplin, Malden; Ray Shea, Worcester; Sol Taube, Manchester, N. H.; Mr. and Mrs. Frohling, Hasbro, Buttons, Chelmsford, Mass.; Sol Robinson, Newton; Lake Levine, Boston; Ralph Lackey, West Roxbury; Jim O'Connor, Danielson, Conn.; Dick Hogan, Boston; Pete Suma, Bristol, Conn.; Ralph Ridgway, Springfield; Henry Levine, Milton; Eddie Ross, Dedham; Tom Libby, Haverhill; Bart Geary, Bangor, Me.; D. E. Gilbert, Colebrook, N. H.; Tony Grazio, Quincy; Ray Hade, Webster; Walter Stanicki, Central Falls, R. I.; Ernie Marcantonio, Middletown, Conn.; Ken Estates, Keene, N. H.; Bill Hamel, Concord, N. H.; Martin Oliver, Portland, Me.; and Louis Ziedman, Portland, N. H. Ninety season started in Hub this week with the opening of Blinustr's Labor Day night with record artist Jan Arden headlining... Big delegation of ops expected at the organization meeting of the Massachusetts Automatic Merchandising Council at the Kenmore Hotel on Tuesday, Sept. 11 at 8 p.m. The session is called by the Gold Associates, industry association managers, who represent the Eastern Mass. Music Operators Assn. and the Cigarette Merchandisers Assn. and 40 sponsoing ops.

Carl Christiansen, Coven Sales Manager, Dies Of Heart Attack

CHICAGO—Carl F. Christiansen, sales manager for Coven Music Corporation, the Chicago firm, and who was with the Coven firm for the past 12 years, passed away after a heart attack Labor Day, Monday, September 3.

Carl was only 42 years old. He was extremely well known to all the music dealers in the area. He was one of the hardest workers for the general betterment of the automatic music industry.

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

New and used equipment in all lines continued to spark business along Pico last week with bowlers and phonograph heads up the sales.

George Robinson, who has been a distributor of coin machines for some years, visited the Los Angeles area last week and reported a very nice season. Standard distributors will be spending three very exciting and eventful days with their wives at the big Wurlitzer “Centennial Club” celebration at the North Tonawanda factory.

Wayne says that there were operators and their families from every state in the Union present and enjoyed themselves as much as he did and are all looking forward to the next one in 2066. Ed Wiler remined a few days longer to visit relatives in Buffalo and complete business at the Wurlitzer factory. Ed will be returning soon by air and his wife will drive home in the new car they purchased on their way East. Wayne reports the sales of the Wurlitzer “2000” phonograph remain at a high with them being shipped out as soon as received.

Phil Robinson reports the Chicago Coin’s new “Blondee”, three or five ball, has proven very successful with the operators. Phil is waiting several other new games from the factory in late September which, he says, should create a great deal of interest with the operators. Phil believes this year will be the banner year in the coin machine business. Hy Weiner, associated with Abe Plaskin, just welcomed a baby daughter, Penny, born Aug. 27th.

Danny Andrews in to see Sammy Ricklin and Gabie Orland at California Music Company and they both agreed his new release of “Maria Elena” on Coral could be a big one for him. Sammy and Gabie were welcoming two new employees, Buddy Robinson, formerly with Coral Records, and Rosemary McComb, who is returning to his position at U.C.L.A. after working the summer months at California. Sammy reports their L.P. business has increased so it is almost as big as their operator business. Martha Delgado believes Gogi Grant has another hit coming up with “In The Style Of The Era”. Mini Greenfield is dividing her time between the office at A & A Vending Maintenance and her domestic duties, but will be back at her desk at A & A when school commences. Sid Greenfield will welcome her return with the influx in business. The Solle Sisters, Mary and Claire, were going a little bit crazy at Levenhagen’s Record Bar trying to track down a much requested record by Freddie Hart titled “Drink Up And Go Home.” Freddie had been singing on his personal appearances and it was such a hit that he has now recorded it for Columbia and it will be released soon which will end the hunt by the Sisters Solle and many operators. Kay says this one has to be a hit with all the interest before it was even recorded. Claire and her niece, Barbara Chandler, think the Five Satins have a real hit with “In The Still Of The Night” on the Herald label. Al Bennett of Hart Distributing dropped in the “Bar” and Mary told him that she believes Pat Boone’s “Chains Of Love” will be another big one for him on Dot.

At C. A. Robinson & Company, Al Betteleman reports Mutoscopes’ “The Lord’s Prayer” charm vending machine is doing very well in sales. Charlie Robinson is anxiety awaiting the shipment of new in-line, shuffle alley and rifle games that are reported enroute from States con were installed in the shop and have proven so successful Charlie is considering using it in the showroom. . . . Johny Lance, South Gate operator, is completing his work in Masonic Commandary and will become a Shriner the 29th of September. Norty Beckman reports the walking business has increased tremendously at Norty’s Music Center and the mail order business continues gathering every larger week. Ann Martinez and “Sunny” Litvak agreed that “Ka-Ding Dong” by the G-Clefs on Pilgrim should be a comer for them. Jan Graham has been added to the staff at Norty’s. Norty is planning a four day vacation with his wife in Las Vegas. . . . Ken Arnold, Barstow operator, back along Pico after recuperating from his broken leg and arm he received from a fall off a ladder. . . . At Paul A. Laymon, Inc., Luellde and Paul Laymon were congratulating on celebrating their 38th wedding anniversary. Paul bixy taking pleasure of the operators and their wives visiting Laymon’s showroom with his polaroid camera and greeting them with the pictures. Charlie Daniels and Ed Wilkes report the operators keep rolling in for the Rock-Ola phonograph and that business has increased with bowlers and used pool game equipment. Ed caught a ramp shot of Ann Martinez, Inc. Bill George, Barstow operator, his wife and party having dinner at the Balboa Bay Club when the television show “City At Night” originated at the Club.

Hank Tronick returned to his desk at Minthorne Music Company very tan and tiring to go after his vacation. Hank reports that music equipment new and used continues the same. Chicago’s new “Blondee” has been received on the floor and Hank says that it is doing very well. Roy Provencer covering the San Bernardino territory after subbing for Hank while he was away. . . . Marshall Ames reports good sales with all types of bowlers at Ball & Associates, Inc. Bill Hunt, Barstow operator, ordering the new AMI “G-2000” phonographs. . . . Seen along Pico last week were: Ken Arnold, Barstow; Walt Hining, Costa Mesa; Del Hungerford, El Monte; Major Mohr, Redondo Beach; Don Bush and Doc Dockins, Santa Ana Al Ciero, Santa Maria; Joe Duschek, L. A. Music Service; Dan Senter, Vern Ephrom and Bill Schaffer, Bakersfield.

Export Business Kept Dists Busy During Summer Months

Many Report Backlogs Being Carried Into Fall Season. New Orders Coming Continually

CHICAGO—A large number of distributors advise that they were busy all this past summer due to the orders they received from foreign countries for all types of used equipment.

Leading distributors, as well as in all major areas of the nation, found the export business a summer boon. Many now report that the backlogs of orders which have since resulted will help them to carry on constant shipments well into this Fall season. One noted distributor reported:

“The orders which we accumulated from foreign markets by mid-July assured us of constant shipping until well into October.”

“We believe that even this will not be sufficient time to fill all the orders we have on hand and orders which we have since received.”

“There is no doubt”, this distributor comments, “that the export business was a lifeline as far as we were concerned this past summer.”

This is similar to reports being received from many other distributors who suffered a temporary drought of business this past summer. Almost every one of these men attributes continued business activity to the export field.

The demand, it is claimed, for many types of used machines hasn’t halted for even a moment, as far as the export market is concerned.

Distributors are searching everywhere to obtain sufficient numbers of the used machines they require in an effort to fill the backlog of orders they have on hand.

One well known distributor visiting this city reported:

“Not only has the export market opened an extremely valuable sales field for every distributor who specializes in export shipments, but has enabled many to offer very attractive trades to operators for machines needed to fill orders.

“In this way”, he points out, “every manufacturer to operator benefits from the growth of world-wide business.

“The manufacturer knows he will sell more new machines because we, as distributors, are offering extremely attractive trade-in values to the operators for the used machines we need.

“The operator is therefore getting a much better price for his used equipment.

“We must, at this time, congratulate The Cash Box”, he stated, “for the great work your publications along with its ‘Quarterly Export Editions’ in the French, German as well as in English, in helping to tremendously stimulate sales to the world markets and, thereby, helping all in this industry in the U.S.A. to profit.”

“It’s What’s in THE CASH BOX That Counts”
Through The Coin Chute

Labor Day has come and gone. Even the biz action has been perking up right along, somehow it doesn't seem to become "official" until Labor Day has passed. Now ordinary and busy. Mfrs. reporting they have "great products on the way". And even the there's many a sad sigh, as coinmen go out of their offices at the warm and brilliant sunshine, all realize summer's over and that there's a terrifically great season ahead...

Lots of action, even before Labor Day over, at ChilChin's factory. Sam Wolberg busy telling one and all the firm's new six-page, "Capri!". Ed Levin on telephones attempting to satisfy longdistance demand. Yes, ChilChin's Ed, is all right... Herb Jones back on the job at Bally and reports roll out of his office timed to perfection. Like all about Bally's new line in whiskeys, white and whiskies, looks like it'll be the "greatest" yet... Keeney's Paul Horhock feeling proud of the firm's new engineering setup. Paul's the opinion that efficient engineering backed up with good merchandising is the major requirement today.

Wayne De Selin already talking to wondering about his new gun. Everyone on the phone with this Bill past week heard all about it. "And", adds Bill, "it's the greatest we've ever made... "Texas" Phil (Weinberg), that is... spent a week in town visiting with Bally execs... . . . Ser- vices conveniences from one and all to leaders and family of Carl F. Christiansen who died of a heart attack on Labor Day at the early age of 42. "Chris" was with Ben Coven's organization for 12 years and well known to one and all through this area... Ed Ratjack, hasn't even been in town for an hour. Business perkin' everywhere in the country, this week... . . . Ed trying his best to sell as much sales force... . . . Joe Franta, the penny machine king, chasing from here to there to everywhere. They're keeping Johny moving but fast trying to get all the materials he needs for his gun machines... Clarence Schubert won't say it out, but from word received from others, seems that Clarence has himself a really fine product all ready to announce. . . . Talk about a proud husband—Herb Gottlieb, whose wife, Sarah, one of the fine golfers.

Without any doubt one of the very busiest plants in town, with consistent production of that of D. Gottlieb & Co. Games out on test here many moons before they are even announced, Alvin, Sol and Nate Gottlieb handling sales and advertising day in and day out. Bally Gottlieb was very busy at this time with his great new philanthropy, that thanks to Wash. Fink, Joe Kline, Fred Kline, Sam Kolher, Marvin Rosenstein for their fine Hash Hashon card... Everyone here much thrilled at report of Chicago Restaurant association and fast extroverts will be able to ring up 1/2 Billion Dollar... Johnny Casano in New Orleans and anxious to get United's new games but things are happening up in Bally town... Wayne (Brad) of Rock-Ola telling how the "Rock-Ola Basketball Club" of Brussels, Belgium, which is operated by the National Music Co., of that city, helps this firm to get bigger play for Rock-Ola phone ops. Seems basketball is top Belgium sport and teenagers are playing this for fun in Rock-Ola town... Bill Bradfield of Rock-Ola telling how the "Rock-Ola Basketball Club" of Brussels, Belgium, which is operated by the National Music Co., of that city, helps this firm to get bigger play for Rock-Ola phone ops. Seems basketball is top Belgian sport and teenagers are playing this for fun in Rock-Ola town... Bill Bradfield of Rock-Ola telling how the "Rock-Ola Basketball Club" of Brussels, Belgium, which is operated by the National Music Co., of that city, helps this firm to get bigger play for Rock-Ola phone ops. Seems basketball is top Belgian sport and teenagers are playing this for fun in Rock-Ola town... Bill Bradfield of Rock-Ola telling how the "Rock-Ola Basketball Club" of Brussels, Belgium, which is operated by the National Music Co., of that city, helps this firm to get bigger play for Rock-Ola phone ops. 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BELGIUM—Basketball, like the juke box, today is a universal attraction for the public. Taking advantage of the popularity of this sport, National Music Company, Rock-Ola distributor in Brussels, sponsors the Rock-Ola Basketball Club. The team, pictured above, is on its way to the Belgian championship.

The photograph was supplied by Victor Bains of the R. H. Belam Company, Rock-Ola exporter for parts of the European Continent.

"It's What's in THE CASH BOX That Counts"
Double the Play with... Gottlieb's 2 Player Sea Belles

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

Available at your distributor now!

BUY THE BEST... WE DO....

Another Profitable "Punch" For The Champ

G. Holtzman Resigns As Pres., N.Y. Games Assn.

Warner Steps Up To Pres. Irv. Holzman Now VP

Charles Ewing Sells Biz

EVANSVILLE, IND.—Charles L. Ewing, owner of Automatic Amuse-
ment Company, this city, advises he sold his business to the Automatic Amuse-
ment Company, Inc., headed by Fred O. Baker.

Ewing conducted his business here for over twenty five years.

Baker has been associated in the business for some ten years.

Charles Ewing, Young Distributing, Wurlitzer distributors here, supplied the photograph. Irv Holzman of the firm, a boating enthusiast, claims he supplied the yachting cup.

NEW YORK—The two actors in the above picture are easily recogniz-

"A knockout," says the champ.

Joe Young, Young Distributing, Wurlitzer distributors here, supplied the photograph. Irv Holzman of the firm, a boating enthusiast, claims he supplied the yachting cup.

NEW YORK—The resignation of George Holtzman as president of the Associated Amusement Machine Oper-
ators Association of Greater New York, this city, was accepted by the Board of Directors at a meeting of this body on Tuesday night, September 4.

Vice president Sanford Warner stepped up to the presidency.

Irv Holzman advanced from the Board of Directors to the position of vice president. The vacancy created on the Board was filled in by Harold Frager.

J. H. Keeney & Co. Inc.
2600 W. Fiftieth St. • Chicago 37, Ill.
Fewer Ciggy Machine Ops
As "Bigs" Buy Out "Smalls"
Music and Games Ops Become Best Buyers of
New Cig Venders to Diversify Their Operations

CHICAGO—Many are becoming few, and even fewer, as the weeks and months go by, as far as specialized cigarette machine operations are concerned.

The "bigs" are buying out the "smalls." This is happening everywhere in the country, according to reliable reports.

It seems that those operators with a route of less than fifty cigarette vending machines find the going rough, especially when competing against larger organizations who are efficiently geared to serve as well as profit from the pennies profits involved in cigarette vending machines operating.

The "smalls" are giving up. They've selling out to the "bigs." The result is that travelers about the nation find less and less operators in any one area engaged in the operation of cigarette vending machines.

Many music and games ops already have routes of ciggy venders. Others are gradually finding they are building fair sized routes.

The average music and games ops used to turn his locations over to the cig specialist in his area. Today he finds it more worthwhile to handle this himself.

Sales of the new cig venders are, therefore, being made in better quantity to these new operators than to the older merchandisers.

The older men work on a small replacement quota. The new men are anxious to build.

There's a difference which has proved to cig machine manufacturers that business is better where it's newer.

Kansas State Music Assn. To Hold Two Day Election And Social Meet In Manhattan, Kansas

Ops To Gather At The Wareham Hotel, Oct. 20 & 21

EMPORIA, KAN.—The Kansas Music Association will hold its annual election meeting on Saturday and Sunday, October 20 and 21, at the Wareham Hotel in Manhattan, Kansas.

Officers of the organization have made elaborate plans for the enjoyment of its members, as well as holding important business sessions. On Saturday, those wishing, will attend the Kansas State-Missouri football game. Lou Pincick, is the host operator, and is making reservations for those who send in their requests.

The Kansas Music Association reports it is closing one of its most successful years since incorporation, and has bigger plans for the coming year. The officers invite all operators in the State to join up. "One of the purposes of this association" stated an official, "is for operators to get together and discuss successful and profitable methods of music operations."

"It's What's in THE CASH BOX That Counts"
For Sale—Tel. Bo. $525; Seeburg "B", $395; Seeburg "A", $290; AMI $1-250, Photographs, $425; Wurlitzer 1400, $775. All the above machines are clean and ready for use. United Distributors, Inc., 902 W. Second, Wichita, Kansas. (Tel.: HO 4-6111, 4-3004.)

For Sale—Comco—Extended Range Speakers and Baffles, Quantity at modest prices. Engineered for heavy duty use. Satisfaction guaranteed or money will be refunded. Finished in Lincoid oak. Natural or Mahogany. Packed two to a carton. $11.95 ea. COVEN MUSIC CORP. 3131 Elston Ave., Chicago 18, Ill. (Tel.: Wheeling 649.)

For Sale—Rock-Ola Comet, $525; Rock-Ola Hi F1, $595; Atlantic City, $40; Coney Islands, $30; Rock-Ola 1717 Steppers, $30; Wurlitzer Steppers, $10; AMI 1's, $95; AMI 9's, $145. H & M Music and Distributing, 1626 third Ave., Moline, Ill. (Tel.: Moline 4-6703.)

For Sale—The best buy in used Bally Bingo games. Just one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied. No deposit orders. Write or call: Allan Sales, Inc., 937 Market St., Wheeling, W. Va. (Tel.: Wheeling 5472.)

For Sale—United Bowlers: Clever, $35; Chief, Fifth Avenue and League, $110 each; Team, Yankee, $115 each; Star, $185 each; Mohawk Skill Games, $67 Swaggertown Road, Schenectady, N.Y.

For Sale—Show Boats, $100 each; 2 New Gottschall Pool Tables, $140 each; Golden Gate novelty Co., 701 Golden Gate Avenue, San Francisco 2, Calif. (Tel.: Mar. 15967.)

For Sale—All types used AMI, Wurlitzer and Seeburg B's, fast and clean, bought or sold. Wheeling Importers, Wheeling, W. Va. (Tel.: Wheeling 4-3601.)

For Sale—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. Angott Distributing Co., Inc., 2516 Puritan Avenue, Detroit 21, Mich. (Tel.: University 4-7734.)

For Sale—we have a large stock of reconditioned Five Balls, Shuffle Games and Bingo. Write for list. Westerhaus Corporation, 23$1 E. Keeney Ave., Cincinnati, Ohio. (Tel.: Mota 5000-1-2.)

For Sale—Stock in trade of former AMI Distributors, $475; Model 1546 120 Selection Chrome Rock-Ola Wall Boxes, $56; AMI Model 120, $425; Wurlitzer Wall boxes: Model 3020, $7.50; Model 4820, $12.50; Model 4851, $15. O'Connor Distributors, Inc., 2320 West Main, Richmond 26, Va. (Tel.: 8-3426.)

For Sale—Complete line of used Bings, Shuffle alleys and Phonographs. Distributors for United and Williams games and AMI phonographs. Write for jobber's price. Central Distributors, 2115 Olive Street, St. Louis, Mo. (Tel.: Main 1-5831 or 2050 main street, Kansas City, Mo. (Tel.: Harrison 4747.)

For Sale—Grand Slam, $95; King Arthur, $35; Bowling Champ, $35; College Daze, $35; 10 Bright Lights, $39.50 each; 10 Bright Spots, $49.50 each; 10-4-S's, $24.50 ea. Want—Pixies, NOBRO NOVELTY CO., 142 Dore St., San Francisco 3, Calif. (Tel.: Market 1-0538.)

For Sale—Close-out! Brand New "Booster Pools" and all makes electric Pool Tables. Make us an offer. Also Wurlitzer 1400's, 1500's and 1700's. No reasonable offer refused. Runyon Sales Co., 593 Tenth Ave., New York, N.Y. (Tel.: 4100 Figueroa, Los Angeles 71, Calif.)

For Sale—All AMI, $1-250, Photographs, $425; Wurlitzer 1650, $295; Wurlitzer 1400, $235; Seeburg M100 R, $745. 3020 Wall Boxes, 48 Selection, $7.50. Lew Jones Distributing, Inc., 1301 N. Capitol Ave., Indianapolis 2, Ind. (Tel.: Melrose 5-1593.)

For Sale—Wurlitzer 1500's; Wurlitzer 1250's. Ready for location or "As is". Y United Automatics, 7th & Chancellor, St. Louis 4, N.Y. (Tel.: Clickering 4-5050.)

For Sale—Bally Bings from Atlantic City up. TOLEDO COIN MACHINE EXCHANGE, 1118 Main St., Toledo, Ohio (Tel.: CH 3-8624 — CH 3-4005.)

For Sale—Big Time, $249.50; Starlet, $319.50; Pixie, $325; Gaytime, $210; Gayety, $119.50; Rio, $55; Tahiti, $55; Tropics, $45; Variety, $139.50; Beach Beauties, $339.50; One-thousand Deposit. Balance sight Draft. General Distributing Co., 1609 Orleans Ave., New Orleans, La. (Tel.: Tulane 6-7279.)

For Sale—For Sale—18 Saddle & Turf Club F.P., Models, very clean, $179.50 each; 1 Bert Lane Zero Dart Game, like new, $175. AUTOMATIC AMUSEMENT CO., 1000 Penny Sylvan St., Evansville, Ind. (Tel.: Harrison 3-4508.)

For Sale—Special—Bally Double Header Floor Sample, Want—M100-R, $145.00; Parades, $145.00; Broadway, $399.50; Beach Beauties, $310.00; Gayeties, $85.00; Yacht Clubs, $65.00; United Models (in this week's write) Cottiele: Score boards (4-player Deluxe Games) $285.00. NEW ORLEANS NOVELTY Co., 115 Magazine St., NEW ORLEANS, La. (Tel.: Canal 3-5306.)

For Sale—Model 1423 120 Selection 45 RPM Rock-Ola "Comet" Phonographs, $465; Model 1546 120 Selection Chrome Rock-Ola Wall Boxes, $56; AMI Model 120, $425; Wurlitzer Wall boxes: Model 3020, $7.50; Model 4820, $12.50; Model 4851, $15. O'Connor Distributors, Inc., 2320 West Main, Richmond 26, Va. (Tel.: 8-3426.)

For Sale—Broadway—$225; Miami Beach $210; Big Time $205; Variety $90; Beach Beauty $310; King O' Swagt $215, very clean; Jet $80; Bally $125; Victory $100; Royal $80; Chicago $60. Games in working order right from location: 5 Spot Lite, 1 Atlantic City, 1 Palm Beach, 3 Yacht Club, package lot $100 as is. Lake City Amusement Co., 4533 Payne Ave., Cleveland, Ohio. (Tel.: Henderson 1-7577.)
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 convince you. Factory Representatives for United, Keeney, Bally, TARAN DISTRIBUTING, INC., 3401 N. W. 35th STREET, MIAMI 42, FLA. Tel.: 64-8464.

FOR SALE—18 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game warehouse case (12 cases) $3.50; Fast wax case (12 cases) $4.50; Pucks (set of 8) $12; Fluorescent Lights pair $22.50; Adjusters $15.50. PUR-VEND DISTRIBUTING CO., 4222 N. WESTERN, CHICAGO 10, ILL. (Tel.: JUniper 8-1814).

NOTICE—Are you faced with Personal Property Taxes? Sales Taxes? Depreciation Deductions? Estate Taxes? Customs Duties? Must you officially establish the Fair Market Value of your machines? Do you have to prove whether your machines have Appreciated or Depreciated in price? Do you require official proof of the value of your machines for loan or collateral purposes? What are the machines actually worth when you buy or sell a route? How can you ascertain the official market value of machines for legal and/or tax purposes? How much can you get for machines you want to sell or trade? What should you pay for machines you want to buy? Have you been put to the burden of proving the week-to-week value of your machines? Have you been asked to produce an official end-of-month inventory statement showing the actual value of the equipment you own? All this and much more comes to you each and every week in the original, the very first, the one and only officially accepted “The Cash Box Price Lists”. For over 17 years, without ever missing a single week, “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”. You are one of many magazine internationally acclaimed: “THE BIBLE of the Coin Machines Industry”. In “THE CASH BOX” you get the news before it even becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Advance news of all new machines. Intimate columns. Absolutely accurate machine charts. And many, many other important and valuable features. You can now obtain 52 Consecutive Weeks’ Issues of “THE CASH BOX” for a full year’s issue—for only $15 on a DOUBLE YOUR MONEY BACK GUARANTEE!! YOU CAN’T LOSE!! Mail your check for $15 today to: THE CASH BOX, 26 WEST 47TH STREET, NEW YORK 36, N. Y.

FOR SALE—Seeburg 20 Selection Boxes, 3 wire, 5c, 10c, 25c, 50c; 1 Million Movie, with reel, $55; 2 Coin Hunts, $95 ea. H. BETTI AND SONS, 1706 MANHATTAN AVE., UNION CITY, N. J.

FOR SALE—All types of used Pool Tables, jumbo and regular. Also late Shuffle Alleys. Will trade for AMI Jukeboxes or Seeburg, Special price on ultra modern speaker and Shuffle (6 inch speaker), $75.00. GATEWAY DISTRIBUTING CO., 3622 W. NORTH AVE., CHICAGO 47, ILL. (Tel.: Dickens 4-6609).

FOR SALE—3 Kyne Speedunchannels, Chicken Sam Rifle, Shuffle Bowlers, Guns, Also Pool Tables—all make and models. For bettors, buy or sell or call: HY POLO AMUSEMENTS, INC., 1927 W. WILSON ST., CHICAGO 40, ILL. (Tel.: O'Neagbeach 1-3378).

MISCELLANEOUS

NOTICE—These three telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2410; The Cash Box, Chicago, ILL, 2-6045; The Cash Box, Hollywood, Cal., Holly 5-2129.

NOTICE—Will Trade. 2 Photomats, $300, will trade for late model Bowlers. Bally Booster Pools—will trade for late model Bowlers or United Comet Targettes. LIEBERMAN MUSIC CO., 257 PLYMOUTH AVE., N., MINNEAPOLIS 11, MINN. (Tel.: FE 9-0031).


NOTICE—Texas operators—write or phone your Rock-Ola Distributor, PHONO-VEND OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. (Tel.: PERhinos 2-1979) for genuine factory parts. Also extra clean 1436 Fireballs and other re-conditioned phonographs priced right.

NOTICE—Louisiana & Southern Mississippi Operators. Your Authorized Rock-Ola Distributor is HUEY DISTRIBUTING Co., 3608 E. 22nd Street, NEW ORLEANS 20, LA. (Tel.: Viron 5-9760).

NOTICE—Interested in dealership for penny, nickel machines guaranteed 1000 a year. Interested in having 1000 stands for penny machines. PENNSYLVANIA VENDING CORP., 1825 CARSON ST., PITTSBURGH 3, PA. (Tel.: EMlock 1-9900).

NOTICE—Let me convert your United Yankier, Speedee Eleven Frame, and all United games after that, into a 360 Scoring Roulette. For particulars write or call DAVE LOWY, 592 TENTH AVE., NEW YORK, N. Y. (Tel.: CLikerking 4-5100).

NOTICE—Music Publishers—Record Companies will represent you in New Orleans with Dick Jockey. People buy the songs they hear. BOXY 361, c/o THE CASH BOX, 26 W. 47TH STREET, NEW YORK, N. Y.
### The Cash Box
#### PRICE LIST

**THIS WEEK'S USED MACHINE QUOTATIONS**
17th YEAR OF PUBLICATION
884th CONSECUTIVE WEEK'S ISSUE

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

FOREWORD: Machine buyers are familiar with the quotations of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" act as a mirror to the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Cash Box Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. As such the quotations are very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a quotation for shipping complete (reconditioned) machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>UP</td>
<td>Prices UP</td>
</tr>
<tr>
<td>DOWN</td>
<td>Prices DOWN</td>
</tr>
<tr>
<td>1.</td>
<td>No change from Last Week</td>
</tr>
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</table>

**REGARDING SELLING PRICES IMPORTANT**

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price range. Sometimes sellers of machines listed at $10.00 to $20.00, ask from $50.00 up to $75.00 and even more for those very same machines. Purchasers of such equipment must realize that machines in the very low price ranges are usually much too high to be priced at $10.00 level. The figures of reconditioning machines, the reconditioner must add onto his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the equipment, plus the time of the man working. College, college and packing and shipping of the machines, in addition to a decent profit which will average 20.00% of the price. Each figure is for reconditioned machines, the buyer must insist on machines in the best condition. Many of the old arcades and kiddie ride machines these may even be higher due to the fact that many of the parts have to be made and custom ordered. Also, with the labor shortage and the time involved, prices of many of the old 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 these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning equipment as well as experienced mechanics, such buyers may purchase machines "as is," at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standard.

**A M I**

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<thead>
<tr>
<th>Model</th>
<th>4th Model</th>
<th>16, 40 Sel.</th>
<th>78 RPM</th>
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**EVANS**

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<td>45 RPM</td>
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<td>4th Model</td>
<td>50, 50 Sel.</td>
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<td>4</td>
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**MANUFACTURERS AND PRICE LIST**

<table>
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<tr>
<th>Manufacturer</th>
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<tbody>
<tr>
<td>ABC (UN 3/52)</td>
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</tr>
<tr>
<td>Across the Board (UN 5/52)</td>
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<tr>
<td>All Star Basketball (Go 3/53)</td>
<td>20.00 30.00</td>
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<tr>
<td>Apple Jack (4/49)</td>
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<tr>
<td>Arabian Knights (Got 12/53)</td>
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<tr>
<td>Arcade (Wm 11/51)</td>
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<tr>
<td>Articuline (Un 4/50)</td>
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<tr>
<td>Army Navy (Wm 10/50)</td>
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<tr>
<td>Baby Face (12/49)</td>
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<tr>
<td>Bank-A-Ball (Got 5/50)</td>
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<tr>
<td>Basketball (Got 10/50)</td>
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<tr>
<td>Beach Beauty (B 11/51)</td>
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<td>Broadway (B 6/49)</td>
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<td>Buffalo Bill (Got 7/55)</td>
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<td>Button &amp; Bows (12/49)</td>
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<td>Cashina (Un 1/53)</td>
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<td>Camel Caravan (Ge 6/49)</td>
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[Image of The Cash Box, Issue dated September 13, 1956]
on the "G-200" does the work of 200 coils required on other juke boxes. This one solenoid eliminates 200 potential trouble spots—and 400 soldered connections. There is 2400 feet less wiring harness on the "G-200"—just a few examples of AMI's constant search for ways to do things simpler, surer—eliminating costly service and maintenance for the operator—and making his investment more secure.

No other juke box is so easily serviced...none needs so little service as the "G-200"

and no other juke box gives the operator a combination of all the advantages needed for more profit: instant, eye-level visibility of all 200 titles—all the time...fastest record changer...exclusive multi-horn high fidelity sound...completely modern styling and the widest choice of color cabinetry...complete accessibility...all singles or singles and EP records programming—both at the same time—and with extra-price play for the two-tune discs.

AMI
Music that makes more money for you
1500 Union Avenue, S.E. / Grand Rapids 2, Michigan

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

"It's What's in THE CASH BOX That Counts!"
<table>
<thead>
<tr>
<th>Race</th>
<th>Horse</th>
<th>Jockey</th>
<th>Trainer</th>
<th>Odds</th>
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Manufacturers New Equipment

Auto-photo Co.

Studio Model "II" $3,245.00

Ball Y Unlimited Co.

Fire Engine (Kiddie Ride) $795.00

Old Suit Beecar Coat 605.00

Chicago Coin Machine Co.

Blonde (3 or 5 Ball, Match and Replay) $525.00

Steam Shower (Regular Model) $425.00

Twin Hockey (Regular Model) $450.00

Twin Hockey, (Match and Replay Model) $500.00

Exhibit Supply Co.

State Fair (Riff Gallery) $595.00

Hi-Fly (Baseball Game) $450.00

International Mutoscope Corp.

Rock 'n Roll $149.50

J. H. Kenney & Co., Inc.

Flicker Pool (1 Player, 4 Sides) $375.00

Aladdin Pool (1 or 2 Front Pool) $375.00

DeLuxe Hot Coffee Vender $285.00

DeLuxe Hot Coffee & Hot Chocolate Cendo Vender Various Models of above Electric Cigarette Vender $310.00

Coin Changer Model $304.50

United Mfg. Co.

Monaco $775.00

Select Play Shuffle Alley (Without Match Feature) $635.00

Select Play Shuffle Alley (With Match Feature) $695.00

Build Up Shuffle Alley (With Match Feature) Single Chute 760.00

Double Chute 780.00

Deluxe Hot Coffee Shuffle Alley (With Match Feature) Single Chute 810.00

Double Chute 830.00

Sta Slugger (Regular) 465.00

Star Slugger (Replay) 545.00

Regulation Shuffle Alley (Regular Model) Single Chute 760.00

Double Chute 780.00

DeLuxe Shuffle Alley Alley (With match feature) Single Chute 810.00

Double Chute 830.00

Williams Mfg. Co.

Hot Digity (4 Player, 5-Ball) $407.50

DeLuxe 4-Bagger Baseball Game 545.00

Caribbean Surf Rider (4 Player, 5-Ball) $595.00

The Rudolph Wurlitzer Co.

Model 2000, "Centennial", 200 Selections Model 1900, "Centennial", 104 Selections Model 5210, Wall Box, 200 Sel. Model 5207, Wall Box-10 Selections Model 5206 Wall Box-48 Selections-4 Wire Model 248 Stepper-48 Selection-Wire Model 253 Stepper-104 Selection-Wire Model 248 Stepper-84 Selection-Wire Model 5117 "12 High Fidelity Wall Speaker Model 5116 8" High Fidelity Corner Speaker Model 5114 8" High Fidelity Corner Speaker...
HAPPY NOTE

Only Wurlitzer offers operators the tremendously increased income from half-dollar play . . . greatest earning feature of all time.

How many fifty cent pieces are in your collections?

BE HAPPY . . . BE WISE . . . BUY WURLITZER

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION

WURLITZER

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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"
UNITED'S

HANDICAP

SHUFFLE ALLEY

FEATURES

NEW EQUALIZER AMONG PLAYERS

Selection Buttons Permit HANDICAPPING ALL BOWLERS to insure HIGHLY COMPETITIVE PLAY

Regulation Bowling Rules TOP SCORE 300

1 to 6 CAN PLAY

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6-Player Shuffle-Alley Bowlers • In-Line Games • Pool Games • Novelty Games

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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!

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DE LUXE CONGRESS BOWLER (Match) • PIN-POOL
BALLY MANUFACTURING COMPANY
2540 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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