As Doris Day's Columbia recording of "Whatever Will Be, Will Be" from the film, "The Man Who Knew Too Much", nears the million mark, the songstress prepares for her next release, the title tune of her forthcoming picture, "Julie". Above Doris, who has combined a career of turning out hit records and at the same time being one of the top female attractions in the motion picture industry, is shown in a scene from "Julie" with her co-star Louis Jordan...
THEIR FIRST FOR RCA VICTOR

THE DE CASTRO SISTERS SINGING

IT'S YOURS C/W DON'T CALL ME SWEETIE

MOON KIM
EAST OF MAKE BELIEVE
(TONG CHOCK NA RA)
C/W
KANDA KANDA
(THE SINGY SANGY SONG)
20/47-6661

AND TWO NEW ONES BY

THE MELACHRINO ORCHESTRA AND STRINGS
AUTUMN CONCERTO
C/W
IT COULD HAPPEN TO YOU
(From the Paramount film, "And the Angels Sing")
20/47-6671

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

America's favorite speed... 45 RPM  rcaVICTOR
The place of albums in the general record picture has taken tremendous strides in the past few years. Sales figures have skyrocketed and packaged goods have become a staple of our industry.

To anyone who has watched the rise of the album, the part played by the album cover must be obvious. The art of covering albums, although actually in its infancy, has attained spectacular heights.

As soon as albums began to sell in appreciable quantities, it became obvious to everyone dealing in sales that the cover was one of the most potent sales aids available. An attractive cover not only caught the customer’s eye and focused his attention on that particular album, but it also made him more anxious to hear what was on the record.

In addition, retailers found that just displays of albums were all that was needed to bring customers into the stores and create traffic which unthought-out albums covers never did before.

As a matter of fact, so strongly has the packaging aspect of albums already impressed record company execs, that several firms have gone on a systematic campaign of repackaging old albums. Nothing can speak more strongly than that for the ability of the record industry as a whole to learn a lesson and quickly profit from it.

Today there is great emphasis on photographs for the packaging of albums. Record firms have not only been searching all photo libraries for suitable pictures, but have been hiring photographers to take special shots for individual albums. In addition commercial artists have been given a freer rein than ever before to exercise their imaginativeness in creating works which are not necessarily limited to the realms to which they must confine themselves in the advertising field. Artists who never before were able to deal outside of the advertising area, are suddenly finding themselves free to create at a different level—and they love it.

But as we said, the art of album packaging is just beginning. There can be no doubt that as albums sell more and more and the profits of the record industry become greater, not only will more money be spent on these covers, but new devices which we do not yet envision will be created to hold records and increase their sales.

Already albums have attained an importance not even dreamed of just a few years ago. It is obvious that the development of the album cover has played a vital role in this expansion of sales.
Music.

“Whatever” Sweet Bloodnok’s 9.

management 34)

South WERE MG-10578*

ME-70893 Need

“Great” NEED More September little

RECOTON IF
cute LINCOLN WAIT
NEEDLES.

For repeat sales and higher profits — sell

RECOTON DIAMOND NEEDLES. Recoton has 100% consumer acceptance,

insuring your fast turnover! Stick with the winner—RECOTON—

famous for quality!

For SURE profits

deal yourself a winning hand

N

London

Lowdown

Rock ‘N Roll is really big over here. This help its popularity the “Tock Around The Clock” picture has been playing to capacity business. It has now been the cause of small outbursts—nothing too serious. Just a few kids taking the rhythm a little too seriously by dancing in the aisles of the movie houses and objecting to the management interfering with their pleasure.

I see two British songs have been recorded by American artists: “Lay Down Your Arms” and “The Foundling Home”. The New Musical Express this week pays a four page tribute to Mel Torme who says he is “Overwhelmed, thrilled and excited”. Mere U. S. disk stars due in Brit-

ish Trade Office will present The Teenagers with Frankie Lymon on a tour of vaudeville theatres which will start in February. Liberate will come over to Britain with his mother, brother George and George’s missus, not forgetting his own concert grand and the inevitable candelabra.

Mantovani on his way to South Africa for eight concerts during the Johannesburg Festival. Returns to London on the 28th of this month and leaves the same evening for 60 concerts throughout the United States. . . Lionel Hampton gives a concert at London’s Empress Hall on October 21. . . Ray Noble planning a year’s stay in this country.

This week’s best selling pop singles.

(“New Musical Express”)

1. Whatever Will Be, Will Be” — Doris Day (Philips)
2. “Lay Down Your Arms” — Anne Shelton (Philips)
3. “Walk Hand In Hand” — Tony Martin (HMV)
4. “Sweet Old Fashioned Girl” — Teresa Brewer (Vogue/Coral)
5. “Why Do I Poo A Fall In Love?” — Teen Ager (Columbia)
6. “Rockin’ Through The Rye” — Bill Haley Comets (Brunswick)
7. “Great Pretender”/”Only You” — The Platters (Mercury)
8. “Mountain Groovin’” — Mel Torme (Vogue/Coral)
9. “Bloodnock’s Rock ‘N Roll”/”Ying Tong Song” — The Goons (Decca)
10. “Woman In Love” — Frankie Laine (Philips)
13. “New Rock And Roll” — Bill Haley Comets (Brunswick)
15. “Born To Be With You” — Chorlettes (London)
16. “I’ll Be Home” — Pat Boone (London)
17. “I Almost Lost My Mind” — Pat Boone (London)
18. “Fountains of Rome” — Edmund Hockridge (Pye-Nixa)
19. “Heartbreak Hotel” — Elvis Presley (HMV)
21. “You Are My First Love” — Bill Haley Comets (Brunswick)
22. “Long Tall Sally” — Pat Boone (London)
23. “Love Me As Though There Were No Tomorrow” — Nat Cole (Capitol)
24. “Wayward Wind” — Pat Boone (Capitol)
25. “Who Are We?” — Richie Hilton (HMV)
26. “Jambalaya” — Mario Lanza (HMV)
27. “When Hand In Hand” — Ronnie Carroll (Philips)
29. “Razzle Dazzle” — Bill Haley Comets (Brunswick)

CHUCK BERRY

“Too Much Monkey Business”

CHESS # 1635

[Image 0x0 to 721x1012]

LINCOLN CHASE

“IF I WERE A COUNTRYSIDE”

Dawn 217

DO-4734 (47-6535) — Bill Doggett

DO-15472 (45-15472) — Pat Boone

RECOTON CORPORATION

52-35 Barnett Avenue

Long Island City 4, N. Y.

THE NATION’S

Top

Ten

JUKE BOX TUNES

(PUTS THE NEXT 25)

THE CASHER BOX

www.americanradiohistory.com
a great album in memory of a great star

...with a great cast

NARRATIONS BY
STEVE ALLEN
BILL RANDLE
GIGI PERREAU

MUSIC BY
DICK JACOBS
GEORGE CATES

SONGS BY
JIMMY WAKELY

SELECTIONS INCLUDE:

Theme from "EAST OF EDEN"
Dick Jacobs and His Orchestra

Theme from "REBEL WITHOUT A CAUSE"
George Cates and His Orchestra

WE'LL NEVER FORGET YOU
Narration by Gigi Perreau

THERE'S NEVER BEEN ANYONE ELSE BUT YOU
From "Giant"—George Cates and His Orchestra

THE BALLAD OF JAMES DEAN
Dick Jacobs and His Orchestra

ORDER NOW FROM YOUR DISTRIBUTOR

"It's What's in THE CASH BOX That Counts"
## The Cash Box Top 50 Best Selling Records

**Compiled by The Cash Box from Leading Retail Outlets**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>“Don’t Be Cruel”</td>
<td>ERIC CLAPTON</td>
<td>Reprise</td>
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<td>2</td>
<td>“My Prayer”</td>
<td>GEORGE HARRISON</td>
<td>Apple</td>
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<td>3</td>
<td>“Hound Dog”</td>
<td>MARILYN MANNING</td>
<td>Imperial</td>
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<td>4</td>
<td>“What Will Be, Will Be”</td>
<td>JOE SULLIVAN</td>
<td>United Artists</td>
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<td>5</td>
<td>“Canadian Sunset”</td>
<td>BILLY FOWLER</td>
<td>Capitol</td>
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<tr>
<td>6</td>
<td>“Tonight You Belong To Me”</td>
<td>DONNY RODGERS</td>
<td>United Artists</td>
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<td>7</td>
<td>“Lonely Tones”</td>
<td>BILLERRY</td>
<td>Columbia</td>
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<td>8</td>
<td>“The Fool”</td>
<td>SARAH CLARK</td>
<td>Pye Records</td>
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<td>9</td>
<td>“Alley Moon”</td>
<td>JANNON SISTERS</td>
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<td>10</td>
<td>“Sure Thing”</td>
<td>Pocket Heath</td>
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<td></td>
<td>“Business Cook”</td>
<td>MIKE DAVIS</td>
<td>Reprise</td>
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<td></td>
<td>“Runaway”</td>
<td>JIMMY CLIFF</td>
<td>Epic</td>
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<td></td>
<td>“The Good Times Roll”</td>
<td>A NIGHT &amp; A NIGHT</td>
<td>Reprise</td>
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<td></td>
<td>“Chains Of Love”</td>
<td>DOO WOP BROTHERS</td>
<td>Epic</td>
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<td></td>
<td>“When My Dreamboat Comes Home”</td>
<td>BILL DAVIS</td>
<td>RCA Records</td>
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<td></td>
<td>“Just Walking In The Rain”</td>
<td>THE FLEETWOODS</td>
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<td>“The Lights Go Down Low”</td>
<td>THE FLEETWOODS</td>
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<td></td>
<td>“The White Lilies Bloom Again”</td>
<td>Willie HILL</td>
<td>Liberty</td>
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<td></td>
<td>“When The Morning Bell”</td>
<td>LAWRENCE WELK</td>
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<td></td>
<td>“Gypsy Mist”</td>
<td>DICKIE ROBERTS</td>
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<td>“Good Time Jazz”</td>
<td>JIMMY CLIFF</td>
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<td>“Heartaches”</td>
<td>DONNA SUMMER</td>
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<td>“I’ll Remember”</td>
<td>RUTH EDDIE</td>
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<td>“What A Feeling”</td>
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<td>“My Dreamboat Comes Home”</td>
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**Code**

- **AA**: Absolutely A
- **DB**: Downtown Blues
- **CC**: Country Club
- **H**: Hit
- **R**: Rock n Roll
- **S**: Soul
- **T**: Top
- **W**: World

*Indicates best selling record or record.*

**Record Notes**

- Figures are listed alphabetically in order of their popularity based on a continuing weekly national survey of leading retail dealers by The Cash Box. Each listing includes the name of the song, record number, artists and tune on the reverse side.

- The numbers underneath the title indicate the positions of the record last week and two weeks ago, respectively.

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**Only those records listed for commercial use are reviewed by THE CASH BOX**
"PUBLIC OPINION"

PUT

"BUCHANAN AND GOODMAN ON TRIAL"

JUST RELEASED

A TWO-SIDED SMASH

LUNIVERSE RECORD No. 102

ORDER NOW FROM YOUR NEAREST DISTRIBUTOR:

ALLEN DISTRIBUTING CO.
Richmond, Virginia

ARC DISTRIBUTING CO.
Detroit, Michigan

BEN-ART DISTRIBUTING CO.
Cleveland, Ohio

DIXIE DISTRIBUTING CO.
Atlanta, Georgia

ESSEX DISTRIBUTING CO.
Newark, New Jersey

F & F ENTERPRISES, INC.
Charlotte, New Carolina

GENERAL DISTRIBUTING CO.
Baltimore, Maryland

INDIANA STATE RECORD DIST.
Indianapolis, Indiana

LEONARD SMITH, INC.
Albany, New York

LESLIE DISTRIBUTING CO.
Hartford, Connecticut

RECORD DISTRIBUTING CO.
Pittsburgh, Pennsylvania

LYRIC DISTRIBUTING CO.
Buffalo, New York

M & S DISTRIBUTING CO.
Chicago, Illinois

MERCURY DISTRIBUTORS
Miami, Florida

RECORDS, INC.
Boston, Massachusetts

STATE RECORD DISTRIBUTING CO.
Cincinnati, Ohio

TICO DISTRIBUTING CO.
New York, New York

UNIVERSAL DISTRIBUTING CO.
Philadelphia, Penn.

A-1 DISTRIBUTING CO.
New Orleans, Louisiana

A-1 DISTRIBUTING CO.
Oklahoma City, Oklahoma

BIG STATE DISTRIBUTING CO.
Dallas, Texas

CHATTON DISTRIBUTING CO.
Oakland, California

COMMERCIAL MUSIC, INC.
St. Louis, Missouri

HEILICHER BROTHERS, INC.
Minneapolis, Minnesota

M. B. KRUPP, INC.
El Paso, Texas

MUSIC CITY RECORD DISTRIBUTORS
Nashville, Tenn.

MUSIC SALES, INC.
Memphis, Tennessee

NORTHWEST TEMPO, INC.
Seattle, Washington

PAN AMERICAN RECORD DIST.
Denver, Colorado

RECORD MERCHANDISING, INC.
Los Angeles, Calif.

UNITED RECORD DISTRIBUTORS
Houston, Texas

ZION DISTRIBUTING CO.
Salt Lake City, Utah

"It's What's in THE CASH BOX That Counts"
DANNY WALKER  
(Coral 61698; 9-61698)

B "HOW WOULD YOU HAVE ME?" (2:42) [Moon Mist BMI—Hirsch, Gallant] The warm, sincere voice of Danny Walker debuts on the Coral label singing an extremely touching and tender top-trimmer romance that has the ingredients needed to make the grade. A sleeper to watch.

B "HAVE MERCY ON A POOL LIKE ME?" (2:39) [Moon BMI—Owens, Woods] This half features the talented crooner on a commercial love tune with a soft easy-going rock and roll beat.

RUSS ARNO  
(Liberty 55029; F55029)

B "REPEAT AFTER ME." (2:12) [Fairway BMI—Boye, Stryker] A wonderful waltz ballad is softly presented by Russ Arno and a delightful chorus. Pretty lyric set to a most inviting melody. Could make noise.

C+ "EVERYDAY OF MY LIFE" (2:23) [Miller BMI—Crane, Jacob] Another polished presentation of a substantial piece of ballad material.

FOUR FRESHMEN  
(Capitol 3532; F-3532)

B+ "YOU'RE SO FAR ABOVE ME!" (2:49) [Movietown BMI—Coutes] The Four Freshmen, one of the LP field's top sellers, display some exciting harmonies on their refreshing interpretation of a beautiful new romantic ballad. Strong material handled in the boy's unique vocal-instrumental fashion. Dee jays will like this one.

C+ "HE WHO LOVES AND RUNS AWAY" (2:46) [United ASCAP—Bilboe, Solomon] The Four Freshmen tempo the tempo on this half and glide thru a solid jumper. Smooth delivery.

DICK KALLMAN  
(Decca 30036; 9-30036)

B+ "TWO DIFFERENT WORLDS" (2:57) [Princess ASCAP—Frisch, Wayne] Young Dick Kallman leos into an emotional love song and belts it across against a lush and beautiful choral backdrop. Hot material powerfully handled by the songsters.

B "LOVE IS A DANGEROUS GAME" (2:39) [Marvin ASCAP—Fischer, Segal] An exciting latin-beat thriller dramatically performed by the versatile star. Excellent deck making this a hot two-sider to watch.

TABBY CALVIN with THE RONDBERS  
(Capitol 3533; F-3533)

B+ "MAKE ME YOURS" (2:36) [Joy ASCAP—David, Carr] A colorful romantic ditty with a contagious lilt tempo is presented in refreshing fashion by Tabby Calvin and the Rondbers. Pleasant cutie with potential.

B+ "YOU TURNED THE TABLES ON ME" (2:45) [Coral BMI—Alper, Mitchell] The group bounces thru a smooth reviv treatment of a top notch standard. Infectious presentation.

THE CASH BOX  
Record Reviews

A DISK & SLEEPER  

B+ VERY GOOD

C FAIR

B+ EXCELLENT

C+ GOOD

D MEDIOCRE

The Cash Box  
Disk of the Week

"BLUEBERRY HILL" (2:14) [Chappell ASCAP—Lewis, Stock, Rose]  

"HONEY CHILE" (1:55) [Reeve BMI—Domino, Bartholomew]  

FATS DOMINO  
(Imperial 5407; 45-5407)

FATS DOMINO  
- The amazing Mr. Domino, with his latest Coral release. Two powerful sides that could blossom into hit hits than his cha cha clicks. One end, "I CRY MARY" is an exciting arrangement of a rhythm tune about a broken hearted lad sitting by the window counting raindrops. Cleverly written item forcefully presented. "The Test of Time" is a warm romantic tune which the ballad crooner crosses in convincing fashion. A money-winning coupling for Dale.

ALAN DALE  
(Coral 61699; 9-61699)

ALAN DALE  
- Alan Dale has a twin threat in two consecutive double-barreled pop hits under his belt, dishes up another twin threat that just can't miss making the big time. Continuing his successful formula of coupling something new with something old, Fats offers a great rendition of the evergreen "Blueberry Hill" on one end, and on the other he drives thru a tremendous swinger called "Honey Chile." The latter is featured in the forthcoming American-International film "Snake, Rattle & Roll." Two money winners that'll have the kids hopping.

DOROTHY COLLINS  
(Coral 6171; 9-61711)

DOROTHY COLLINS  
- Port Dorothy Collins, who returns to homes via the TV presentation of "Your Hit Parade," comes up with a potent new fall release that the thrum may be singing on her show in the coming months. It's an extremely delightful vocal rendition of a currently successful instrumental item dubbed "The Italian Theme." A charming, simple set of lyrics have been added to the contagious melody and Dorothy lilt's thru them in her suavite and sweet manner. Lightly driven performance that rates heavy spins. "Cool It Baby" is a hot rock and roller from the 30th Century Fox pic "Teenage Rebel." Top half is the one to keep an eye on.

Gloria Mann  
(Decca 30069; 9-30069)

B "IT HAPPENED AGAIN" (2:32) [Princess ASCAP—Orlando, Limbird] Maurice de Hands debuts one of her best sides since "Teenage Party," and also features a tender romantic ballad with a soft, slow-waltz beat, Pretty arrangement with some effective use of the multiple voice gimmick.

B "LOVE SWEET LOVE" (2:31) [Roosevelt BMI—Harrison, Carroll] multiple tracks result in an exciting up-beat rock and roller on this end. Gloria does a terrific job of harmonizing with herself. Strong coupling.

TERRI STEVENS  
(RCA Victor 20-6633; 47-6633)

B "THAT'S HOW I CRIED OVER YOU" (2:34) [Charles K. Harris ASCAP—Stanton, Green, Kresa, Schilperoort] a sparkling ballad stems from the forthcoming NBC Spectac. "Jack In The Beanstalk". Good material well delivered.

ANDRE BRUMMER ORCH.  
(Motif 002; 45-002)

B+ "BLACK LACE FAN" (2:51) [Santley-Joy ASCAP—Brummer] The baten of Andre Brummer conducts the string filled orchestra thru an extremely promising piece of material deserving a sympathetic exposure. Excellent merchandising for D. J. programming.

C+ "TUMBA" (2:10) [Santley-Joy ASCAP—Brummer, Deco] An orchestra handles the vocal portion on this beautiful tune inspired by a Hebraic chant. Excellent arrangement.

ROSALIE  
(Zephyr 003; 45-003)

B "BEAUTIFUL FRIENDSHIP" (2:45) [Gus Kahn ASCAP—Kalin, Stynie] The new Zephyr label makes an extremely promising debut with a superb piece of material delicately handled by songstress Rosalie. Great tune that could click big with this rendition. Keep an eye on this platter.

B "MAGIC GARDEN" (2:27) [Eddie Shal ASCAP—Keith, Bergman, Spence] Another class arrangement and orchestra presentation showcases the gifted lady on this wistful love story. Pretty coupling.

ANDRE ODSAYS  
(Zoom 102; 45-102)

C+ "DOOMED" [Bert Bennett BMI—Bennett] A dramatic romance is emotionally chanted by Andre O. O'Donoghue on this Zoom label. Pretty tune with a latin tempo.

C+ "WITHOUT YOU" [Bert Bennett] Another heavy love song nicely presented by the songster. Delivery includes recitation.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The nation's DJ's pick of the year!
The original version of the great ballad hit...

"TWO DIFFERENT WORLDS"
JUBILEE 5256

as sung by America's newest singing star

Don Rondo

orchestra conducted by DAVID TERRY
coupled with

"HE MADE YOU MINE"

"It's what's in THE CASH BOX that counts"
TEDDIE KING
(RCA Victor 20-6663; 47-6663)

B “MARRIED I CAN ALWAYS GET” (2:41) [Leads ASCAP—
Jenkins] King is a marvel in this NRC Spectacular “Manhattan Tower,” writ-
ten by Gordon Jenkins comes this disc. A new nest of novelty which
toddle King handles so superbly. Ex-
tremely well written item with stand-
ard qualities.

B TRAVELING DOWN A LONE-
ELY ROAD (D’S 30-146) [Leads
ASCAP—Raye, Golde, Rota] The
lyrics set to the enchanting love
flavored, from the film hit “La Strada,”
are beautifully thrummed by the rich,
extanding voice of Teddie. Emotional performance.

EILEEN BARTON
(Coral 69-606; 9-6195)

B THEN I’LL BE TIRED OF YOU (2:50) [Harms ASCAP—
Schwartz, Harburg] A beautiful oldie is
rushed with a charming new interpre-
tation by Eileen Barton. Tug
drawer material that could climb
the charts again. Penetrating perfor-
mance.

C DUMMAYEREE (3:08) [Sher-
ley Wittenburg ASCAP—Del- 
hoff] Sweetland Singers accompany Miss
Barton on this unusual tune—a Bah-
a- hama love song. Haunting item effec-
tively presented.

VINCE MARTIN
(Chrysler 247; 45-147)

B CINDY, OH CINDY (2:52) [Mansfield–Mark–Bar-
low] Keep a close watch on this
recording, it’s an oddity of oddities
that could develop into a huge smash.
The tune is a beautiful melodic, calypso-
flavored, featuring ballad that’s strum-
ing from the very first groove right thru
to the last. Could be a top hit.

Jack Martin brawls in a great read-
ing. Bright future in store for the lad.

C ONLY IF YOU PRAISE THE
PLUS LORD (2:58) [Bryden BMI—
Colla] On this half the songster
changes to a tender religious item with
a folk feeling.

JACK CARROLL
(Unique 354; 45 354)

B THE STORY OF JAMES DEAN (2:44) [ASCAP—
Leach, Lewlay, Leash] Jack Carroll
joins the Oz of vocalists singing James
Dean songs with an exciting performance of
a fast moving folk type tune.

C INTO EACH LIFE SOME CROCK MUST FALL (2:49)
[Pickwick ASCAP—Robert, Fisher] The
crooner does a delightful, ro-
namic job on a wonderful evergreen.
Dreamy presentation.

HARRY BELAFONTE
(RCA Victor 20-6663; 47-6663)

B MAIKA VOICE OF HURGESS (2:59) [Shari ASCAP—Curtis,
Burgess] Harry Belafonte, one of the nation’s
hottest recording artists today, carries a
trite interpretation of a beautiful calypso
ballad that could blossom into a huge
smash. The market is ripe for a
big Belafonte single, and this one
misses by a small margin.
The songster is a master of the calypso
tune and the song presented
here is top drawer. Watch
this man. — [Onetime Once Was (2:57) [Shari
ASCAP—Kemoyer, Lewis] Here
and once again Harry makes
the star chart a testing folk song.
Heavy but beautiful material.

The Cash Box
Sleeper of the Week

“I’TS YOURS” (2:36) [Southern ASCAP—Tobias, Altman]
“DON’T CALL ME SWEETIE” (3:51) [Houston BMI—Levin]
THE DE CASTRO SISTERS
(RCA Victor 20-6766)

“SHARE” (2:27) [Kahl BMI—Reid, Abrams]
“THE A B C’S OF LOVE” (2:29) [Kahl BMI—Goldner, Barrett]
FRANKIE LYMON & TEEN AGERS
(Gee 1022; 45-1022)

DE CASTRO SISTERS
• The DeCastro Sisters, who sky-
rocketed to fame with their smash
“Teach Me Tonight,” makes a sen-
ational first showing on RCA Vic-
tor as they introduce a glowing
new ballad with all the earmarks of
a top hit. The girls sound better
than ever before and are superbly
showcased by a chorus.

Lovely waltz item with a tender lyric
wee to an enchanting melody. A Big
side for the girls. Bottom half
“Don’t Call Me Sweetie” is a cute
swinging novelty with a good jump
beat. Upper portion looks like a
winner.

“MY SON JOHN” (2:12) [Warock ASCAP—Fain, Leigh]
“MY UNFINISHED SYMPHONY” (2:23) [Shapiro, Bernstein
ASCAP]
DAVID WHITFIELD
(London 1668; 45-1668)

“IT’S A LITTLE ECHO” (2:18) [Movietown BMI—Roger]
“LA LA COLLETTE” (1:28) [Criterian ASCAP—Bober]
JOE “FINGERS” CARR
(Capitol 3541; F-3541)

JOE “FINGERS” CARR
• Versatile keyboard star Joe
“Fingers” Carr, who made big
noise with his instrumental novelty
“Portuguese Washwoman,” once
again displays his piano artistry
as he leads the orchestra thru a
previous little ditty titled “I’m A
Little Echo.” It’s a happy-go-lucky
ditty checkful of charm and joy.
A chorus and female voice handle
the vocal chores delightfully.

Ech monkey is employed throughout
to create some interesting effects.
Good dixieland programming
material. “La La Collette” features
Carr and the chorus on an infec-
tious Pariilian-flavored tune with
a latin beat. Top grade instrumental
couplings.

DAVID WHITFIELD
• The stirring voice of David
Whitfield is in top form as he belts
out a fabulous, heart rending new
disco ballad that could be his
biggest hit to date. It’s an emo-
tional song about a man’s admir-
ation for his child and is go
under the title “My Son John.”
Roland Shaw assists the star with a
big and beautiful backing.

The song is climbing England’s hit
seller chart by leaps and bounds and
should soon he doing the same on our
charts. Bottom half, “My Unfinished
Symphony” is a big production affair
powerfully fashioned. Top deck has
the goods.

TEEN AGERS
• Frankie Lymon and his Teen
Agers follow-up their two smashes
“Why Do Fools Fall In Love” and
“I Promise To Remember” with a
powerful new coupling that’ll be
hitting the charts in the next few
weeks. One half is a terrific rock
and roll arrangement of a beautiful
ballad tagged “Share.”

Little Frankie belts from the heels
and gets top grade support from
the Teenagers. Looks like the group’s
first big ballad hit. The coupling
“The A B C’s Of Love” has the
crew swinging to the same de-
lightful manner that sold them on
their previous dixies. Strong pair-
ing that’ll have the boxes hopping.

THE MERRILL STATION SINGERS
(Decca 45-1970; F-45-1970)

B “DON’T CRY ON MY SHOULD-
DER” (2:58) [Joy ASCAP—
Snyder, Kahn] A delightful wa-
tz tune, adaptation of the smash
oldie “Goodnight Irene,” is
effectively sung by the Merrill
Singers. The change of tempo adds
color to tune. Inviting folk-flavoring.

B “OUT OF TOWN” (2:25) [Russ
Harburg, Burton] A beautifully
sung folk song on this half the
crew prances thru a refreshing novelty about the advan-
tages of living out of town. Colorful ditty with a most inviting
lyric and melody.

LU ANN SIMMS
(Columbia 40748; 4-40748)

B HI-LILL, HI-LO “P” (2:43)
[Commander ASCAP—
Marvin, Kasan] A catchy novelty
in the following RWave musical “I’ll
Abner” is invitingly styled by the
Joneys. Strong rendition that
could cash in.

THE JONES BOYS
(Mercury 159; K-159)

B IF I HAD MY DRUMMERS
(4:40) [ Commanders ASCAP—
Marvin, Kasan] A catchy novelty
with ditty from the forthcoming RWave
musical “I’ll Abner” is invitingly
styled by the Joneys. Strong ren-
dition that could cash in.

SUGAR & SPICE
(Mercury 90054; 7-90054)

B THERE WERE NO ANGELS
(2:31) [Mercury 90054; 7-90054]
A full piece of rock and roll material
is excitingly performed by the
delightful blend of Sugar & Spice.
Strong arrangement of their
song is supported by a terrific action.
Could bust wide open.

B DON’T BE A BUNNY (1:59)
[Pear ASCAP—Paul, Freed] This
lively bouncer advises the teen-
ager not to be a “Bunny”—a bad egg
who’s always looking for a scrap.
Good item to combat juvenile delin-
quency.

WILLIAM LEWIS
(Vik 0020; 4X-020)

B THERE’S NEVER BEEN ANYONE ELSE BUT YOU
(2:42) [Vik 0020; 4X-020]
A rich tenor voice of this selling single is
the highlight of the Vik label with a
stirring version of a dramatic ballad
from the last James Dean pic “Giant.”
Lewis has been the vocal star
of the Shi Eid Caesar Show for the
past year.

BOBONA SERA (2:48) [Alice
+ Templeton ASCAP — Lewis, Wilb] The polished songster
does a fine job on this with a pretty latin tempo
love song.

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

**LOLA DEE**

"WANDERING LOVER"

**AND**

"YOU WERE MINE FOR AWHILE"

MERCURY 70961

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**NEW BOY VOCALIST**

<table>
<thead>
<tr>
<th>FRED MacKENZIE</th>
<th>SUGAR &amp; SPICE</th>
<th>OSCAR McCOLLIE</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;TALK TO ME&quot;</td>
<td>&quot;THERE WERE NO ANGELS&quot;</td>
<td>&quot;THE PENALTY&quot;</td>
</tr>
<tr>
<td>&quot;FROM THE BOTTOM OF MY HEART&quot;</td>
<td>&quot;DON'T BE A BUNNY&quot;</td>
<td>&quot;BLUE VELVET&quot;</td>
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<tr>
<td>MERCURY 70942</td>
<td>MERCURY 70960</td>
<td>MERCURY 70954</td>
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**SHOWING ACTION**

<table>
<thead>
<tr>
<th>SIL AUSTIN</th>
<th>D'ARTEGA</th>
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<tbody>
<tr>
<td>&quot;SLOW WALK&quot;</td>
<td>&quot;IN THE BLUE OF EVENING&quot;</td>
</tr>
<tr>
<td>&quot;WILLOWOOD&quot;</td>
<td>&quot;WEDDING OF THE VIOLINS&quot;</td>
</tr>
<tr>
<td>(Instrumental)</td>
<td>MERCURY 70953</td>
</tr>
<tr>
<td>MERCURY 70963</td>
<td>MERCURY 70962</td>
</tr>
</tbody>
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**BEAUTIFUL INSTRUMENTAL**

<table>
<thead>
<tr>
<th>LILYANN CAROL</th>
<th>SARAH VAUGHAN</th>
<th>LONNIE DONEGAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>With The Jon Raye Quartet</td>
<td>&quot;IT HAPPENED AGAIN&quot;</td>
<td>&quot;BRING A LITTLE WATER, SYLVIE&quot;</td>
</tr>
<tr>
<td>&quot;EVERYBODY&quot;</td>
<td>&quot;I WANNA PLAY HOUSE&quot;</td>
<td>&quot;DEAD OR ALIVE&quot;</td>
</tr>
<tr>
<td>&quot;OOO-PORPA-DOO&quot;</td>
<td>MERCURY 70949</td>
<td>MERCURY 70949</td>
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<tr>
<td>MERCURY 70958</td>
<td>MERCURY 70947</td>
<td>MERCURY 70947</td>
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**STRONG CONTENDERS FOR TOP HONORS**

<table>
<thead>
<tr>
<th>THE PLATTERS</th>
<th>DAVID CARROLL</th>
<th>NICK NOBLE</th>
<th>EDDIE HEYWOOD</th>
<th>SARAH VAUGHAN</th>
<th>LONNIE DONEGAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;IT ISN'T RIGHT&quot;</td>
<td>&quot;THE FOUNTAINS OF ROME&quot;</td>
<td>&quot;AUTUMN CONCERTO&quot;</td>
<td>&quot;LET'S FALL IN LOVE&quot;</td>
<td>&quot;IT HAPPENED AGAIN&quot;</td>
<td>&quot;BRING A LITTLE WATER, SYLVIE&quot;</td>
</tr>
<tr>
<td>&quot;YOU'LL NEVER NEVER KNOW&quot;</td>
<td>Love Theme From &quot;GIANT&quot;</td>
<td>&quot;MOM OH MOM&quot;</td>
<td>&quot;SECRET LOVE&quot;</td>
<td>&quot;I WANNA PLAY HOUSE&quot;</td>
<td>&quot;DEAD OR ALIVE&quot;</td>
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<tr>
<td>MERCURY 70949</td>
<td>MERCURY 70952</td>
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**MERCURY RECORDS**

35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS
THE HIGHLIGHTS

CINDY, OH CINDY" [World ASCAP—Shuman, Meade, Jackson] The highlights, a new group with a commercial technique and harmony, bow on Bally with a strong fish-boat that could catch on. Pretty tune that'll appeal to the teenage set.

B "LISTEN, MY LOVE" [2:48] [World ASCAP—Shuman, Meade, Jackson] The highlights, a new group with a commercial technique and harmony, bow on Bally with a strong fish-boat that could catch on. Pretty tune that'll appeal to the teenage set.

B "CITY OF ANGELS" [2:17] [Valleymade BMI—Jovan, Durham] Another dramatic love ballad with the slow rock and roll beat is potently performed by the crew. Two good sides for locations where teenagers congregate.

MIKE HAMILTON ORCHESTRA

(record no. 3532)

I'M GLAD" [Cedarwood BMI—Fierce] An extremely pretty instrumental side penned by country star Webb Pierce, is invitingly delivered by Mike Hamilton and the orchestra. Pretty much like pretty music that should get a fair share of airplay.

SANDS OF GOLD" [Cedarwood BMI—Parman, Pierce] Another string filled melody tenderly treated by the aggregation. The high-pitched voice of a female chants in the background. Pretty tune.

JUNE VALLI

(RCA Victor 20-6662; 47-4662)


BEAUTY ISN'T EVERYTHING" [2:15] [Famous ASCAP—Feinman, Barbrauch] A familiar saying is set to song and Miss Valli delivers it delightful in an easy-going shuffle beat. Good tune with a story to tell.

RONNY ANDREWS ORCHESTRA

(Reichy 101; 45-101)


ON THE ROAD TO MANCHESTER" [2:00] [G. Schirmer ASCAP—Speaks, Kidston] The Andrews crew flies thru an exciting dance tempo rendition of a great olde. Refreshing instrumental side.

LILYANN CAROL and THE JAN RAYE QUARTET

(Mercury 70958; 70958x45)

EVERYBODY" [2:25] [Steinway ASCAP—Bali, Alberta] A polished new group with a commercial sound bows on Mercury with a pretty ballad that blossoms into a hit. Miss Carol and the Raye Quartet have some substantial material to work with and offer some attractive sounds.


TOMMY RETTIG

(Coral 67104; 9-67104)

WHAT IS A MOM" [2:06] [Columbia BMI—Mare, Moore] Little Tommy Rettig, child star of the very successful "Lassie" TV Show, hands in an interesting coupling that should meet with the approval of parents. The lady describes what a mom is in the eyes of a youngster.

WHAT IS A DAD" [2:59] [Columbia BMI—Mare, Moore] On this end, the lad narrates what a dad is. Simple harmonica backing on both ends is perfect for the material being offered.

THREE DONS and DIANE

(Downbeat 201; 201-45)


THE ROBIN SINGS THERE IS STILL" [2:05] [Blue Jay BMI—Langham, McNeil] This end is a pretty, sentimental ditty with a bounce.

DON, DICK 'N JIMMY

(Verve 2020; 2020-45)


Spinning with a 2-Sided Hit!

"LOVE SWEET LOVE"
and
"RED TOP"

THE Teen Queens

"LOVE SWEET LOVE"
PUBLISHED BY ROOSEVELT MUSIC
1630 Broadway, N.Y., N.Y.

rpm 470

"It's What's in THE CASH BOX That Counts"
BROADCAST MUSIC, INC. 585 FIFTH AVENUE NEW YORK 17, N.Y.

The Cash Box - Page 14

September 22, 1956

New York:
The De John Sisters have obtained their release from Epic and their manager, Mike Stewart, is currently negotiating with several other labels with a decision expected this week. . . . Art Mooney and his orchestra have spotted in the forthcoming MGM musical "The Opposite Sex." At MGM mansion "The Opposite Sex," the latest recording "Rock And Roll Tumbleweeds," . . . From Van Wagen appearing this week at Carl Lillic" in New Orleans. . . . Looks as though Robert Alles has still another hit. The Jo Stafford waxing of "Love Me, Good," which he wrote, is breaking big at the Great Western. . . . Bill Haley has been signed for his second movie, "Hi-Fi." . . . Erroll Garner such a smash at Storyville in New Orleans that the management is planning for three more weeks. This is also a popular concert. . . . Nonsite Ertegun, Atlantic Records executive, and head of the jazz department, was married in Phoenix, Arizona on Saturday, September 6, to Betty Bowman. . . . Chris Conner currently at Basie Street. . . . Alan Dale has been signed to make his motion picture debut, playing the romantic singing lead in "Tonight and Tomorrow." . . . "The Best Of Me" fame, whizzed through town en route to New York. . . . Sophie Tucker and Tony Bennett headline the "New York" show beginning 9/21. La Belle Tucker reported to have fabulous new comedy material and costumes. . . . Jack Kafeli of WCFL's "Kafeh With Kafeh" never drinks coffee. . . . The WMAQ morning show bringing back the oldies (other 7 A.M. Featuring Benny Stimm's dressing of "That's My Weakness Now." . . . Incidentally, Benny now is in Frisco, still holding his musician's card and piloting bands in the area. . . . Regardless of all the shootin', screamin' and general mayhem of his performances, Spike Jones is a lover of little children, viz: Spike, Jr. and Leslie. What's more, he's topman on kiddle diskcoco for the King. . . . Marty Page's WAAF noon to 2 P.M. show emanating from the Black Orchid as of 9/17. . . . Wes Brady getting biggest kick out of broken bong. Some players writing their tunes on tip of a cast on his leg to make sure Josie gets them on the air. . . . JATP arrives at the Imperial Hotel on 9/29. Concert features Ella Fitzgerald, Gene Krupa, Dizzy Gillespie, the Modern Jazz Quartet and many more. . . . Mort Hillman, Mario Music's mid-west rep, hit the road to work on newest tune. "Two Hearts," as recorded by Marty Page's WAAF noon to 2 P.M. show emanating from the Black Orchid as of 9/17.

Chicago:
The lineup on Matt Dennis' newest LP, "Plow Molanholly Baby" written by Mike Raphel of WAAF. Matt steedled . . . Blue Note debut, 9/26. . . . Steve Cannon, WLOL, Minneapolis, came down from the northland for a few days . . . Patience and Perseverance, the McIntyre sisters, of "Tonight and Tomorrow," To Me fame, released the first pressing on Vaugy (A-150) and placed it as a "B" and retained Dick Gersh to handle publicity and promotion. . . . The currently popular "Wax in the White Lilac Bloom Again" written by M. October 1st, currently released, "An Enchanted Evening With Valentine." Danny Walker on the Coral label used to be Danny Withels.

Hollywood:
The new Motif label off to a good start with a first release of "Tumbl" by Andre Brummer, getting a big play from the local jockeys. . . . New singer, 18-year-old Rosalie making the rounds of the local jockeys with Bob Bacon promoting his first 45 rpm recording of "Magic Garden" and "Friendship." . . . KLAC's fourth annual Big Five Disk Jockeys' charity show held at the Hollywood Bowl down a big success. Top recording stars donated their services with all proceeds going to charity. . . . Lots of action on "Titanic Theme." Original instrumental version by Cyril Stape on London getting a big play, and discs were rushed out on the Dorothy Collins (Gaddis-Cord) disc. with lyrics by this week. . . . Kenny Robison leaves this week for a cross-country tour for his Faber and Abbett labels. Robison agencies and additional salesmen will cover the country calling on retail stores and jockey outlets for his direct sales operation. . . . Max Laiv handling promotion on "Can't Be Cruel"—now the biggest record in the country. . . . A new hit to Eddie Fisher's recent Decca release of "This Is Only The Beginning." Tune was written by the writer of "He." . . . Publicist Hal Reisen the proud parent of a daughter named Jill Susan. . . . In the first ten days following the announce- ment of its new Popular Personal Service, Capitol Records Inc. in New York City, has received orders from 870 radio and TV stations for the service. . . . Dean Jones' latest for the MGM label is a new Johnny Mercer tune, "You Can't Run Away From It." . . . Gordon Wolf of Sunland Distributing back at his desk, still recovering from his recent illness. . . . Sammy Lane taking Benny Bishop's new Crystal Bop recording of "Faith Can Move Mountains For Me" round to the stations. . . . Both Randy Wood and Billy Vaughn flew back to Chicago for extensiveDot recording sessions.

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
THE EXCITING NEW HITS ARE ON

COLUMBIA!

Close to Million Seller

Doris Day

A Smash Hit

Johnnie Ray

In Top Ten Best Sellers

Mitch Miller

Bigger Than Ever

Jerry Vale

Columbia's New Singing Star

Eileen Rodgers

2 Sided Smash

THE Four Lads

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

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

SONG FOR A SUMMER NIGHT

40730 • 4-40730

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

MIRACLE OF LOVE
b/w
UNWANTED HEART
40708 • 4-40708

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

COLUMBIA RECORDS

"It's What's in THE CASH BOX That Counts"
Juke Box Regional Record Report
The Top Ten Records—City by City

New York, N.Y.
1. Whatever Will Be Is (D. Day)
2. My Prayer (Platters)
3. Tonight You Belong To Me (Patience & Prudence)
4. The Fool (E. Presley)
5. Canadian Sunset (Williams/Winterhalter)
6. Don't Be Cruel (E. Presley)
7. Soft Summer Breeze (E. Heywood)
8. Allegheny Moon (P. Pope)
9. You Don't Know Me (Vale)
10. I Want You (E. Presley)

Chicago, Ill.
1. Hound Dog (E. Presley)
2. Honeycomb (B. Goodman)
3. Whatever Will Be Is (D. Day)
4. My Prayer (Platters)
5. Tonight You Belong To Me (Patience & Prudence)
6. Allegheny Moon (P. Pope)
7. Flying Sweeper (B. Goodman)
8. Don't Be Cruel (E. Presley)
9. Song For Summer Night (W. Miller)

St. Louis, Mo.
1. The Fool (E. Clark)
2. Hound Dog (E. Presley)
3. Don't Be Cruel (E. Presley)
5. White Lies (B. Vaughn)
6. Canadian Sunset (Williams/Winterhalter)
7. Tonight You Belong To Me (Patience & Prudence)
8. Honeycomb (B. Doggett)
9. Italian Tempest (E. Capodilupo)
10. My Prayer (Platters)

Cleveland, Ohio
1. Don't Be Cruel (E. Presley)
2. Honeycomb (B. Doggett)
3. True Love (J. Fewer)
4. Whatever Will Be Is (D. Day)
5. Canadian Sunset (Williams/Winterhalter)
6. Kidding Dope (S. Clark)
7. You Don't Know Me (J. Vale)
8. See Saw (Moseaume)
9. I Walk The Line (J. Cash)
10. Green Door (J. Lowe)

San Francisco, Calif.
1. My Prayer (Platters)
2. Hound Dog (E. Presley)
3. Don't Be Cruel (E. Presley)
4. Canadian Sunset (Williams/Winterhalter)
5. Broadway Waltz (E. Platters)
6. Allegheny Moon (P. Pope)
7. Flying Sweeper (B. Goodman)
8. Honeycomb (B. Doggett)
9. My Prayer (Platters)
10. Miracle Of Love (E. Rodgers)

San Antonio, Texas
1. Don't Be Cruel (E. Presley)
2. My Prayer (Platters)
3. When My DreamsCome True (P. Domine)
4. Song For Summer Night (M. Miller)
5. Whatever Will Be Is (D. Day)
6. The Fool (E. Clark)
7. Why Don't You Write My Name (J. Young)
8. Green Door (J. Lowe)
9. Pink Cadillac (R. Drager)
10. Beep Song (For You)

Milwaukee, Wisc.
1. Don't Be Cruel (E. Presley)
2. The Fool (E. Clark)
3. Tonight You Belong To Me (Patience & Prudence)
4. Canadian Sunset (Williams/Winterhalter)
5. Whatever Will Be Is (D. Day)
6. My Prayer (Platters)
7. Flying Sweeper (B. Goodman)
8. Song For Summer Night (M. Miller)
9. Honeycomb (B. Doggett)
10. Honeycomb (B. Doggett)

Denver, Colo.
2. Canadian Sunset (Williams/Winterhalter)
3. Song For Summer Night (W. Miller)
4. Flying Sweeper (B. Goodman)
5. Whatever Will Be Is (D. Day)
6. My Prayer (Platters)
7. Tonight You Belong To Me (Patience & Prudence)
8. In The Still Of The Night (B. Goodman)
9. Knocking On Heaven's Door (D. Clark)
10. When My Dreams Come True (P. Domine)

Boston, Mass.
1. Hound Dog (E. Presley)
2. My Prayer (Platters)
3. Honeycomb (B. Doggett)
4. Whatever Will Be Is (D. Day)
5. Canadian Sunset (Williams/Winterhalter)
6. Kidding Dope (S. Clark)
7. The Fool (E. Clark)
8. Just Walking In The Rain (B. Young)
9. Mama Touched Me Too (V. Young)
10. Miracle Of Love (E. Rodgers)

Seattle, Wash.
1. Don't Be Cruel (E. Presley)
2. Tonight You Belong To Me (Patience & Prudence)
3. Honeycomb (B. Doggett)
4. Whatever Will Be Is (D. Day)
5. Canadian Sunset (Williams/Winterhalter)
6. Flying Sweeper (B. Goodman)
7. Allegheny Moon (P. Pope)
8. Just Walking In The Rain (E. Platters)
9. You Don't Know Me (J. Vale)
10. In The Still Of The Night (B. Goodman)

Atlantic, Ga.
1. Don't Be Cruel (E. Presley)
2. My Prayer (Platters)
3. Canadian Sunset (Williams/Winterhalter)
4. Whatever Will Be Is (D. Day)
5. Just Walking In The Rain (B. Young)
6. Tonight You Belong To Me (Patience & Prudence)
7. Song For Summer Night (M. Miller)
8. Flying Sweeper (B. Goodman)
9. Miracle Of Love (E. Rodgers)
10. Out Of Sight, Out Of Mind (Five Keys)

Ella Fitzgerald
"The Silent Treatment"
B/W The Sun Forgot
"To Shine This Morning"
Orchestral Accompaniment by Duddy Bregman

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
A REMARKABLE CHANGE OF PACE
ON THE POP FOLK SONG HIT OF THE YEAR

EDDIE FISHER

"CINDY, OH CINDY"

RCA Victor 20/47-6677

EDWARD B. MARKS MUSIC CORPORATION
Radio City, New York
By Arrangement with Bryden Music, Inc.
POLICE ATHLETIC LEAGUE
OF NEWARK, N. J. (PALS), INC.
A NON-PROFIT ORGANIZATION DEVOTED
TO THE DEVELOPMENT & WELFARE OF YOUTH
57 GREEN STREET NEWARK 2, N. J.
Telephone Mitchell 3-6500

August 16, 1956

Mr. Joseph Orleck,
The Cash Box,
New York, N. Y.

Dear Mr. Orleck:

On behalf of the Newark Police Athletic League, I wish to express my
sincere appreciation for the many wonderful hours of entertainment and
enjoyment that CASH BOX MAGAZINE has given to the boys and girls of
the P.A.L. in our city. Through your efforts and the efforts of Mr.
Henry Okun, one of the Directors of our P.A.L., we have received a
very fine record player and many wonderful records. Through these fine
contributions we have been able to have our boys and girls participate
in many social evenings in our various P.A.L. centers.

One of the biggest problems today is giving the children some sort of an
outlet for their boundless energy and this type of social recreation is
one of the answers to this problem.

Once again let me say "Thanks" to CASH BOX, its staff, Mr. Henry Okun
and the entire record industry, of which you are a vital part, for the
help and cooperation shown in helping to bring entertainment and social
activities to our many members.

Sincerely yours,

Thomas J. Smith,
President.

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HELPING BOYS AND GIRLS BECOME GOOD MEN AND WOMEN

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
RCA Victor Exeecs Tee Off Cross Country Junket For Vik & Groove Album plans

NEW YORK—Five key RCA Victor executives headed by Bill Bullock, manager of the Single Record Department, fanned out Monday (17) for meetings in 42 cities to present the Vik and Groove Fall album program. The final meetings will be October 5th.

Execs include Harry Jenkins, Singles Sales Manager, Ben Rosner, Vik Sales Manager, and Ray Clark, Groove Sales Manager, with field men, Bill Baker, Brad Metcalf, Dick Mitchell, Tom Mosley, Sam Perugia, Lee Schaprio, and Bob Krueger. Jack Burgess, recently appointed to an executive post in the Catalog Records Division, also will accompany the group.

Coverage for the program will include key cities in the Eastern, Southern, Western, Southwestern, and Northwestern regions. Full details will be announced next week.

Coveny Promoted to Capitol Classical Sales Mgr. Post

HOLLYWOOD—The promotion of John Coveny to the position of National Sales Manager, Classical Records for the Catalog Records Distributing Corp. (CRDC), was announced last week in Hollywood by Glenn E. Wallrichs, President. Coveny will remain in Capitol's New York office reporting directly to J. K. Mattland, Vice President and Director of National Sales of CRDC, in Hollywood.

On Oct. 1 Coveny will begin his twelfth year with Capitol, having joined the label in 1945 as a salesman in the New York branch. He served as New York Branch Manager two years. From 1948 to 1952 he was Assistant to the Director of International Sales, after which he became National Promotion Manager, Classical Records.

At the same time, the appointment of Leo Kenler, as Merchandising Manager, Classical Records, for Capitol Records, Inc. in Hollywood was announced by Lloyd W. Dunn, Sales and Merchandising Vice President. The appointment was effective Sept. 8. Kenler, a consultant on classical records for more than a decade, will report directly to Gordon R. Fraser, the label's Director of National Merchandising.

Kenler, owner of the Rhapsody Record Shop in Hollywood for a number of years, was also co-commentator with Ethel Longstreet of the "Cavalcade of Records" telecast seen over KNXT in Hollywood.

"Scratch My Back"

CHICAGO, ILL.—Lola Dee appears to be enjoying her favorite American pastime, "Scratch My Back." Of course, the lovely songstress has recorded the tune on Mercury.
NEW YORK—Dimitri Mitropoulos will conduct the first of a series of concerts at the Town Hall, October 19, sponsored by the Jazz and Classical Music Society, a non-profit organization designed to give greater hearing to musicians, contemporary composers and the frequently performed classical composers.

Besides Mitropoulos, the musicians performing will be Miles Davis, Henry Heath, J. J. Johnson, Connie Kay and John Lewis. Concerts will be from the jazz field and classical orchestra of eighteen brass. They will perform the works of classical composers Gershwin, contemporary Gunther Schulmer and jazz composers James Giuffre, J. J. Johnson and John Lewis.

Members of the board, all of whom have donated their services, include: Anahid Ajemian, George Avaloch, Bill Coon, Ahmet Ertegun, Nesuhi Ertegun, Harold Hammarlund, John Henry, Pete Kamerson, Monte Kay, John Lewis, Joe Lovett, Joseph Martin, Plácido Mejia, Dimitri Mitropoulos, Gunther Schulmer, Leonard D’Amo.

The concert will be recorded by Columbia Records. All royalties from the record, plus proceeds from concerts and a public subscription drive will be utilized for future concert and a commission of new works and eventually a scholarship fund.

The categories of membership are as follows: General: $5. Member to receive notification of concert dates, copies of the program, advance program, memorabilia, membership card and some membership newsletter to feature articles by musicians and critics and bulletins on future activities. Contributing: $25. Member to receive 12-inch long-playing record of a Jazz and Classical Music Society concert, plus the college of general listener membership. Patron: $100 (or more). Member will receive all the above mentioned plus 3 concert programs at the Hall. Student: $9.00 (minimum $10.00). Member to receive all the above mentioned plus 3 concert programs at the Hall.

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9. Canadian Sunset
10. Soft Summer Breeze

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3. Whatever Will Be (Day)
4. Canadian Sunset
5. Whatever Will Be (Day)
6. Hound Dog (E. Presley)
7. Soft Summer Breeze
8. Soft Summer Breeze
9. Hound Dog (E. Presley)
10. Soft Summer Breeze

HOLLYWOOD—An agreement was reached last week between Leopold Stokowski and Capitol Records whereby the famous conductor will record for the company’s expanding classical music catalog. It was announced by President Glenn E. Wallich.

Agreement has been reached regarding the first music to be recorded by Stokowski. Richard Jones will produce the recordings for Capitol, with release planned early in 1957.

Commenting on the event, Wallich said the label feels justified in trying to add the distinguished name of Leopold Stokowski to our catalog of fine classical music and artists. We are confident that the music conducted by Stokowski’s in Capitol’s exclusive Full Dimensional Sound by this world-renowned conductor will find immediate acceptance by the serious music record buying public of the world.”
August Biggest Month in Epic's History

NEW YORK—Bill Neilson, Epic Records, this week announced that August sales figures made that month the biggest in Epic's history.

Neilson reveals that August, 1956, garnered a 50% increase over August 1955, in the pop album department. The classic album shows an 80% increase over the August 1955 figure, and the pop single sale showed a 100% increase over the July figure of this year.

Responsible for the increase in single sales were "Heartaches" by Some-
thing Smith and the Redheads; and "Manhattan Serenade" by the Four Coins, coupled with about one-half dozen other releases showing strong signs of building into healthy sales items.

Among the albums that accounted for such a large increase in Epic's volume were "Theatre Organ in Hi- FI," which was the "Hi-Fidelity Hit of the Month" for August; Some-
thing Smith and The Redheads Come To Broadway"; "Lester Lamin"; "Gentlemen Be Seated!"; and "Fun With Lawrence Welk.

Also starting to build, and an album that Epic holds great Christmas expectations
for, is the three lp set, "Serenaded Stringed.

Epic's r & b plans, under the guid-
ance of Arnold Maxin, are also taking
shape. Maxin has been busy getting several releases ready for October release, which will include records by Screamin' Jay Hawkins, Lloyd 'Fat-
man' Smith, and The Kraytones. Some-
signed, but not yet recorded, are
Nicke Lee, and The Smoethorones.

Although Epic's r & b plans call
for all such releases to be on the
Okeh label, Okeh will also release
duplexes as well.

Seeco & Dawn Launch Heavy Fall Program

NEW YORK—Seeco and Dawn Records have launched a heavy Fall program for their domestic markets.

Sales manager Howard Bossow advi-
ses the Seeco label has issued 10 ips and one $1.49 sampler. The ten con-
ist of a six lp series titled "A Night In Rio"; Lisbon; Bogota; Dominican
Republic; Paris and Puerto Rico; one
in the Celebrity Series, "Skitch Hen-
derson Plays Latin American Favor-
estes" and "Cuban Dance Favorites" by the Riverside Orchestra; "Bravo" by Los Chavales de Espana; and "Car-
men Delia Dipino Sings."

The sampler is titled "Around The World In One Night" and
samplings from the six lp series plus
Havana, Buenos Aires, Mexico, Ca-
racas, Rome and Madrid.

The Dawn label has recently been re-
activated under the guidance of
Chuck Darwin, who is now on the
road with the label's two current re-
leases, "Linda" and "If I Were A Coun-
tryman." The label, originally
meant to be a & r & b subsidiary to Sidney
Siegel's Latin Seeco Records, is now
an all inclusive label with plans call-
ling for pop, jazz, r & b and a com-
plete lp line. Dawn now has a total of
eight ips on the market and will
have a total of twenty by the end of
the year.

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& the Oklahoma PLAYERS

"The Yodel Waltz"
In Old Wyoming
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C&W Religious
Jimmie Widener And
The Voices Of The West
Are You Ready
(To Live For Your Lord)
"He Is Calling"
DB-205-45

C&W Religious
Jimmie Widener And
The Voices Of The West
Whose Side Are You On?
"Rollin’ Tide"

b/w

Pop
Diane Richards
With The Three Dons
A Wonderful Night For Love
b/w

"The Robin Sings
There Still"
DB-201-45

"Never Let A Dream Get Away"

b/w

This Is My Last Romance"
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Welcome

Music performances FOR poem ONLY MANY-SPLENDORED CALIF.  

Philadelph—a Jack Pyle (left) is welcomed to WIP by Bob Lawrence, WIP's drama critic who nightly takes WIP listeners "On The Town," Pyle will enl— "Jack Pyle Show" over WIP from 12:30 to 4:00 p.m., Mondays through Fridays. An entertainer with a reputation for being exceptional in a town spanning with chatter and platter shows.

Coral Issues Dean Album

NEW YORK—Coral Records has announced the release of a new 12-inch LP titled "The James Dean Story." The album, Coral believes, will be a tremendous hit due not only to the fact that there has been a demand for the past few months a great deal of de— in the later act, but to the fact that the new album features performances by a cast made up of too show business notables.

The album is narrated and was written by Steve Allen and disc jockey Bill Randle. It also features a poem written in honor of Dean by a sixteen year old girl which is re— by young actress Gigi Perreault. In addition to the narrative portions of the set, Coral has included in the album recordings by Dick Jacobs, George Cates and June Wakely of songs written about James Dean as well as re-recordings of themes from of Teln's motion pictures.

Some time in the near future the album will be prominently featured on Steve / Ilen's "Tonight" show over NBC-TV. Members of the cast appearing on the Coral album will give a reading on this sani of the Allen show. The program will be a thriller to tune the James' j— and on the show Allen will fly off the last film Dean made before his death, the soon-to-be-released "Giant."

Action On "Autumn Concerto"

NEW YORK—There seems to be heavy reaction on the part of American record manufacturers to a European tune "Autumn Concerto."

Mercury has two versions on the market in Richard Hayman's instrumen— waxing the just released cover design by Nick Noble. Billy Vaughn has recorded the song for Dot; this week Victor issued the Molieresco Strings' rendition for the American market and Decca released it featuring Carmen Cavallaro.

Paul Siegel, head of the Symphony House Publishing Company, publisher of the song, has recorded it in English and Italian and has released his Johnny Dovell record on his own Segull label.

Siegell picked up the tune from C. Baranoff, music publisher, while touring Europe recently. Criterion is the sole selling agent.

Jack Clifford Dies

CLEVELAND, OH—Jack Clif—ton, one of 6 Kron, Oh's leading disk jockeys, has died. WCUF, the jockey's station, has organ— the "Jack Clifton Memorial Fund" with all proceeds going to the Cancer Fund.

"SONGS I WISH I HAD SUNG THE FIRST TIME AROUND"—Bill Crosby—Orchestra Directed By Jack Pfeis—Decca DL 8535 (1-12") LP

April showers, when a cloud of rain wants a LITTLE BIG EACH MORNING; PRISIONER OF LOVE; MISERABLY; PAPER DOLL: THIS LOVE OF MINE; FREE; THANKS FOR THE MEMORY; BLUES IN THE NIGHT; ALL THE ARTISTS ARE MADE OF THIS.

In presenting Bing Crosby in 12 standards, the harmonious approach, as the label indicates, is Bing's wish he were the one who first gave the songs to the public. These, with a master like Crosby handling them, are situations of better-late-than— is one of the singer's record fans will forget.

The crooner's languard delivery takes it I-Haven't-Got-A Care-In-The World with delightful results. Dewey will have a field day with the waxing. Like all Crosby sets, this one keeps on selling year after year.

"HAVANA, 3 A.M."—Perez Prado And His Orchestra—RCA Victor LPM-1257 (1-12") LP

COMPARA: DESCONFIADA; LA FARANDOLA; BESAME MUCHO; THE FREEDOM MARCH; GRANADA; ALMENDRES; BACO; PEANUT VENDOR; BAJA; HISTORIA DE UN AMOR; MAISACO; one of the bright lights in the currently popular music. Perez Prado, takes somewhat of a side-step on this Victor waxing and presents a rhythmic impression of what the folk that make the Havana pate spot rounds are apt to keep. Such Latin groups as "Bing Crosby's Pioneers" and "Hal's" are Prado's solid foundation for his colorful arrangements. Next cover job. The package will have many Latin music fanatics willing to take a sales bite.

"MUSIC FROM MOTION PICTURES"—David Rose And His Orchestra—MGM E3397 (1-12") LP

LOW: A MANY-SPOCKED THING; THERE'S NEVER BEEN ANYONE ELSE BUT YOU; SUMMERTIME IN VENICE; JULLE'S THERE; "THE CATERED AFFAIR" THEME; YOU AND I; A PARIS MADAM; SOMEONE TO WATCH OVER ME; "I'M SORRY, MARY; BLUE JESSIE; "IT'S A LONG WAY TO SPAIN; ELEPHANT COMPLACENT; GRANDZILLA.

The Greatest "THINK DJ's Shows.

BOX ZACHARIAS—Perry Como/MGM. Perez Prado/MGM. "The Touch; Simometta; The Cuddle; Back Street; April in Paris; Somersault; Sing A Song; Oriental Polka; Hot Dog; No Strings Attached; Drivel-In; Hernandez' Mambo; Plymouth Sound; Pudgie Roper's best is music trail with 12 selections from recent and forthcoming motion picture scores. The Rosé strings work their sentimental magic with the usual finesse associated with the composer-conductor's newer MGM efforts. One of the newer tunes, "Friendly Persuasion" from a pie of the same name, already promises to be one of the big singles of the year. Attractive packaging. Quality mood dish.

"TIME FOR LISTENING"—Richard Hayman And His Orchestra—Mercury MG 20308 (1-12") EP

The Tough; Simometta; The Cuddle; Back Street; April in Paris; Somersault; Sing A Song; Oriental Polka; No Strings Attached; Drivel-In; Hernandez' MAMBO; Plymouth Sound; Pudgie Roper's best is music trail with 12 selections from recent and forthcoming motion picture scores. The Rosé strings work their sentimental magic with the usual finesse associated with the composer-conductor's newer MGM efforts. One of the newer tunes, "Friendly Persuasion" from a pie of the same name, already promises to be one of the big singles of the year. Attractive packaging. Quality mood dish.

"LOVE AND MARRIAGE GO TOGETHER LIKE A . . ."—The Hal! Kanner Orchestra & Chorus—Kapp KL-1041 (1-12") LP

LOVE AND MARRIAGE; THE LOVE SONG OF THE MATURE MAN; WHEN WE'RE ALONE, IT'S SO NICE TO HAVE YOU CLOSE; I'M AFRAID TO LOVE YOU; WHAT IS IT ABOUT YOU THAT MAKES ME MAD; MY BLUE HEAVEN; LITTLE SLEEPY PEOPLE (MAH, MAH, MAH); AFFAIR OF THE HEART; SONG OF THE DOLLS. Here's a package that should capitalize on a single hit, "Love And Marriage." With the better tune the set's title, the package contains 12 standards related with domestic bliss. The melodies are warmly sung by personal vocalists and singing groups with Hal Kanner's orchestra supporting, soft support. Excellent cover. Again, "Love And Marriage" in bold type is Blatter's big sales factor.

"MUSIC FOR SLEEPWALKERS ONLY"—Murray McEachern And His Orchestra—Key LP-111 (1-12") LP

MY HEART BELONGS TO DADDY; I ONLY HAVE EYES FOR YOU; LULLABY, LULLABY GIRL, BLUE; MAY YOU BE MERCY; WHEN YOUR LOVE HAS GONE; BEGIN THE WARNING; THE DOLLS; THE TAILORED DOLL; MEMORY OF YOU; WHAT A PLEASURE I AM. This Key LP contribution to the current emphasis of "Music For" mood disks is a commendable effort featuring trombonist Murray McEachern And His Orchestra, McEachern, who worked in the Glen Miller and Benny Goodman film blos is most of the story here as his instrument glides smoothly and expressively over a collection of sturdy melodies. A pink casserole and two white pills against a black background make the package a great eye-catcher.

"FAITH"—Jane Froman—Capitol T 726 (1-12") LP

YOU'VE NEVER WALK ALOE; ONLY ONE SURELY THERE'S A VALLEY; SOMEBODY Bigger THAN YOU AND ME; IT'S NOT THE NIGHT TIME'S YOUR FAULT; GOODBYE LIL; JUST THE WAY I AM; LITTLE LITTLE PRAYER; I'M NOT A PRAYER UNAnswered; I FOUND A Friend; IT TAKES TIME; THE LORD'S PRAYER. Faith must have played an important role in Jane Froman's personal experience as evidenced by her successful struggles to overcome her well known war— time air— reluctance. On this Capitol release Miss Froman delivers with charm and orchestra, 12 inspirational melodies, most of which are recent en— tries. Taking in mind the singer's personal life and her rich voice, the songs assume a glowing beauty one is unlikely to hear from other renditions of the particular melodies. The selection are non-denominational. This package has long— range sales assured.

"MUSIC, SWEET WITH A BEAT"—Jan Garber And His Orchestra—Dot DLPL 2014 (1-12") LP

SWEET, SWEET; PATRICIA; DOLL DANCE; CORPUS CHRISTI; MY MOTHER; HOW LONG; I LOVE YOU; BECAUSE; MICKEY'S MELODY; LOVE SONG; LOVE IS A CHILD; FLUGELBOU YOU TOO, YOU TOO. The ballroom or hotel orchestra is, dish—enjoying an unprecedented wave of public interest. Jan Garber, an old hand in the art of arrangements that nostalgically entertain a vast platter market, takes 12 oldies through the sentimental mill. Some of the tunes (i.e., "Doll Dance") are instrumental and others (i.e., "I Love You Because") are vocal. Sales to the more mature folks around.

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

NEW YORK—Sammy Davis Jr. clowns around with Jerry Marshall as he visits the WNEW disk jockey. Sammy is currently hot with "Earthbound" which is climbing fast on the charts and is still rising high in the starring role in "Mr. Wonderful."

"President's Favorite Music" Presented To Eisenhower

WASHINGTON, D. C.—The first pressing of a new record album called "The President's Favorite Music" was presented last week to President Eisenhower at the White House.

The presentation was made by Arthur Fiedler, conductor of the Boston Pops Orchestra, on behalf of the RCA Victor Record Division. A number by the Boston Pops under Fiedler's direction is included in the album.

The nine selections, personally chosen by Eisenhower, range from Beethoven's Coriolan Overture, OP. 62, to the title theme from the movie, "High Noon."

The album cover carries a black and white picture of the President and Mrs. Eisenhower. On the back of the cover is a tribute to the importance of good music written, and signed by the President.

"I wish to salute musicians and the important part they play in the life of our people," Eisenhower wrote. American music has brought pleasure and distinction at home and abroad.

"Millions of Americans are engaged in the creation, performance and appreciation of music. Indeed it is a rare day when any one of us does not hear some form of music; it is hard to imagine our lives without it."

"The enjoyment of music—speaking for myself, at least—has a moral and spiritual value which is unique and powerful. It reaches easily and quickly across linguistic, racial and national barriers. The development of American music, the active development of any art, is therefore the development of a national treasure."

The idea for the album was conceived by George R. Marek, vice president and manager of RCA Victor's Album Department. He and Alan Kayes, Manager of classical artists and repertoire for Victor, worked closely with the Committee of Arts and Sciences for Eisenhower in production of the work. The album is being shipped to dealers throughout the country this week.

Jazz

"THE GREATEST!"—Count Basie Play—Joe Williams Sings Standards—Verve MGV-2016 (1-12" LP)

BASIE AND WILLIAMS—there will never be another you: our love is here to stay; s wonderful! my baby just cares for me; nevertheless; singin' in the rain; i can't believe that you're in love with me; this can't be love.

This is the hot new album, a welcome addition to the previous Basie-Williams back catalog. "Basie Swings—Williams Sings!". Once again the combination comes up with a delightful series of numbers that deliciously swing or come across as smoothly as a piece of madrigal custard con. Local material. After hearing the selections, one is apt to think the set's label, "The Greatest!" is just a modest decalration. Excellent vocal-band issue. See Jay's album with this disk.

"THE SWINGIN'"—Featuring Vido Musso, Tenor Sax—Modern LMP 1207 (1-12" LP)

SING; SING; BACK STREET BOOGIE; JERSEY BOUNCE; MOVIN' ON; MALADIE; ROCKIN' TIME; VIDO'S BOOGIE; SHERRY PINK; ON STAGE; ROLLIN'; ROCK HOUSE BLUE; BASILIAS.

Old swing fans and those who have gone along with the recent swing comeback can get an impressive sampling of the stuff here. The waxing features the ones that make Basie a one-man band, Jimmy Smith and Kenny Dorham. Backed by an able combo, Musso's tenor sax sizzles through a mixture of swing standards and originals. This includes a rockin' version of Berlin's usually cute "Rasputin Lullaby." Stylish jazz offering. Wonderful cover sure to attract many eyes and ears.

"KENNY DORHAM AND THE JAZZ PROPHETS" (Vol. 1)—ABC-Paramount, 1943 (1-12" LP)

THE PROPHET; BLUES ELEGANTE; OH! DON'T EXPLAIN; TAHITIAN SUITE.

Trumpeter Kenny Dorham leads the group of five tightly knitted jazmen. Dorham lives in New York and is home in this recording. The group is headed by Victoria de los Angeles (Mimi), Jussi Bjorling (Rodofdo) and Robert Merrill (Marcello). These voices, which are not the most intense in their department, have a pleasing ring. The whole group is one of today's brilliant operatic talent has given the opera enterie what is perhaps, the definitive recorded performance of "La Boheme." Miss De Los Angeles' Mimi and Bjorling's Rodofdo are efforts of considerable talent. The lead role is taken by the RCA Victor oraestra with great emotional insight. Crystal clear sound. This two-disc package contains the opera's libretto and anecdotes on the work's history.

The cover competition was won by:


Columbia's classic Buy-Of-The-Month ($2.98) for September is this Isaac Stern—Eugene Ormandy waxing of two well-represented catalogue items. Ormandy's playing has a charm and beauty which has been compared to Barbirolli, while LaJo's "Symphoniale Spagnolo" has Stern handling the score's bright rhythms with formidable dexterity. LaJo's orchestra bril-liantly services to the charming proceedings. A classic disk of untold musical wealth.

"CARMEN"—With Chorus Of The Opera-Comique, Paris—Children's Chorus, Anna Held, Conducting—Columbia ML 5001 (1-12" LP).

"Carmen" is offered, complete, in this three-disc Camden package. The set's attractiveness to dealers lies in its $5.98 budget price; a fact that adds to other available recorded performances of the dramatic opus. As for the disks themselves, the non-hi sound does not hide the spirited and thoroughly accomplished cast. Lucy Ferreri is a thrilling Carmen; Jose de Troya as Don Jose and Louis Musy as Escamillo ring their respective roles with authority and vocal assurance. The chorus and orchestra are led with gusto by Piero Coppola. Profuse notes on the work's history are provided. Budget-minded opera lovers have a rare find here.

Dvorak: Symphony No. 5 In E Minor, Op. 95—From The New World—The RIAS Symphony Orchestra, Berlin—Ferenc Fricsay, Conductor—Decca DL 6842 (1-12" LP).

This Dvorak opus, of course, is one of the great sales reliables in the classical LP catalogue. Admirably taking the work on its powerful and melodic course on this album. RIAS Symphony Orchestra, Berlin.

The staple's dramatic and pastoral beauty is drawn with considerable insight. A 49-year-old conductor, a feat of his other Decca releases have displayed. Fine sound. The disk should meet its heavy competition well.

ROCK 'N ROLL

"ROCK 'N ROLL"—Amos Milburn, Shirley & Lee; Lynn Hope, "Peppermint" Harris; Helen Humphreys, The Five Keys, Charles Brown, Richard Lewis, Gene & Larry, Conducting—EMI LPL 710 (1-12" LP)

ONE SCOTCH, ONE BOURBON, ONE BEER, I'M GONE, BLOW, LYNX, BLOW, I GOT LOADED, STRANGERS, MY SUGGEST HOURS. BAD BAD WHISKEY, HE MAY BE YOUR MAN, BUT, LITTLE GIRL, KO-KO-MO; THIS IS MY STORY.

This album is the third in the odd world of the Amos Milburn Rock 'n Roll roster. The kids will find some of the better R&B stars rendering some of their smash sales successes. Two big sides on the platter include Genie & Emo's "Ko-Ko-Mo" and Amos Milburn's "One Scotch, One Bourbon, One Beer". Distinctive cover. The R&R crew should make the waxing a happy affair of a young and feisty group.
**Haverlin Heads Committee For Better Schools**

NEW YORK—Carl Haverlin, president of Broadcast Music Inc., has been appointed Radio and Television Industry Chairman for the New York State Citizens Committee for the Public Schools, a non-profit organization formed in 1952 to promote better schools for all children of this state.

Haverlin has been associated with the broadcasting industry for 20 years. He holds an honorary doctorate of music from Lincoln College. In addition, he is president of the Civil War Centennial Association and a member of the Society of American Historians.

In its four years, the State Citizens Committee for the Public Schools has worked with more than 1,200 New York communities to help get better schools. It has helped stimulate greater citizen interest in school welfare and fostered the kind of local-level, long-range planning that gives effective answers to teacher shortages, student increases and inadequate facilities.

**Newton On Distrib Trip**

NEW YORK—Larry Newton, new national sales manager of ABC-Paramount, has left on a distributor trip which will take him to the West Coast. Newton is planning a reorganization of the sales staff and plans to add a field man in the Midwest, the West Coast and the South. At the moment the dike is going all-out on "Two Innocent Hearts" by Ginny Gilson, which is showing sales reaction in Baltimore, Boston, Chicago and Minneapolis.

**Don Bell (KENT-Des Moines, Iowa) says the recent "Rock 'N Roll Teen Hop" around his way was the "greatest ever." The affair guested "The Diamonds," who were reported "mouth-agape" at the reception given them by the teens. Don's album coverage has been increased from three to four weeks... Chuck Elee (KTSA-San Antonio, Tex.) happily writes that "all the jocks at KTSA are flipping over the new sound of Johnny Mathis." Johnny's latest Columbia LP labeled "Johnny Mathis," is Chuck's nomination for the "swinginest" album of the year.

**Lou Arnold (WJW-Conway, N.H.) left WJW on Sept. 14th and will enter the Army Oct. 5th. Lou, who will do radio work in the service, would like, however, to take the whole in the record business that have helped him this last year... Gerg Busters For Real! On the morning of September 6th, about 1:00 AM, a man rushed into the studios radio station KCUJ, Fort Worth, Texas, and said to use the telephone to report a robbery that was going on in a filling station a few doors away. Dee Jay Barry Lloyd, on the air from 11:00 till 1:00, was just beginning his early morning news cast before sign off, so he turned on the cue and broad cast the report while it was actually happening. After giving a description of the car, Barry ran to the back of the filling station in time to see the car pull away. The robbers were not apprehended—they made off with the cigarette machine.

**Jack Terry (WRL-Young New, N. Y.) Program director and head DJ for the international short wave radio station, treated his audience to an audio sample of middle eastern music in response to foreign listeners, asking about the American Minstrel. Jack featured Art Mooney's new album, "The Happy Minstrels..." Chuck Brink- mack (WJDE-Lower, Ohio) says Gene Vincent's package, "Bluejean" may outdo Elvis Presley's sales smash. An appearance by Pat Boone at Warren's Packard Music Hall, says Chuck, had the kids literally fainting at the sight of his voice... Gene Davis (WKB-Kansas City, Mo.) ran a five day popularity poll of recording artists and received 1445 pieces of mail. Winners included Elvis Presley (Male Vocalist), Gogi Grant (Female Vocalist), the Diamonds (Vocal Groups) and Lawrence Welk (Bands). Gene has been enceasing a weekly dance hop in K.C. with a live band... David Dreis (KENT-Shreveport, La.) finds the Cash Box record ratings as having a "virtual accuracy." Dave says his Elvis Presley Fan Club now has 3,600 members, and a complete set of student officers... Artie Glenn (KZEE-Fort Worth, Tex.) has formed a publishing company, Glendell Music, BMI. Artie published his son's (Darrell Glenn) latest release on Dot records, "Send Me Wands". The DJ's time shots include four and a half hours on radio daily. In a similar vein, Jack Gale (WTMA-Charleston, S. C.) now has his own label to be known as Jalo Records. He'll operate in conjunction with his BMI publishing firm, Jalo Music. Gale previously headed Triple A Records and turned out "Oh Happy Day" and "Don't Hold Back and "Angel In The Sky." The first releases on Jalo are due in September.

When the 80 teenagers planned to give Lou Barile (WKAL-Rome, N. Y.) a surprise birthday party, they really meant surprise. Not until an hour and a half after the party began was Lou located!... Al Radka (KFRF-Fresno, Calif.) lauds Fresno as "the home of raisins, champagne, cotton, beautiful women and happy wives."... Al Fox (WWPS-Miami, Fla.) is now spinning the "Foxy's Dem" from midnight to five, Al also does a stint on WFCF, Monday thru Thursday from 1 PM until 2 PM, which, says the deejay, makes him the only DJ in the greater Miami area doing two shows on different stations. Further news from Al states he ran three record hops during the weekend and there were 5,000 kids at each dance... Jack Pyle (WIP-Philadelphia, Pa.) was warmly welcomed to the Miami region when he broadcast his first show over the station. The program was frequently interrupted by other WIP personalities who stopped in to greet Pyle and to serenade him into the "ranks."... Dick Thackery (WKXL- Clinton, Conn.) does "The Earlyly Show" five hours every Thursday on WKXL... Paul Cowley (WLRN-Louisville, Ky.) had good news for Robert Allen, composer of "Love Me Good," who has just scored Jo Stafford's Columbia disk of the song was doing OK. Paul has been an additional 3 hours on Sunday devoted entirely to "Bob Allen's Platter Time" (WAVE-Baltimore, Md.) recent pic in this column, reports Ron, resulted in 41 proposals, all of which he accepted.
The Records
Disk Jockeys
Played Most

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist/Label</th>
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<tbody>
<tr>
<td>1.</td>
<td>DON'T BE CRUEL</td>
<td>ELVIS PRESLEY (RCA Victor)</td>
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<td>2.</td>
<td>CANADIAN SUNSET</td>
<td>HUGO WINTERHALTER (RCA Victor)</td>
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<td>3.</td>
<td>TONIGHT YOU BELONG TO ME</td>
<td>ANDY WILLIAMS (Cadence)</td>
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<td>4.</td>
<td>MY PRAYER</td>
<td>prescription (Liberty)</td>
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<td>5.</td>
<td>WHATEVER WILL BE, WILL BE</td>
<td>DORIS DAY (Columbia)</td>
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<td>6.</td>
<td>HOUND DOG</td>
<td>ELVIS PRESLEY (RCA Victor)</td>
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<td>7.</td>
<td>SONG FOR A SUMMER NIGHT</td>
<td>MITCH MILLER (Columbia)</td>
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<td>8.</td>
<td>ALLEGHENY MOON</td>
<td>PAT MILLER (Mercury)</td>
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<td>9.</td>
<td>WHEN THE WHITE LILACS BLOOM AGAIN</td>
<td>HEINZ ZACHARIA (Czech)</td>
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<td>10.</td>
<td>OY ON'T KNOW ME</td>
<td>JERRY VALE (Columbia)</td>
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<td>11.</td>
<td>AFTER THE LIGHTS GO DOWN LOW</td>
<td>AL HIBLER (Czech)</td>
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<td>12.</td>
<td>BILL'S TONK</td>
<td>BILL CUBITT (Decca)</td>
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<td>13.</td>
<td>YOU DON'T KNOW ME</td>
<td>JERRY VALE (Columbia)</td>
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<td>14.</td>
<td>AFTER THE LIGHTS GO DOWN LOW</td>
<td>AL HIBLER (Decca)</td>
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<td>15.</td>
<td>THE FOOL</td>
<td>SANFORD CLARK (Dot)</td>
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<td>16.</td>
<td>THE BUS STOP SONG (A PAPER OF PINS)</td>
<td>FOUR LADS (Decca)</td>
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<td>17.</td>
<td>JUST WALKING IN THE RAIN</td>
<td>JOHNNY RAY (Columbia)</td>
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<td>18.</td>
<td>HAPPINESS STREET</td>
<td>GEORGE GIBBS (Mercury)</td>
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<tr>
<td>19.</td>
<td>TRUE LOVE</td>
<td>TONY BENNETT (Columbia)</td>
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<tr>
<td>20.</td>
<td>FRIENDLY PERSUASION</td>
<td>PAT BOONE (Dot)</td>
</tr>
<tr>
<td>21.</td>
<td>TOPIS--DONG</td>
<td>the G-CLEFS</td>
</tr>
</tbody>
</table>

Follow Me

The Four Esquires
Pilgrim No. 717

The Original
Now On All Charts And Climbing

Ka-Ding Dong

The G-Clefs
Pilgrim No. 715

SUSAN CAPONE
MAYBE SOMEDAY
b/w CLICK-I-DEE-CLICK-I-DEE

Pilgrim No. 718

THE 3 Ds
TELL ME THAT YOU LOVE ME

Pilgrim No. 719

“A Smash In Chicago
And Spreading Fast”
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.

"ENDLESS"
"EVERY DAY OF MY LIFE"
McGwire Sisters

"EARTHBOUND"
Sammy Davis, Jr.

"YOU'RE IN LOVE"
Gogi Grant

"NOW IS THE HOUR"
"A HEART WITHOUT A SWEETHEART"
Gale Storm

The Disk Jockey Regional Report for September 22, 1956:

Bob Gibben
KDKA—Dahlgren, Iowa
1. My Prayer (Platters)
2. How Can I Be Sure (Cody)
3. I Will Never Leave You (Cody)
4. You Don't Know Me (J. Vale)
5. Lost (Mark Gordon)
6. Soft Summer Breeze (E. Neve)
7. Song For Busch Night (Cody)
8. Mama, Teach Me To Dance (E. Neve)
9. Blue Jean Sop (G. Vincent)
10. Allegheny Mean (F. Page)

Ted Cray
WEND—Baton Rouge, La.
1. What Will Be (D. Day)
2. Don't Be Cruel (E. Presley)
3. My Prayer (Platters)
4. You Don't Know Me (J. Vale)
5. East Of Eden (D. Jacobs)
6. Soft Summer Breeze (E. Neve)
7. You Walked Away From Me (C. Chis CHARACTER)
8. Friendly Persuasion (Cates)
9. Go Buy That New Team (G. Vincent)
10. Fabulous Character (S. Vaughn)

Cary Hobbs
KDAQ—Lubbock, Tex.
1. What Will Be (D. Day)
2. Don't Be Cruel (E. Presley)
3. My Prayer (Platters)
4. You Don't Know Me (J. Vale)
5. Rolling Along (Dell-Rondos)
6. Miracle Of Love (E. Rodgers)
7. House On The Hill (Your Lady)
8. Haunt Dog (E. Presley)
9. Song For Summer Night (M. Miller)

Gene Davis
WHB—Kansas City, Mo.
1. Don't Be Cruel (E. Presley)
2. You Don't Know Me (J. Vale)
3. The Feel (S. Clark)
4. Rolling Along (Dell-Rondos)
5. Miracle Of Love (E. Rodgers)
6. House On The Hill (Your Lady)
7. Haunt Dog (E. Presley)
8. Song For Summer Night (M. Miller)
9. The Feel (S. Clark)
10. Whatever Will Be (D. Day)

Jerry Fay
KTOP—Billings, Mont.
1. Don't Be Cruel (E. Presley)
2. You Don't Know Me (J. Vale)
3. Whatever Will Be (D. Day)
4. Haunt Dog (E. Presley)
5. Miracle Of Love (E. Rodgers)
6. House On The Hill (Your Lady)
7. Song For Summer Night (M. Miller)
8. Death Of An Angel
9. Whatever Will Be (D. Day)

Bill Walker
1. Don't Be Cruel (E. Presley)
2. You Don't Know Me (J. Vale)
3. Whatever Will Be (D. Day)
4. Soft Summer Breeze (E. Neve)
5. Miracle Of Love (E. Rodgers)
6. House On The Hill (Your Lady)
7. Whatever Will Be (D. Day)
8. Soft Summer Breeze (E. Neve)
9. All I Know Is That
10. Allegheny Mean (F. Page)

Listen to "What's In THE CASHE BOX That Counts"
NEW YORK:

Atlantic Records has gotten a strong reaction to three of its new releases. Chuck Berry's "I'm A Man," Johnnie Winter's "Light My Fire," and Jerry Lee Lewis' "Whole Lotta Shakin' Goin' On" all have charted in the Top 10 since their December 1 release.

"From The Bottom of My Heart" and "Bring Me Love"; and Ray Charles' "Lonely Avenue" and "Leave My Woman Alone" have all taken off like they mean to go straight to the Top... Jerry Wexler and Ahmet Ertegun advise they will release Henry & Peter's "Carmel by the Sea" and Turner LP "Boss of the Blues". There has been an insufficient demand from many distros to release the tune as a single... Miriam Abramson has a 

SOLOMON BURKE

bluesman, is out this week with "When Your Hair Has Turned to Silver" and "You Don't Me Wrong"... James "Ookie Doakoy" Smith (WBOK-New Orleans, La.), just back from Israel, has been recording with T. Lee, Otis Williams, and Merenstein and Hy Siegel, Apollo, really thrilled at the way distros have been coming in on Solomon Burke's "Walking in The Dream" and "No Man Walks Alone". Both decks are "A-OK"... Eddie Deans and "The Partners" on "On A Night Like This," and readying the first release to Jan Jones, New Orleans director of the area... Over at Herald, Bob Bosen got back from vacation and was AL Silver glad to see him. Silver had quite a hectic time of it trying to keep up with the "I Remember The Still of The Night"... new moving-statement on the pop charts with "Somewhere In Time". The pursuit...

JIMMY REED

bluesman, is out this week with "Lonely Clyde"... "I Can't Stand It"... "You're on My Mind"... "I'm Going To Be A Star"

Vee-Jay... McPhatter's "Lonely Heart"... "Running, Running, Running"

SAL MACEO...

what's "Thirty Days"... "Lonely Heart"... "Two Faces"

Mac Page

What's "Thirty Days"... "Lonely Heart"... "Two Faces"

CHICAGO:

Chuck Myers, King Distros, greatly excited over the booming success of Brinsley's "Mommy Tonk". Sold Chuck, "We hit one thousand hundred locally last week and orders are piling in to add to. That this is a million seller... Erroll Garner opened for five weeks at London House, 9-12. He is in Chi the same time his Columbia LP, "Concert By The Sea" is being released...

Johnny Reed's "Baby It's Cold Outside" and "Rockin' For The Party Tonight"... Jimmy Reed's "Canadian Sunset" and "Flying Saucer"... Chuck Myers says The Moonglow's and the Buck Owens have a very strong, and is still climbing. For Chuck Myers, "Too Much Monkey Business" will be the biggest hit of the year... Len and Phil both singing the praises of Argo... P kissing P Winter's who was picked by Buffalo's Frank Ward as his female find of the month... Walter Kennedy, WKXY, Knoxville, vacationing in Chi area... Eryk Kirschbaum, Music From America, Inc., checking with big bignight from... Lincoln Chase waxes on "If I Were A Countryside"... Yee-yay Jones finding the cash register in time with "Oh What A Night" by the Dells as it starts moving east, Aber announced the disarray will cut sides with The Swan Silvertones, The Blind Boys, The Staple Singers, Macio Wood Singers, all in one week in order R&B section of the national market... The Moonglow's, just closed Brooklyn Paramount, heading into Chi by way of numerous one-niners along the way... Paul Gayten in the Windy City to cut Patience Valentine, new gal singer... George Leaper much enthused with response The Teen Queen's "Love Sweet Love" is recording locally... Ronnie Leaper says United Distros has two promising hits in Duke's "Mother In Law Blues" by Junior Parker and Apollo's "No Man Walks Alone" by Solomon Burke's who is promised "Too Much Monkey Business" will be the biggest hit of the year... RPM's Paul Anka has come up with a catchy tune of wax called "Blow-Wild-Deepest-Fontsaine"... Predictions are that this could be a big "in... Pappy Winstock of Prestige and Herb Barry of Savoy just missing one another as they visited local distros... The El Doradoes will play Hartford 9-29, 30... What's happening in the South is a mystery... and winter at The Regal... Otis Rush of "I Can't Quit You Baby" fame into Atlanta's Peacock Room, 9-14, for Roosevelt Johnson (Atlantic deejay)

LOS ANGELES:

Fifteen-year-old Paul Anka, from Canada, spent the last two months making the rounds of the record companies in Hollywood with dubs of his original tunes. Saul and Joe Rihari of Modern Records heard his novelty "Blues, Wile Deevi Fantaine" and immediately recorded him. Backed with "I Confess", the disk was released this week and has distributors ordering in the thousands... Pat Domino's new release which is performing... the movie "Shake, Rattle and Rock" should be on the market this week. Facts has been doing tremendous business in the East, including an engagement at the Brooklyn Paramount... Eddie Mannix in New Orleans last week recording Charles Brown and Richard "Flipper" Sneed with "Kinky Boots"... Dick Glasson's "Lonely Avenue" has brought the hit on the West Coast... Johnny Bragg has some ten-second radio spots booked for the show in the Los Angeles area... "Shake, Rattle and Rock" will be on the road for the next month... Johnny Bragg launched a promotion campaign this week on Johnny Bragg's "It's Your Darling"... Johnny Bragg's "Juke Box Rock 'N Roll" Bragg was formerly lead singer with the Primitives and was last heard singing in The Big Four's "Lonely Avenue"... Jim W. Young, president of Excello and Norshoro, reports that previous to the actually show... Jimmy Reed's "Honky Tonk" has a lot of radio airplay and a couple of weeks ago with the Marigolds on the show... Phil Rose splintering the superaverage yells of his "Cindy" by Johnnie Martin on Billboard, breaking in at least a dozen territories and spreading like a brush fire... Richard "Open The Door, Stamps (WGSS-Chicago) in New York for business and vacation.

Only those records best suited for commercial use are reviewed by THE CASBOX

SHIRLEY & LEE

SOLOMON BURKE

SALYF-Et. Louis, bosed to town bellowing with all the distros... Mac McDermott, S.M. Distros, way up on pink clouds over "sensational" showing of their new release by Mitch Silverman... Pete's "Marty Was so ugly, when he was a child, that his mother took him everywhere with her just so she wouldn't have to kiss him goodbye,"... Rumors up... at least one song with some R&B flavor... Music from America, Inc., will enter into the competition... BUCK OWENS... "Oh, What A Night"... "No Man Walks Alone"... "Too Much Monkey Business"... "Blow-Wild-Deepest-Fontsaine"... "I Can't Quit You Baby"... "Kinky Boots"... tickets are now on sale... The VIP's of the West Coast are readying to see the show... "Blow-Wild-Deepest-Fontsaine"... Predictions are that this could be a big "in... Pappy Winstock of Prestige and Herb Barry of Savoy just missing one another as they visited local distros... The El Doradoes will play Hartford 9-29, 30... What's happening in the South is a mystery... and winter at The Regal... Otis Rush of "I Can't Quit You Baby" fame into Atlanta's Peacock Room, 9-14, for Roosevelt Johnson (Atlantic deejay)

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<table>
<thead>
<tr>
<th>W&amp;V's &quot;Jocko&quot; Using Rock 'n Roll To Guide Teeners</th>
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<tr>
<td>NEW YORK—&quot;Jocko&quot;, disk jockey in charge of the nightly &quot;1280 Rocket&quot; program on W&amp;V in New York (10:00 PM to Midnight) is setting out to prove that the traditional J's plus the 2 new ones, rock and roll, can add up to something worthwhile for everybody. Following is the text of the announcement he is making during each of his W&amp;V broadcasts:</td>
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<td>Friends, you all know the Ten Commandments—if not, you should be in Jail. My heart. Now, with school opening, we've got an extra five commandments that will hold you all to the same rules and problems and have more fun out of life. So, listen to Jocko's five extra commandments for all you folks going to school:</td>
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<tr>
<td>1) Attend all your classes regularly.</td>
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<td>2) Do your homework without fail every day.</td>
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<td>3) Help your folks with chores around the house.</td>
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<td>4) Your parents are good company—go places with them, as well as with your friends.</td>
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<td>5) Be home every night before this time tomorrow.</td>
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<tr>
<td>Got that? All members of Jocko's 1280 ROCKET fan club are expected to stick to this rule. This is the best school year for everybody since schools began!</td>
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<td>Parallel to the &quot;Five Extra Commandments&quot; Jocko's &quot;Go to church on Sunday&quot; campaign which is running simultaneously.</td>
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<td>&quot;Jocko&quot; (real name Douglass Henderson), holds a Bachelor's degree from Tuskegee Institute. The Dr. Elmer A. Henderson Elementary School in Baltimore is named after Dr. Henderson was Assistant Superintendent of that city's schools.</td>
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Joyce to Book Freed For Moving Pictures

First Deal Features Deejay Bill Haley 'Rhythm 'n Blues'

NEW YORK—Jolly Joyce, Jolly Joyce Agency, this week announced that he had signed Alan Freed, New York disk jockey, to an exclusive booking contract for moving pictures. Joyce's first deal for Freed was made with Sam Katzman of Colum- bia Pictures. It calls for a featured role in "Rhythm 'n Blues", a full length feature film which will begin shooting in Hollywood on September 17. Freed's role calls for him to be in Hollywood for two weeks.

Bill Haley and his Comets are the stars of "Rhythm 'n Blues". Joyce was the exclusive booking agent for Haley.

**THE HARPHTONES**

- "THAT'S THE WAY IT GOES" (Their First Release on the Rama Label) (Rama # 203)
- "R&B SLEEPER of the Week"
- "THE CONVENTION" (2:41) [Conrad BM—Brown, Carter]
- "JAY'S ROCK" (2:29) [Tollie BM—J. McNeely]

**THE DELEGATES / BIG JAY MCNEELY** (Vee-Jay 212)

- "The Cash Box"
- "R&B Sleeper of the Week"
- "That's the Way It Goes" (Rama #203)

**THE HARPHTONES**

- "That's the Way It Goes"
- "The Convention" (2:41)
- "Jay's Rock" (2:29)

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- "The Cash Box"
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**THE DELEGATES / BIG JAY MCNEELY**

- "The Cash Box"
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- "That's the Way It Goes" (Rama #203)
TUCSON, ARIZ. — Peggy Spotts (left) writer of both the music and lyrics of the Four Knights' wailing "You're A Honey," discusses the recording and the current trends in the music business with Ted Donay, popular KCNA disc jockey in Tucson, Arizona. Ted is referring to the information in The Cash Box. Peggy is presenting Ted with a copy of the Four Knights' Capitol platter.

"You're a honey," says Peggy, "for all the spins on the tune."

A Smash!
#5403
Ernie Freeman

"Spring Fever"
Imperial Records

THE NATION'S MOST COMPLETE ONE STOP
FREE TITLE STRIPS DEALING IN IMMEDIATE SHIPMENT 5c OVER RHYTHM AND BLUES - JAZZ - SPIRITUALS VIVIAN'S RECORD SHOPS
1373 E. 47th St., Chicago, Ill. ALL PHONES 8-8998

BOUND TO HIT!
First Reaction Indicates Big Sales Will Go In All Fields

JOHNNY BRAGG and THE MARIGOLDS
Sing A Great Ballad

"IT'S YOU DARLING, IT'S YOU"

"JUKE BOX ROCK 'N ROLL"
EXCELE 2091

EXCELECORE MUSIC
DISTRIBUTORS ORDERING IN "Hit Record" QUANTITIES
ORDER NOW WRITE WIRE PHONE
NASHBoro RECORD CO., INC.
177 3rd AVENUE
NAshville, TENN.
SHIPMENTS ALSO MADE FROM PLASTIC PRODUCTS Memphis, Tenn.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"MY NERVES"
Little Willie John
King 4960

"BILLY'S BLUES"
Billy Stewart
Chess 1625

"SOFT WINDS"
Dinah Washington
Mercury 70906

Welk Radio Show For Syndication

NEW YORK—"The Lawrence Welk Library," a complete and coordinated transcription package for radio stations, has just been produced by Standard Radio and will be ready for syndication within two weeks.

The package contains several hundred musical selections representing the best of Welk's repertoire and features the talents of all the Welk vocalists and solo performers. Special theme material and Welk's own voiced introductions are provided, along with a production manual containing biographical material, cross-indexing and almost two hundred different program formats.

Milton Blink, president of Standard Radio, announced from Chicago: "Our new package is extremely timely in view of Welk's continually mounting popularity, his record breaking box-office in the nine-day whirlwind tour, now in progress, and the recent announcement of Dodge's sponsorship of a second weekly TV show. We are presently negotiating with the Dodge Dealer Association covering some sections of the country, but wherever available, we will offer this library to individual station markets."

Standard's manager, Olga Bloom, is attending the NARFT district meetings at Minneapolis, Salt Lake City, San Francisco and Oklahoma City as a starting gun to acquaint radio broadcasters with the new release.

OTIS RUSH
"I CAN'T QUIT YOU BABY"
COBRA 5000

Still Riding High
"A Casual Look"

"Teen Age Promise"
The Six Teens
Flip # 315
Flip Records, Inc.
618 South Ridgecliff Drive
Los Angeles 36, California

"Another Dot Smashes!"
"THE GREEN DOOR"
JIM LOWE
Dot # 15486

Sunset & Vite Records, Inc.
Hollywood, Calif.

COBRA RECORD CORP.
2654 W. ROOSEVELT
CHICAGO 12, ILL.
(All Places: Nevada 8-2130)

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

www.americanradiohistory.com
R & Reviews

A  AWARD & SLEEPER  B  VERY GOOD  C  FAIR  B+  EXCELLENT  C+  GOOD  MEDIOCRE

The Cash Box Award o’ the Week

"HONEY CHILE" (1:55)  [Elvis—Jennings, Barlow]
FATS DOMINO

"BLUEBERRY HILL" (Chappell—ASCAP—Lewis, Stock, Rose)

"SHARE" (2:27)  [Kahl BMI—Reid, Abrams]
FRANKIE LYMON & THE TEENAGERS

"THE ABC’S OF LOVE" (2:29)  [Kahl BMI—Goldner, Barrett]

O Fat Domino and Frankie Lymon (Teenagers) issue new platters this week. Both are originally r & b talent and their sales potential is double-A. In this market, however, due to their sensational successes in the pop field their records have bagged the top pop places. See pop section this week.

"LONELY AVENUE" (2:38)  [Progressive BMI—Doc Pomus]

RAY CHARLES (Atlantic 1108)

O Ray Charles has another two sided zinger, "Lonely Avenue" and "Leave My Woman Alone," that should put the man right back into the top spots in the charts. We lean it to "Lone Avenue," an unusual slow stuccato beat item that is a certain attention getter. Charles punctuates each word and lends it his wailing best. This deck is one that will move up steadily. The flip, "Leave My Woman Alone," is a quick best bonzer that is a solid sales item. Charles rips right into it and an infectious rock is the result. Stay away from his woman is the gist of the theme, and a couple of clever lines give this song a real lift. It is an exciting deck that might, in the long run, take the play away from "Avenue"—however, we like "Lonely Avenue,"

The Flairs  (ABC Paramount 9740)

B+ "ALADDIN’S LAMP" (2:30)  [Panther ASCAP—Ram] The Flairs drift through a mellow love ballad with a pop treatment. Delightful presentation that falls pleasingly on the ears. Strong performance of a strong tune.

B + "STEPFIN’ OUT" (2:30)  [Personality BMI—Gunter] The Flairs change pace on the flip, rocking out a quick beat jump. Deep voiced lead gives the deck a good sound. Driving backing on the also pop arranged item.

The Duponts  (Winley 212)

B+ "YOU" (2:12)  [BMI—Winley] The Duponts work their way through a slow beat love ballad, group treatment with the item with pleating results. Lead is the Frankie Lymon type.

C + "MUST BE FALLING IN LOVE" (2:12)  [BMI—Gouldine, Winley] Mow Teenager-Lymon stylized S 5 Duponts dish up a rocking quick beat.

Oscar Black/Sue Allen  (Groove 4G-0168)

B+ "TROUBLE EACH HEART" (Some Tears Must Fall) (2:45)  [Raleigh BMI—White, Brown] Oscar Black wonders why we must have unkindness. This particular hit of misfortune is a happy love affair. Middle beat rhythm ditty well chanted. Strong deck.

B+ "IF I CRY TOMORROW" (2:14)  [Raleigh BMI—White, Brown] Another middle beat blues projected with a strong vocal. Good reading and good tune. Two better than fair sales.

Young Lads  (Salt 101)

B+ "I'M IN LOVE" (2:30)  [Flame BMI—Coo] Young love rears its head on this deck as the Young Lads rock out a swingy quick beat boomer. Lead sounds like another diaper entry. Hard hitting ork backng.

B+ "MOONLIGHT" (2:33)  [Flame BMI—Cooper] The Lads offer a slow pop tune in a ballad in tender fashion. Pleasant listening.

Rudy Green  (ABC 2090)

B+ "TEENY WEENY BABY" (2:19)  [Excellor BMI—R. Green] Stoolie for the week with an upbeat quick beat rocking item—with a vigorous vocal and simple hand bookin.

B+ "QUEEN PERLIE" (2:44)  [Excellor BMI—R. Green] charted a week back and is still movin' along. Strong deck that could grab off a piece of action.

The Concord  (cove 101)

B+ "SATISFIED WITH ROCK ’N ROLL" (2:58)  [Angel BMI—Korneary, Wines] The Concord rock out a quick beat jump with an enthusiastic reading and driving ork. This is a hard hitting lindy wax.

B+ "I'LL ALWAYS SAY PLEASE" (2:34)  [Angel BMI—Korneary, Wines] The Concords lift show on a soft love number in an delightful manner and it is just the item. Most recent groups have been forfegone and it sounds almost new again. Like it.

The Crescendos  (Atlantic 3509)

B+ "DOORS KEEPERS" (2:30)  [Tiger BMI—Leiber, Stoller] The Crescendos make their bow on Atlantic with a slow, beautiful ballad, done in a manner reminiscent of Bill Kenny. The sound of the group is not like that of the Ink Spots, yet the lead bears a resemblance to Kenny. Dreamy.

B+ "SWEET DREAMS" (2:05)  [BMI—Leiber, Stoller] The Crescendos get behind a quick beat ditty and give it a novelty reading that speaks highly of the expert team-work of the group. Good arrangement. Like this deck.

Shirley Gunter  (Madison 1001)

B+ "FORTUNITE IN LOVE" (2:20)  [Modular BMI—Gunter] Shirley Gunter and The Flairs rock out a happy rocker extolling the value of love ever so enthusiastically. Strong deck.

B+ "I JUST GOT RID OF A HEARTACHE" (2:45)  [Antler BMI—Wimmer, Crane, Paul] Miss Gunter backs with a slow paced blues ballad boniter. It is the story of a unrequited love, The thrust wails impressively.

Marvin & Johnny  (Aladdin 3335)


Paul Perryman  (Deke 3004)

B+ "THE YYING NO" (2:28)  [Lon BMI—Perryman, Robey] Paul Perryman sings a slow beat southern blues with a rhythmic connection. Perryman begs his "baby" not to go. His wailing is effective and the wax turns out to be good down home material.

B+ "JUST TO HOLD MY HAND" (2:11)  [Lon BMI—Perryman, Robey] Similar comments on a quick beat ditty.

Earl Connelly King  (King 1082)

O Earl Connelly King does his usual fine job of wailing on a slow beat blues. He’s in love and needs the love to carry him through when he’s in trouble. Solid effort that has every chance to make a big impression.

B+ "THEY TELL ME" (2:23)  [Jay & BMI—Cee Connelly] King offers a middle beat instrumental with a good sound. Also for the southern buyer, with a strong appeal for any market.

Eddie Taylor  (Vee-Joy 206)

O "(I Wish You) THE VERY BEST LUCK IN THE WORLD" (2:15)  [Hallmark ASCAP—Livingston, Hoffman] The Eonaires blend smoothly on a warm, infectious ballad. Bass lead handles the melodic entry with charm and infectious hook, a quality with strong commercial appeal. Watch it.

B+ "HEY BABY STOP" (2:15)  [Cah 1082] "I wish to you" for the week with a quick beat ditty. The Eonaires do a quick beat for the couple. Easy to listen to, but not outstanding.

Artie Wilkins  (States 240)

O "PLEASE COME BACK" (2:40)  [Dunclay BMI—Brower] Artie Wilkins sings a slow, rhythmic blues in which he begins to baby to come home. Wilkins handles it well and the deck has a pleasing quality.

B+ "LONELY PATRICIA" (2:35)  [Frederick BMI—Brown] Wilkins gives an exciting reading of a swingin’ quick beat novelty that stirs up the listener, it is engrossing cowop.

O "THEY TELL ME" 1  "I CALL ON YOU" 1  "ALADDIN’S LAMP" 1  "FORTUNE IN LOVE" 1  "THAT’S THE WAY TO WIN MY HEART" 1  "ANGEL FACE"

King 4959  Earl (Connelly) King

ABC Paramount 9740  The Flairs

Modern 1001  Shirley Gunter

Imperial 5405  The Spiders

Tetra Records 4444  The Neons

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**The Cash Box**

**R & B Reviews**

**A** AWARD & SLEEPER  **B** EXCELLENT  **C** GOOD  **D** FAIR  **E** MEDIocre

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**The Cash Box**

**R & B Sleeper of the Week**

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**"I MISS YOU JIMMY" (2:35)**

(Eden BM—Clode Ott, Bill Henry)

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**"IF YOU WANT TO BE MY BABY" (2:14)**

(Overtones—Jim Wurfe, Watts)

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**VARETTA DILLARD**

(Groove 4G-0167)

- Vareetta Dillard had her biggest hit in recent years with her "Johnny Has Gone," following the death of Johnny Ace. Her newest is another along this line, with the current title being, Jimmy Dean, the subject. Vareetta sings a slow ballad, lifting melody, with a haunting quality. With everything associated with Dean a hit today, this deck should take off on exposure. The lead id, "If You Want To Be My Baby," is a middle beat bouncer-rocked by Miss Dillard. It's a happy, jaunty ditty and Vareetta Dillard makes it zingy listening. For the big side it will be "I Miss You Jimmy."

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**"DON'T MIND DYIN'" (1:57)**

[Al Curry, Andrews]

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**"LOVE TRAIN" (2:21)**

(The Jhayhawks)

**THE JAYHAWKS**

(Flash 111)

- The Jhayhawks follow their big hit, "Stranded In The Jungle," with another novelty item. "Don't Mind Dying" that is a little too getty in its treatment and lyric. It is handled with a slow ballad-sounding song treatment that was used in "Stranded" and its subject is certainly different. Instead of entreaties and blandishments, this character tells his "babe" if she treats him wrong—I know you don't mind dying." Friendly cues, isn't he? The flip, "Love Train," is a slow beat bouncer with a romantic lyric.

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**"NO MAN WALKS ALONE" (2:23)**

[Bess BM—Horton, La Verne, Biggs]

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**"WALKING IN A DREAM" (2:21)**

[Bess BM—Burke, Williams, Biggs]

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**SOLOMON BURKE**

(Apollo 6800)

- Solomon Burke, sixteen-yearold youngster, who has had several impressive releases on Apollo, turns in two magnificent performances on this latest record, "No Man Walks Alone" and "Walking In A Dream." The teener with the Hamilton-Hillbilly type voice hands the two items with delicate shadings, warm and emotionalisms that belle his years. Included, of course, are several vocal gimmicks that could make him the teen's delight. This could be a side hit. Watch "Walking In A Dream" and "No Man Walks Alone."

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**BOBBIE AND RONALD**

(King 4961)

- "YOU'RE MINE OH MINE!" (2:15) [Jay & Cee BM—Eddie Cooley] Bobbie and Ronald team up for an infectious sound and they bounce out the middle beat rhythm romance with a cute feeling. Happy little ditty.

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**THE NEONS**

(Tetra 4444)

- "ANGLER FACE" (2:11) [Tetra Music BM—Bruce, Virgini, Pearl] The Neons make their debut with a quick beat bawdy blues, that has already created excitement in the New York, Philly, Newark areas and throughout the local territories. The group chants the romantic story with a rockin' treatment.

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**C +"KISS ME QUICKLY" (2:20)**

[Tetra Music BM—Bruce, Vigrani, Pearl] Another romantic novelty quick beat that comes off a light and airy effort.

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**Territorial Tips**

**The Cash Box Territory Tip chart highlights Rhythm and Blue records showing regional action, which have not yet appeared in the national top 15.**

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**"It's What's in THE CASH BOX That Counts"**
HALIFAX, CANADA—Hank Snow gets together with two of the men who helped him on to fame and success as a singer and RCA Victor recording artist. The occasion was a party given in honor of Hank, his wife, Min, and son, Jimmie Rodgers Snow, by RCA Victor officials in Canada recently. To the left is Major W. Coates Barrett who, as manager of Radio Station CHNS in Halifax, Nova Scotia, gave Hank his first break on the air.

On Hank’s right is C. Bowers, the man who started the ball rolling, record-wise, in Canada. It was Bowers who became the familiar “man with the records under his arm”, as he veritably patrolled Halifax with Hank Snow records.

THEY STARTED IT

BABY; JUST AS LONG AS YOU
LOVE ME; BLACKBOARD
OF MY HEART; TRYIN’ TO FOR-
GET THE BLUES; YOU GONNA BE
MY BABY.
The Country's Best!

Louise Duncan Gossip
Wherever You Are
record #3524

Perkin' Husky
Nothing Looks as Good as You Waiting
record #3552

Sonnny James
The Cat Came Back
Hello Old Broken Heart
record #3542

Jean Shepard
Just Give Me Love
Thank You Just the Same
record #3514

Hank Thompson
It Makes No Difference Now
Taking My Chances
record #3536

Speedy West with Jimmy Bryant
Water Baby Blues
Sand Canyon Swing
record #3537

Attention: Please address any information concerning Country music and talent to Iras Howard, Country Editor, The Cash Box, 26 West 47th Street, New York 36, N.Y.

"It's What's in THE CASH BOX That Counts"
From Mac Boren Axton, Personal Grgr, for "The Singing Ranger", Hank Snow, comes word that he’ll be spending the next few weeks in Hollywood and that he and his Rainbow Ranch Boys appeared with the "Town Hall Party" in Los Angeles, on Sept. 1st and in Compton with the Town Hall "Ranch Party" on the 2nd and 3rd. On the 4th, the group is scheduled to tour Professor A. V. Bamford beginning in Milwaukee, Wis., and including such cities as Dayton, Columbus and Youngstown, Ohio, before ending up in Charleston, W. Va., Pittsburgh, Pa., Rochester, N. Y., Burlington, Vt. Ranger and Portland, Me., and Worcester, Springfield and Boston, Mass. The group, Ohio, originally came from Hank Locklin, The Belief Twins, and Lafawn Paul, Owner of the show is talent to the record, Bob Monahan and Johnny Hicks, co-producer and to Ed Watt handles all bookings and Lester Tucker handles the road tours. Joe "Cannonball" Lewis, formerly with MGM, is now negotiating with several record companies. Joe is the writer of Hank’s current Columbia waxing of "Before I Met You". The tune was recorded by Leon Williams. (Hey, I’m just raving high on the charts with his potent vocal offering of "Conscience, I’m Guilty" and with his beautiful instrumental work, along with Chet Atkins, on the pop-country "Reminiscing" and "New Spanish Two Step".

Kitty Wells and her tremendously talented family, consisting of bubbly Johnnie Wright of the Johnnie & Jack duo, daughter Ruby Wells and son Bobby Wright, took the spotlight in Ben A. Green’s "It Happened At The Grand Ole Opry" article appearing in the September 1st issue of Billboard. Also featured were the bachelor "Darlings Of The Midwest Fair Circuit", The Wilburn Brothers (Doyle & Teddy), femme singing-deejay from WYMI-Biloxi, Miss., Ann Raye and Jean Chapel, who recently turned in a great job in New York at the Alan Freed-Rock ‘n Roll Show at the Brooklyn Paramount.

Don Richardson tells us that when the "Ozark" Jubilee makes its big move to Thursday nights on Oct. 4, Tex Ritter will appear as special guest. Tex was selected for the occasion because music industry sources indicate that he has been the most popular guest in the "Jubilee’s" 20-month history.

Decca officials will be on hand for the "premiere", presenting Red Foley with a gold record, symbol of the highest achievement in the recording industry, honoring "Tennessee Waltz", Foley’s first Decca recording. "Tennessee Waltz" is the best selling inspirational record of all time to exceed the million mark in sales. On the same evening, Red will also receive the remembrance of the song, waxed recently in New York with the Jack Pleis orchestra and chorus as part of a soon-to-be-released album.

Director of Public Relations, James P. Coleman, advises the Top Talent. Inc., is busy planning for the move into their new quarters in Springfield’s KGW building. Dottie Sills is reported to have done real fine guesting on Red Wagon’s "Jubilee" show.

Bob Stanley, Downbeat Records star recently returned from a Northwest tour where he was guest star on Cousin Jethro’s Television show and was featured guest on The Red Butler "Kern County Country" show. Bob’s latest Downbeat release "Your Troubled Ways" and "Look What You Did To Tennessee" are doing well on a big play from C & W deejays across the country.

After airing over KKLX, Passadena for the past nine months, O.J. & Downtown have started a new show over station KRRD, Los Angeles. Latest station recently went to an exclusive Country and Western Music format.

Johnny Cash has just finished a series of dates in Canada and returned home for a few days before beginning another tour set by Bob Neal of "Stars, Inc." and A. V. Bamford of North Hollywood, Calif. The tour will include a talent package which consists of: Cash, Faron Young, Sonny James, Johnny Horton, Roy Orbison & The Teen Kings, and Charlie Arthur.

Eddy Bond’s latest Mercury waffle is keeping him busy with appearances these days. The recent, "Eenie Bonnie" and "Hanky, Baby, Baby", according to Neal, is one of Eddy’s best to date. . . Warren Smith, Sun artist, is currently working dates in the Tennessee-Mississippi area. Rolling Stones, Bob Stanley, the label’s anemic office manager Marie Keisker.

Bill Carter, KBOX & KSTN-Moderate & Stockton, Calif, writes that his KBOX "Kibby’s Party" morning show on KBGM-Coaxes, Calif, recently had one day last week to hear Bill and his Hometown Boys on their way to San Francisco and link to their plays. Carter had been in town the night before and was almost surprised to see something coming. 22-year-old, "Little" Jimmy Baker, who stands 225 lbs, has joined Carter’s band as bass fiddler. Baker, who hails from Sullivan County, Tenn., and the Oklahoma Stringbusters. Another member from that group, now with Carter’s crew, is steel guitarist Steve McMurre."

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**Country Reviews**

**BULLSEYE**

**THE CASH BOX**

HANK WILLIAMS (MGM 12332; K12332)

**B + HEART** (2:04) [Millene A. S. Cap-Jenkins] Country blues at its best, and once again the diakery releases another one of the seemingly never-ending supply of Hank's hits. This one is a middle beat lover's ballad that the singer masterfully 

SINGING WATERFALL (2:09) [Acuff-Rose BMI—Bill Williams] Here again, Hank Thompson, whose disks always mean splendid listening and programming as well as money in the pockets of opps and dealers alike, follows up his recent chart-topping "Blackboard Of My Heart," with two more potent efforts, either of which can bust into the top ten. On one end, the chanter has decided to "gamble on a new love" as he waxes a middle beat ballad tagged "Making My Changes." On the flipside, Thompson tries to shrug off his romantic failure by saying "It Makes No Difference Now." His Ernies Valley Boys effectively showcase the polished song stylist on both ends of this two-sided ticket.

**LEE MOORE & JUANITA** (Cross Country 528; G-528)

"THE LOVE YOU PLANTED IN MY HEART" (2:58) [Peer Int'l BMI—Peters, Dixon] Lee Moore and Juanita take hold of a heartwarming piece of material and wrap it up in most attractive dust fashion. A lovely, moderate paced piece that deserves close attention. Watch it.

"WHEN MY BLUE MOON TURNS TO GOLD" (2:30) [Peer Int'l BMI—Walker & Sullivan] Here too, the artists pleasantly combine their vocal talents as they softly spin a slightly up tempo sentimental affair.

**PETE HUNTER** (MGM 12326; K12326)

"YOU AIN'T GOT NO RIGHT" (2:25) [Acuff-Rose BMI—Hunter] Pete Hunter sings softly and simply with polish, that's his way. This one crosses in effective manner on this slower beat love's tale.

"I'M SO TIRED!" (2:50) [Acuff-Rose BMI—Hunter] Here again, Hunter proves that he can write a tear-jerking tune; he's the master of the genre.

**DON DENO & RED SMILEY** (King 4962; 45-4962)

"TIRUEL LOVE" (2:39) [Lois BMI—R. Smiley] The fine vocal stylings of Don Reno and Red Smiley make this a winner. Material delivered at a brisk pace. Excellent assist by the Tennessee Cupuats.

"SCRATCHIN' STOMP" (2:29) [Lois BMI—Don Reno] The crew demonstrates its stellar instrumental talents as they fiddle along at top speed on this 'pure country' waxing.

**LEFTY FRIZZELL** (Columbia 21554; 4-21554)

"HEART'S HIGHWAY" (2:20) [Golden West BMI—J. E. Johnson, A. Harper] A symbolic, middle beat lover's lament is delivered with great depth and sincerity by the distinctive tones of Lefty Frizzell.

"I'M A BOY LEFT ALONE" (2:29) [Golden West BMI—Peboshoff, G. Miller] On the reverse portion Frizzell turns in another outstanding performance on a slow paced heartbreaker. Two mighty strong showings, either of which can take off.

**SONS OF THE PIONEERS** (RCA Victor 20-4655; 47-4655)

"TIN N E" (2:18) [Gavotta BMI—A. Spence] A captivating, change of pace, up tempo novelty by the little guy, with the big voice, that's out in sparkling style. Real inviting lyrics.

**MARTHA LYNN** (RCA Victor 6644; 47-6644)

"I CAN'T LIVE WITHOUT LOVE" (2:19) [Valley BMI—D. Gable] Martha Lynn displays her first quality vocal talents as she impressively renders this lovely, middle tempo romantic item. A deck to watch.

"I'M WILLING TO TRY" (2:22) [Bub American BMI—Lee] On the lower end the chipper tenderly waxes a tear-compelling, moderate paced lover's tale. Good two-sider.

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**Jim Reeves**

"MOTHER OF A HONKY TONK GIRL"

Sung by CAROL JOHNSON

Tannen Music Co.

**ACCORDING TO MY HEART**

Cedarwood Publ., Co.

20/47-6620

Reeves personal manager: HERBERT L. SHUCHER
613 Gibson Drive, Madison, Tenn.

Madison 7-2484

"It's What's In THE CASH BOX That Counts"
THE OBJECTIVE
Greater operating profits in every location

THE METHOD
Proper programming to provide "Music for everyone"

THE ANSWER
The Seeburg V-200...the World's First Dual Music System

The Seeburg V-200 merchandises music the modern way. The Dual Credit System permits programming singles (hit tunes) at one price and E. P.'s (standards and show tunes) at a proportionately higher price to compensate the operator for the additional time required to play E. P. records.

America's Finest and Most Complete Music Systems

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DEPENDABLE MUSIC SYSTEMS SINCE 1903
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Chicago 22, Illinois
NEW YORK—One of the arguments advanced by music operators against dime play is that the Tavern owners refuse to cooperate. Of all people contacted by the music operator, the tavern owner knows best that prices on all products have increased greatly over the years—and that music from the juke box is the only service being sold at the same price it was in 1934. Since August 15 of this year, tavern owners in this area have had another increase in the price of barrel beer. Most of the tavern owners will absorb the increase. Breweries claim that there is still enough profit left in the sale of a half-barrel to satisfy most tavern owners. However, this is a fine time to impress on these people the necessity of increasing their revenue, which a dime play phonio will unquestionably do. It's interesting to note that in 1934, the price of a half-barrel of beer was $7.55. This was sold at 10¢ for a fourteen or twelve-ounce glass, or in some places a nickel would buy an 8 ounce glass. Today, many tavern owners are charging 15 cents for a seven ounce glass. With the increase, a half-barrel of beer costs $14.24. As The Cash Box has been preaching over the years—everything being bought and sold in a Tavern has gone up—that is everything but nickel music. Isn't it about time this was changed to a dime?

CHICAGO—With the month of October designated as “National Restaurant Month,” it is interesting to note that the Chicago Restaurant Association reported this week that Chicago area commercial restaurants will do approximately a half billion dollars worth of business this year. The association, which numbers 800 members represented by some 2,500 local restaurants, said this was about a 7 per cent increase over last year. Donald F. Kiesau, association executive director, said that one of every four meals is eaten away from home and that 20¢ of every American food dollar is spent for meals consumed away from home. Operators should plan on capitalizing on the nearly $5,000,000 which will be spent to publicize “National Restaurant Month” for October, and work out some means with his locations of attracting the diners to give their establishment added play.

PAYERSON, N. J.—An “Inventor’s Show” will be held from Tuesday thru Saturday, October 23-27, in the large exhibition room of the Greater Paterson Chamber of Commerce, 211 Market Street, this city. It might be a good idea for coommon to drop in and look things over. Who knows where the next “hit” machine will come from?

It’s Here! Fall!
The time of year when folks come back from summer spots.
When the cities become lively again.
When people walk with a more springy, sprightly step in the cooler, winey air.

When leaves turn from varied greens to a myriad of beautiful yellows, golds, reds, browns.

When taverns and restaurants become crowded and waiters hustle happily to fill orders.
When the nighttime are busier than the summer daytimes.
When straw hats disappear.
When tans begin to fade.
When bathing suits and summer shorts are put away in moth balls.

It’s here! Fall!
The one season everyone in the industry so eagerly awaited.
The one season that lifts intake.
That brings bigger play action.

That speeds operators to change music programs.
That has games operators racing to deliver new equipment.
That causes vending machines to revive, revamp and renew merchandise.

That has a stimulating, great quality of pep and even eagerness in the actions of one and all in this industry.

The one season that brings new pep, new punch, new promotion, new ideas, new thoughts, new hope, new life to one and all engaged in the business of automatic music, automatic entertainment, automatic merchandising.

It’s here! Fall!

The one season where greater effort, proper promotion, effective stimulation, keen public relations, more intelligent, more diligent personal contact, more intense application to each individual location and more optimism will assure everyone the very greatest business boom of all time.
Believe Old Survey Figure of 550,000 Long Surpassed. Report Juke Box Biz Has Kept Step With Rise of Shopping Areas and General Retail Biz and Population Growth of the Nation.

The Cash Box to Again Survey the Field in an Effort to Obtain Closest, Most Correct Figure of Actual Number of Juke Boxes on Locations in the U.S.

CHICAGO—Reports being received give rise to the belief that, today, there are over 600,000 automatic music machines in operation in the U.S.A.

This is based on the constant growth of the juke box industry ever since the former survey made by The Cash Box which, at the time, some six or seven years ago, indicated there were about 560,000 juke boxes of all types on locations in the U.S.

Those men who have been covering the nation by constantly traveling from state to state claim that this old survey figure has been surpassed.

In fact, these men are of the belief that the figure is nearer to 700,000 juke boxes, but, for the sake of conservatism and because of constant change, agree to a figure of "better" than 600,000 juke boxes in the nation.

Such a figure would be in keeping with the increase in retail businesses these past six years throughout the country. It would also be in keeping with the figure of 185,000,000 population of the United States.

If the population figure is correct then the figure of 600,000 juke boxes would indicate that there is one juke box on location for every 280 people in the U.S.

In short, the figure of one juke box to every 280 people, makes this a very tight type of operation. The Juke box operator is dependent on a goodly number of continuing sales to be assured of a decent profit return on his investment.

Of course, and as is well known, there are profitable juke boxes with only 30 or 40 players and there are unprofitable juke boxes with 300 to 500 players.

The figures then, based on national population, can't be used as any definite indication of whether or not it is profitable to operate one juke box for every 280 people.

What does create the possibility of the 600,000 figure being factual has been the constantly growing sales of new juke boxes since the post-war period. There have been some remarkable production years.

All this considered, plus the fact that many, many operators are retaining the very first juke boxes they purchased immediately after post-war production get under way, makes this figure a definite possibility.

It is well known that there are far over 100,000 phonographs of early post-war vintage, eight and even ten years old, still on locations in the U.S. There is a definite drive under way in many areas by noted distributors in an effort to get these out of locations.

In the meantime, The Cash Box cannot definitely or factually assume that there are or are not more than 600,000 juke boxes on locations in the U.S. at this time, without proof of a very authentic nature.

To obtain such proof, The Cash Box plans to again conduct a survey covering the 48 states, and attempt by such an extensive survey to learn just how many phonographs there actually are on locations in the U.S. at this time.

The last survey indicated that there were more than 550,000 automatic music instruments on location in the U.S. This included remoted music, hidden installations, telephone music shells, and every other method for serving the public music for coin.

It is well known that there are very few telephone music studios left. Also few hidden installations. The growth of the juke box itself is what is most important.

The men who claim there are, today, more than 600,000 juke boxes on location in the U.S., base their claim on retail location growth, population growth, shopping areas and such other growth factors with which, they claim, the juke box industry has kept step.

It is completely plausible that every 280 people in the U.S. can profitably support a single juke box. It is just as highly plausible that only 20 or 30 people can make any single juke box profitable to operate provided, of course, that these 20 or 30 people are above average juke box players.

The survey to be conducted will be among the men who operate the juke boxes throughout the nation. It will also have to depend upon their estimations of the number of juke boxes of all kinds in their local areas.

When the figures are completely analyzed then, and only then, will the industry know just how great was its growth and whether, at the same time, this growth is in keeping with the general rise in population and in retail outlets.

Ops Urge Chi Convention For Music and Games Mfrs.

CHICAGO—Since appearance of reports here, regarding the fact that there is a demand from everywhere in the country for a general convention to be held in this city, many have advised that this be urged on the music and games manufacturers.

As one noted up stated, "It's about time that the manufacturers of games and juke boxes get together once a while and arranged for a convention to be held in Chicago sometime in January or February of 1957."

"Even if the manufacturers just get together for the convention only," he continued, "this would prove tre- mendously worthwhile to all in the industry."

"The men can get together again and discuss various ideas and methods they are using and, thereby, learn something from each other.

"At the same time," he says, "it will inject the pep necessary to help the industry go ahead faster and better than ever."

"The manufacturers should most definitely get together," he concludes, "for a combined convention would be of tremendous value to them as well as to all the operators, jobbers and distributors."

Others have come forth with similar suggestions that this publication continue to report the need for a larger, combined exhibit of both the games and music manufacturers.

One supplier stated, "If the games and music manufacturers get together into a convention, we'll all profit."

"What's more," he stated, "those who want meetings can have them.

But," he pointed out, "we, the men who display and actually pay the freight for such exhibitions, will be able to do business right along all during the show."

"Some are of the opinion that the time is long overdue for a convention to be held in Chicago."

"After all," one man says, "we're all very well acquainted with the fact that operators today operate almost everything that their locations want."

"Personally," he says, "like many, many others, the major share of my operation is music and games."

"Why shouldn't the music and games manufacturers get together? They know this to be true. They should, at least once during the year, hold a show where we can meet and talk with them and learn what's what for the year to come."

"I, too," he says, "would like to see a convention right at the beginning of the year so that we could all plan ahead."

www.americanradiohistory.com
Wurlitzer Execs Hold Chicago Regional Meet

Chicago is First Stop of Six City Regional Meetings With Wurlitzer Execs, District Mgrs. and Dists. Fly on to New York, Atlanta, Dallas, Los Angeles, San Francisco. Report Sales Action Outstanding

Chicago—Bob Bear, A. D. Palmer, and Al Dietrich of The Rudolph Wurlitzer Company, North Tenawanda, N. Y., made this city their first stop of a six-city sales tour.

In each of the following five cities, New York, Atlanta, Dallas, Los Angeles and San Francisco, the trio will meet with their district managers and distributors in the areas surrounding each of these cities.

Meetings are in open forum fashion with suggestions for business being offered by distributors and district managers as well as by the trio of executives from the Wurlitzer factory.

Their first regional meeting here in Chicago, according to A. D. Palmer, resulted in reports of outstanding sales action for the firm’s current “1900” and “2000” model phonographs.

“Not only are the district managers and distributors tremendously enthused over the sales action which is well under way for our ‘1900’ and ‘2000’ model phonographs,” reported Palmer, “but are going all-out to make this the greatest of Wurlitzer years.”

Bob Bear, sales manager, is more enthusiastic than ever due to the fine reports he received at this first meeting.

He informed his distributors that the 200-package Wall Box, model “2526” is now leaving the factory in quantity, and that those operators who were anxiously awaiting them can now start out setting up their locations.

The peg and energetically territorial drive”, he stated, “is being shown by our district managers and regional distributors from all over the midwest area convinces me that we are one of the best in the years in our history.

“The suggestions that were made were truly marvelous. From every standpoint”, Bear continued, “this representation has started us off on what we now believe will prove the greatest series of meets we have ever held.

Cigarette Vendors Assoc. Unanimously Pass Resolution Commending Roy Small

DETROIT, MICH.—At their meeting, Wednesday evening, September 12, the United Vendors Association of Michigan passed a resolution whereby they went on record to commend Roy Small, conciliator and public relations counselor of United Music Operators of Michigan, for his efforts in behalf of all the state’s operators to obtain more favorable licensing legislation.

This is considered an outstanding commentary of support viewed by the fact that this association concerns itself exclusively with cigarette and other types of vending machines. It has nothing to do with automatic musical instruments.

Small was again commended by his own organization on Monday, September 10, when the Board of Directors in their afternoon meeting, and the entire UMOM that same evening, passed resolutions thanking him for the great work he is doing in behalf of Michigan’s operators where license taxation is concerned.

The UMOM also agreed to enter into any “National Tex Council” which would come into being, as suggested for many years by The Cash Box, and to lend such an organization the services of their conciliator, Roy Small.
"The Magician"

By BILL GERSH

"Shake, partner", Costo huskily stated, "we're on our way to the top or I'll drop you off here and get the beer!"

So they had a drink on their newly formed partnership and the went over to the firm to see the telegrapher join them in celebration.

"Boys", Jack said, "consider this your final furlough. It's yours as long as Jack lives."

"What's that, pretty boy? Think you've a perfect team. Together you'll pull your way right to the top."

As they said, the men went by, Cosmo and Ike were on their way to the top, but definitely on their way to the top.

Cosmo obtained location after location. Just stepping up to a bar or a counter with business cards, entertaining the location owner and all others present with his beguiling sorcery, this magician soon won the confidence of the firm.

After just a few weeks, they had gone by, little Cosmo the conjurer and big, husky, Ike, sat in their new and very impressively furnished offices having a drink together.

"Cosmo", asked, "do you know we're well on our way to becoming very rich men?"

"Well, Ike", answered Cosmo, "I had an idea we were doing alright, but I've been so long out of the news, the new locations, I haven't had time to even love the business."

"That's great, Cosmo", stated Ike, "keep on being busy. But, Cosmo", he added, "I got a little bonus surprise for both of us today."

He reached into his vest, picked up an envelope, extracted two checks and handed one to Cosmo.

Cosmo opened it and looked at it.

"Wow", he exclaimed, "can we afford to take this from the business, Ike?", he asked, adding, "I've never held that much money in my hand at any one time in my life."

Ike turned his handiwork, bowing, laughing.

"Cosmo", he said, "you should pay more attention to the account of the accountant gives you at the end of the month, little Cosmo."

So, the men had gone by, and the accountant gave them a bonus surprise for both of them. They were just to make sure he wasn't dreaming.

That night was the first time I've had a good haircut and a bountiful dinner. I was so happy, in my..."
Wurlitzer “Centennial” Guests Enjoy Themselves At Niagara Falls And At Cocktail Party

NORTH TONAWANDA, N. Y.—For the past two issues The Cash Box has brought its readers the highlights of the “Centennial” celebration, held here on Thursday, Friday and Saturday, August 21, 22 and 23 by the Rudolph Wurlitzer Company, this city, in both words and pictures. With this week’s issue we now complete the report.

Pictured on this page are photos showing Wurlitzer guests at Niagara Falls (American side), and at the cocktail party, held prior to the big fandango at the Statler Hotel.

Referring to the trip to Niagara Falls, A. D. Palmer, Jr., said (with tongue-in-cheek), “It is an improvement program which has just a little over a year ago just for Wurlitzer guests, the view of the Falls was the best for this 100th Anniversary celebration of Wurlitzer. This improvement program allowed Wurlitzer guests a more intimate view of the Falls which was never before possible.”

Meeting Dates

Music Operators’ Associations

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

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

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

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.

23—Amusement Machine Assoc. Of Philadelphia
Place: Latin Casino, Philadelphia, Pa. (Banquet)

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

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

Oct. 1—California Music Merchants’ Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.

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

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

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

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

8—Tri-County Juke Box Operators’ Assn.
Place: Elum Music Office, Massillon, Ohio

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

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

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

Place: Bencofield Hotel, Boston, Mass.

17—New York State Operators’ Guild
Place: Palatine Hotel, Newburgh, N. Y.

20—Kansas Music Association
Place: Wareham Hotel, Manhattan, Kan.

Nov. 17—New York State Operators Guild
Place: U. S. Hotel Thayer, West Point, N. Y.
Annual Dinner Dance: Cocktails—6:30; Dinner—7:30; Dancing—9:30.

Attention: Operators’ Associations

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

BINGHAMTON, N. Y. — Bob Charles, head of the Binghamton Amusement Machine Company, this city, has brought the coin machine a great deal of good-will over the past years thru his efforts in working with the youth in his area.

He has sponsored "Little League" baseball teams, and this year has been acting as president of an eight-team league.

Pictured herewith are the youngsters selected to the "All Star" team of the Little Chinango Valley League. Bob is standing in the third row with the dark glasses. His son, Bob Jr., quite a ball player, is kneeling in the first row, second from the right.

Fall activity getting underway with a bang at distrub's plants around the area. Demand for music continues to soar. New in-line games are big. Most distrubs report they are overstocked on late model merchandise. At present outlook for upcoming fall-winter biz looks terrific. Ed Ravely is on sales trip at Associated Amusements (Rock-Ola) and Dick Mandell, gen. sales mgr., holding the fort. Al Levine, sales, cut ill this week. Plans being made for upcoming showing of Rock-Ola 200 selection photo, with invites going out to N. E. ops and the trade. At Si Redd's Redd Distributors (Wurlitzer), Bob Jones, sales mgr., says demand for Wurlitzer 200 selection photo is setting area on fire. "We've never enjoyed anything like this in over 10 years," he said. Firm is experiencing a tremendous backlog of foreign orders and ops are practically being beggled to turn in machines. ... Reports from ops using new Wurlitzer 200's are that they are taking in 20% to 40% in half dollars, says Si Redd. Some ops report takes in 50c pieces as high as 60c. Chicago Coin's live ball "Capri" expected in shorty at Redd's and appears to be headed for big things in N. E. area. Bally's "Congress" and "ABC" growing day after day with big demand. Bob Jones received a card from his parents this week noting their arrival in North Wales.

At Atlas Distributors (AMI), Louis and Barney Blatt report fall biz starting off in big way with orders pouring in. Road trips are being planned by Louis Blatt for the north country starting later this month. Demand for the new color engineered AMI is breaking records, Louis reported. At Tri-mount Automatic Sales Corp. (Seeburg), Irwin Margold says foreign shipments have reached a new high peak and demand for used equipment is at a all time high. On the local scene, Seeburg "V-200's" are going big throughout the territory and "Lord's Prayer" is still holding in the big winner classifications in all locations opened up while new ones are being opened up daily.

The Massachusetts Music Operators Association has announced the appointment of a new executive director, Jacob Levy, Boston attorney, who will also serve as legal counsel. Lucius Foster was the former executive director of the association. An organization session of the new Massachusetts Automatic Merchandising Council was held Tuesday, Sept. 11, at Hotel Kenmore. With more than 40 members ops in attendance, the council, with protect members against adverse taxes and discriminatory legislation, will be the ops' voice before legislative bodies and public officials, a forum for the discussion of common problems, will give ops an opportunity to exchange ideas, and will serve as a medium for the betterment of the industry. ... Ops visiting around the distrubs' plants this week included: Oscar Pratt, Joybar Amusement, Manchester, N. H.; Russ McMillan, Emanuel Enpanola, Lowell; Bill Hamel, Concord, N. H.; Ray Fain, Framingham; Sid Wolbars, Newton; Ray Shen, Worcester; Sol Robinson, Newton; Sol Taube, Manchester, N. H.; Martin (Oliver, Portland, Me.; Ed Dyer, Caribou, Me.; Elmer Laughton, York Beach, Me.; Al Delins, Hyannis; Ralph Lackey, West Roxbury; Bill Lang, Fairlee, Vt.; Connie Pocius, South Boston; Bill Arrison, Chester, Vt.; and David Hammett, Hyannis.

WANT TO BUY
LATE GOTTLIBE 5-BALLS
WILL PAY HIGHEST DOLLAR

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WORLD WIDE DISTRIBUTORS
2330 N. Western Ave., Chicago 47, Ill.
(All Phones: Eversiqe 4-2200)

MUSIC
10 SEEBUG V-200
Like New—Write—Call

Also In Stock:
SEEBUG 100 A-B-C-G-W-R
1400-1500A-1650-1800 and ROCK-OLA's and AMI's.

SPECIALS
10 United League Bowlers ....... $95
5 United Imperial ............... 90
5 United Royal ................. 80
Exhibit Spanish Pool ......... 100

ROUTE WANTED IN NEW ENGLAND
We have a customer who wants to pay CASH for a large route of Music and Games in H.E. Write or call Si Redd.

WANTED:
Will pay CASH $$$ for all models of used MUSIC MACHINES, KIDDIE RIDES, and late BALLY BINGO MACHINES!

Redd DISTRIBUTING CO.
298 Lincoln St., Allston 34, Mass.
Algonquin 4-4040

Exclusive distributors for
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

Through The Coin Chute
MONGU MURMURS

operators getting set for a big winter. Expect at least a 15% increase over last winter. Tourist here this past summer was reported to be 35% over the year previous. Ops all prepared, with most back from vacations. The switch to dice play is proceeding slowly, but surely. Once machines set at a dice, they stay that way. Report is that area is 90% to 95% 45 rpm equipment, which means very little old music machines around. ... Willie Levey postcards from Las Vegas—"Can't compare with Miami Beach." ... Ted Bush, Ozzie Truppman and Ken Willis of Bush Distributing, and music ops from the area who participated in the Wurlitzer "Centennial" celebration, can't stop raving about the tremendous affair. ... Willie (Little Napoleon) Blatt, a bachelor for a few weeks, with Sydney visiting in New York City, ... Eli Ross and Sam Taron anxiously awaiting the arrival of Rock-Ola's new 200 selection photo. ... AMOA making plans for its 6th Annual Dinner and Banquet to be held sometime in December. ... Joe Mangone spends so much time in Latin America, he's practically a stranger in his own office. ... Harry Steinberg building a new split level home in North Miami. ... Dave Friedman building another airconditioned office. ... All 200 selection photos being set here at dice play. ... Willie Blatt bought a 200 Scale route from J. G. Lovelady.

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

Distributors and operators looking forward to a bigger-and-better-than-ever season this fall with many operators planning to expand their routes. . . . The number of visitors to the 1956 State Fair of Texas which opens next month expected to be a million this year. . . . R.B. Martin, British orchestra leader, introduced his "Rainbow Night In London," album for Capitol records, in town for deejay and TV interviews. . . . Phil Weinberg, regional sales manager for Bully Manufacturing Company, left for the West Coast. . . . John Beard of Brownfield in town visiting and shopping the local market. . . . Other visitors included managers of coin-op sections of Norty's, a wonderful new carnival, new and his wife had visiting with Jan Peerce and his wife in Las Vegas where Jan is appearing at the Desert Inn. Ann Martinez believes that Bud Sharples has a comer with "Sadie's Shawl" on London.
Through The Coin Chute

Through The Coin Chute

As anticipated, this first full week of the Fall season saw considerable activity with the wholesalers. Colnrow had more visitors this week than they’ve had for many months. Every wholesaler of both new and reconditioned machines, games and music, reported booking more orders than at any time since the spring. Everyone pretty well has his hands tied to continuous action, with the possibility of setting new sales records.

Meyer Parkoff, Atlantic New York Corp., setting plans for a series of “Selects” this Fall for his weekly candy store clients, has taken on the nature of a refreshment counter, said Parkoff. Opening date to be set, but once classes start, they’ll be held every Monday evening, starting at 6:00 P.M. As usual, students will have coffee table and toppings on tap. The Seeburg regional representative, one proud pappy. His 15-year-old son, Bob, together with two other school mates from Manhattan High School, came away with first prize in the Ted Mack Amateur show three weeks ago. The boys have a Dixieland jazz group and call themselves “The Freshmen.” The group performed again this past week, and are now awaiting the results of the vote. Should they win this time, they’ll compete another coming Sunday. Another event to watch will be a big bargain held at Madison Square Garden to determine the final winner. Hymie and Harry Koeppel, Koeppel Distributing, look to the coming season with great glee. “If the balance of the Fall and Winter will be decided for the balance of this Fall on reconditioned music machines, we’re in for one of really tremendous seasons,” said Harry, “I’m with the French of that well-known operating firm of Farrel and French, on the street, buying music. Barney (Shug) Sugarman, Runyon Sales, back on the job after a week’s rest at the Concord Hotel in the Catskill Mts. For the first time in the Catskill Mts.”

“I just rested and relaxed. Boy, was I tired.” Molly and Nate spent their time on the golf course, and the non-stop Myron, bounced all over the place, making a million friends—of both sexes.

Alto the season is only getting under way, Joe Young of Young Distributors, is plenty excited. In early September will be the best in the business, he exudes. “The operators are really going for the Wurlitzer ‘2000’ in a big way.” Statement enthusiastically backed up by Irv Holzman and Abe Lipsky. Lipsky, by the way, another proud papa. Tells us about his son, Barry again will play regular on the Roosevelt High School football team. Alto has a Junior, and it seems the younger is going to be a halfback or tackle position. First game is with Peekskill High on Sept. 22, and papa Abe hopes the younger will be spotted as a halfback. “More glamorous” smiles Abe. Si Silverstein and Harry Rosenberg, Peekskill ops, on the street shopping. Nat Bensky, Westchester op, on coinrow, advising his colleagues to enter the coinrow game. On the West Coast, Las Vegas, Marvin zvon from his vacation. Looks great, and is ready for any action. Most of orders, at this time, are for export. Everyone in the industry is on the snub bin. In the coming months, the 27th Annual Banquet of the Amusement Machine Assn. of Philadelphia, will go on Sunday night, Sept. 30. The Young Distributors of Philadelphia has sponsored an event for the Philadelphia trade that’s ever run, says Joe Silverman. Wurlitzer execs, Bob Bear, A. D. Palmer and Al Dietrich conducted a regional meeting here on Thursday, Sept. 13. On hand were Joe Appel, Phila.; mole Lichtenstein; Charlie Winter, Baltimore; W. T. “Spuck” Crute, Charleston, W. Va.; Johnnie Billotta, Newark, N. Y.; Ken O’Conner, Richmond and Marvin Reif, Wilkes-Barre. The executive group of N. Y. included Joe Young, Irv Holzman and Abe Lipsky.

Recorded Music Service Assn.

To Hold 7th Annual Golf Tourney

And Banquet Thurs., Sept. 20

Recorded Music Service Assn. members are invited to attend the 7th Annual Golf Tournament and Banquet of the Recorded Music Service Association, being held on Thursday, September 20, at the Remington Country Club, 1305 North Colonial Drive, north west highway, this year. The day starts off early in the morning with golfing contests and a chance for top prize. After the golf, everyone will be served a sumptuous lunch. The afternoon will consist of a dance with music by Dan Bellino’s orchestra, and the appearance of a number of top recording artists.

Genco Appoints

2 New Distributs

PHIL LEVIN

CHICAGO—A complete turnover of music operators is expected to attend the 7th Annual Golf Tournament and Banquet of the Recorded Music Service Association, being held in Chicago on Thursday, September 20, at the Remington Country Club, 1305 North Colonial Drive, northwest highway, this year. The day starts off early in the morning with various golfing contests and a chance for top prize. After the golf, everyone will be served a sumptuous lunch. The afternoon will consist of a dance with music by Dan Bellino’s orchestra, and the appearance of a number of top recording artists.

Genco Appoints 2 New Distributors

CHICAGO—Genco Manufacturing & Sales Company, this city, announced the appointment of two distributors this week.

Both firms are well known and have outstanding sales organizations.

H. Z. Vending & Sales Company, Omaha, Nebraska, headed by the well known cigar smoking Hymie Zorinsky and son Eddie, take over the line for their territory.

Standard Automatic Machine Company, Little Rock, Arkansas, headed by Dan Levine, will contact the operators in his area.

Harold G. McGowan Dies

MIAMI, FLA.—Condolences are being offered to Managone of All Coin Machines, this city, on the death of his father, Harold G. McGowan, who died here on Monday, September 10. McGowan was associated with this distributing firm.

**“It’s What’s In The CASH BOX That Counts”**
The 5-States Convention to take place in Omaha, Sat. and Sun., Sept. 22 and 23, has gained more attention than any other such event held over many years. Noted MRs are sending sales reps. Bill Gersh, publisher of The Cash Box has been asked to speak. Distributors for leading Mfns have been called for new fight of all kinds they'd like to display. Perhaps, as some believe, this may lead to a large national convention. Many people will meet each other, can gain good attendance, but, in more economical, efficient and easier to have them all come to Chicago. Will meet and see what's new in one and the same time... Art Weinand of Williams, phones to report that Sam Stern, week-end in Hamburg, Germany, still has Switzerland, Italy, Belgium and Sweden to do. "Sam's doing a marvelous job," he said, "setting up the Wilbo distributing company upper Europe." Art intends to be in Omaha Sept. 22 and 23. Will have booth in connection with Hymie Zorinsky's

Bally's Bill O'Donnell, when the phone wasn't glued to his hand, entertained many a visitor this past week.

Paul Huebsch of Keene very busy conferring with ad agency readying campaign for firm's new 500-Cup hot coffee and chocolate drink vender. Joe Kuklin, from Long Island where he was helping with a new job. Roy McGinnis almost ready to move into his new home... Herb Jones advises Bally's current game, "Big Show", becoming a bigger show day by day... You'll all be greeted by a musical, litho voice when you phone Bally's. Friendly spirit of this entire organization is a reflection of Eddie and Maurice Ginsburg, Mrs. Ginsburg and Harold Schwartz... "Two weeks and four days to go," exclaimed Joel (Vim & Vigor) Stern, referring to a certain coming event. But World Wide's Al Stern merely smiles at son's exuberant enthusiasm... Len Miron locally takes phone calls, and Fred Shor checks off a truckload of equipment... Bally's Tom Callaghan away from his desk one day last week attending Police Chiefs' Convention, meeting old friends... Ronnie Schwartz, National Coin, reported for bowling games picking up and pool games reviving. Rock-Ola a bustling beehive of activity. Dave Rockola, Ed Rotaun, Wally, Wayne, Bill, and Kurt, up to hand to keep things humming... "Distributors all enthused," stated Bradfield, "over new '200,' anxious to get samples, and ready to present new phone to trade soon... Sam Kolber and Marvin Rosenstein marveling at First's fast, new switchboard recently installed.

Avron Ginsburg reported busy in Genoe's experimental room with Steve Kowert, chief engineer. Sales director Ralph Shephard, on business to south, calls in orders from a different city each day. All for more and more "State Fair," "Prolific" (writer that is) Al (W. H.) Warren phoned in following masterpieces: "Bikes are red and violets are blue... Cash Box, I do, I do..." Among the many United visitors entertained this past week by Bill DeSelm and Herb Ostenger were: Dave Liebling, Cleveland Coin, Irv Sandler, Des Moines, Lew Singer, Omaha. Jack (Joe) Macnicoll advises he is still in the throes of organizing... Dave and Nate Gottlieb were discussing the Sea Board, with the Williams and Larry, of Active Amusement, Phila. Alvin and Sol Gottlieb managed a few minutes away from their phones to keep an eye on workmen marking off the firm's two big parking lots... H. (Barney) Barnes, gen. agn., Standard-Harvard Metal Typers, recuperating in hospital of leg infection. "Contracted," claimed Jerry Kuklin. "From running to meet customers..."

Sam Wolberg of CH Coin took new sales rap Mort Secore along with him to introduce to the firm's many eastern distributors. Leaving Sam Ginsburg at the move working with Ed Levin. Report that the new 5-Ball "Capri" getting a fine reception, winning repeat orders from distributors. "Ops like our gorgeous cabinet," said Ed... Vince Shay, All-State man of many masterpieces in music with, "Everyth they sets up with...Wurlitzer's gift item to all who attended the great Centennial Celebration is a beautiful way to make memories alive. Many impressive specimens received. All distributors, ops and wives who were there still talk enthusiastically about the wonderful job they had...Empire's new, black, white, red, goody. Joe Robinsen cleaning his gun for duck hunting Oct. 1. Jack Burns finally broke that chain and took off for Michigan hunting up his neglected customers. Larry Hedstrom, on his promotion to sales rep...

Norton has an article in The Cash Box in connection with long-advocated "School for Mechanics." In those days of great need for all-around mechanics, some firms are said to offer low pay and long hours, recording one serviceman, he and others work 12 hours a day plus holidays. As a result, he says, machines are attracted to one shop...Fred Sinter, Johnson St., and Fred Sinter & Sons, Chicago, like mud while trucks line up to pick up shipments. He's doing it all himself this week while Jane recuperates from attack of pneumonia... John Frantz, "The Penny King," advises his "Challenger" and "Kicker & Catcher" games moving just fine. Most ops want those counter games in penny play," stated John... Merle Jordahl, salesman for R. F. Jones, Portland, Ore, says he never starts a road trip without the latest copy of The Cash Box for "easy and quick reference."

"It's Who's Who THE CASH BOX That Counts"


WORTH REPEATING: "A good scare is worth more to a man than advice."

WANTED: Seeburg B-C-G-R & V AMI Models E-F & G CASH WAITING!! WHITE! WIRE! PHONE! Empire COIN MACHINE EXCHANGE

101-14 MILWAUKEE AVE., CHICAGO 22, ILL. PHONE: EVERGLADE 4-2600 matic Music, Monroe, La., writes he already has a "Gold Coin Reward." Ed found a five-dollar gold piece, dated 1899, in one of his joke boxes. As exports boom, distributors finding it more and more difficult to buy equipment they need. World markets continue demand for late model phonos and games. Scarcity has permeated sales of older machines and pumped some prices on late machines... Ed Langan, formerly in record promotions, writes from Mansfield, O., to say, "During the course of calling on joke box operators I found that 4 out of 5 programmed with the help of The Cash Box... Mike Spanish and Phil Weisman of Automatic Phone units elected at success of their Chi AMI Service School showing of the new AMI model "G-200..." Help! Help! Howie Freer and wife looking all over north side for apartment, with parking within two blocks. Anyone finding this please contact The Cash Box.


WORTH REPEATING: "A good scare is worth more to a man than advice."
September 22, 1956

**THANK YOU**

For Your
RECORD-BREAKING ACCEPTANCE
of GECO's
STATE FAIR
RIFLE GALLERY

WE'RE IN FULL PRODUCTION
...bending every effort to fill the overwhelming demand!

SEE YOUR GECO DISTRIBUTOR TODAY!

GECO MFG. & SALES CO.
1621 N. Ashland Avenue
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**Importers:**

RUNYON SALES COMPANY has served the coin machine industry through the years with the best music and amusement machines--both new and reconditioned! We have built up an enviable reputation by supplying the trade with the finest reconditioned machines--at the most reasonable prices.

We now have expanded our service to take machine firms throughout the world. We service European machines whenever and wherever they need. We have them all--motor, pinball, shuffle, hidden videos, guns, arcade machines, etc.

All machines checked— and checked—by our skilled technicians before packing. Write us your needs! You'll be agreeably surprised and pleased with the quality of the machines— and, of course, with the price!

**Williams Introduces New**

**“Super Score” 5-Ball**

in all parts of the country, have proved to us that 'Super Score' will get more play than any other five-ball we ever produced.

"In addition to all the many thrilling and enticing features we incorporated in our past five-balls," he continued, "we have added three new play-stimulating features that will become standard equipment on all future Williams five-balls.

"These are: (1) National Slug, Rejector coin mechanism. (2) New smooth as silk ball shooter mechanism. (3) Chrome score card holder and operator card holder."

Among the other features Weinand described in this new game are selling the words 'Super', 'Score', and 'Super Score'. These light up center hole for special and super special awards. There are four thumb button bumpers, two cyclonic kickers, bottom center kicker and high scores.

The game comes in both novelty or replay models. There are plated cigar box holders on sidebars and chrome cabinet guards around flipper buttons.

Twins chutes are available at slight extra cost for operators who also want to offer 3 for 25 cent play with the 35 cent game, or 5 for 25 cent play with the 5 cent game.

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

**Empire Promotes Leroy Hohbein**

CHICAGO—Gil Kitt of Empire Coin Machine Exchange, this city, announced this past week that LeRoy Hohbein has been promoted to sales representative for the firm.

According to Kitt, Hohbein has been with Empire for over three years. He worked his way to head the firm's large and busy shipping department.

"Now," reported Gil Kitt, "we are going to promote LeRoy one step further up the ladder.

"He's going to be one of our sales representatives. He is undergoing a three weeks' training period in our showrooms."

"After this," Kitt continued, "he will be sent out on the road to meet with the operators in our territory."

Hohbein will work along with Jack Burns who continues on as Empire's sales rep.

Operators here have always been very complimentary of LeRoy Hohbein, according to Joe Robbins and others at Empire.

The general belief is that LeRoy will prove himself an outstanding sales representative for Empire Coin Machine Exchange.

"All any operator has to do to prove to himself that 'Super Score' is the outstanding winner," Weinand concluded, "is to hurry over to his nearest Williams' distributor and just play the game."
Early in September one employee was added and everybody moved up a notch at Houston branch of King Records, Inc. Howard Along, who has been advanced from traveling sales representative to branch manager, Ronald Peebles went from counterman to outside traveling representative and Shannon L. Howell was hired as counterman. These changes came after Jerry Bates, long time local King Records branch manager, resigned and accepted a traveling position with United Record Distributors of Houston. ... Likable young operator George W. Bruner opined that good locations were where you found them and generally has an eye peeled for same. ... Gulf Record Co. initiated its own label, TARA, with two records entitled "Bass Ball Polka"—"Shave and Haircut Polka" and "Acapulco Polka"—"Leg Slapper Polka." ... Al Miller of Cincinnati, sales manager for King Records, Inc. recently spent three days in our city and visiting over adjacent trade territory. His main business here had to do with personnel changes in the Houston branch. ... Musican C. D. Ledbetter (Lead Music Co.) just completed a business building a showcase of the neighborhood. Not large but solid glass doors, panelled interior and other fancy stuff along with good solid construction. ... New in the office of United Record Distributors is Jean Peace, ... Well known Pat Quinn, formerly with Capitol Records, has been with United Record Distributors since April. ... Music Operator Russell Merritt and family happily settled in their spacious new brick home on a beautiful five acre site. ... Now that hot weather is past, operator Bill Gates has one excuse less for spending so much time in his comfortable bayshore home at San Leon. ... Garland De Lamar, prominent Waco record dealer, down for a brief visit. ... Operator Raymond Pearson from far away Sulphur, La. here on a record shopping spree, ... C. O. (Red) Harrington (Harrington Amusement) generally ready for an argument on either side of any question anywhere, and anytime, ... Operator J. Q. Chadwick has enjoyed such a terrific expansion in a side line business selling home appliances and air conditioners he's liable to make it the full time job and operate music on the side.
Just Wait
UNTIL YOU SEE THE
Rock-Ola
200
LAKE CITY AMUSE CO.
333 Payne Ave. Cleveland, O.
(Tel. HE-1377)

Chi AMI Service
School Big Success

CHICAGO—The AMI Service School
held here on Thursday, September 6,
was one of the most outstandingly
successful in the history of Automatic
Phonograph Distributing Company.
This city, according to Mike Spagnola
of the firm. The service school was
conducted by Henry J. Hoevenaar, AMI service
ing engineer.
There was a morning session that
began at 6 A.M. and lasted until
about 1 P.M.
In the evening session, beginning at
7 P.M., was held the same day for those
operators, their mechanics and service
men who couldn't attend the day
session.
After each session, Mike Spagnola,
manager of Automatic Phonograph
Distributing Company, distributed
prizes to the holders of the lucky
registration cards.
The operators, servicemen and
mechanics, according to Mike, "were
thrilled with the way the AMI 'G-200'
was explained to them.
They all acclaimed engineer Henry
J. Hoevenaar. They told him that he
had made the 'G' the simplest, easiest
automatic phonograph for anyone
present to understand.
The operators were, very, very
pleased with the instructive methods
used to show them easy and simple
methods to service and understand
the AMI Model 'G'.
"We thank one and all for attending
and believe, along with all who
were present, that this was the most
successful service school we've ever
conducted."
Some of those who attended were:
Jack Burke, Harry Trujillo, William
Wing, Peter V. Langbehn, Tony Mc-

National and Continental Merge

NEW YORK—In one of the smart-
est public relations efforts ever seen
in this industry, Harold Roth informed
Kinzie, E. Back, Frank Shank, Ed. J.
Chesney, Don R. McDonald, Elmer
Tyrell, Larry Monheim, A. J. Strong-
gin, Leon Mahill, Edward Oegondik,
Sam Florio, Lester Martin, Merry
Banks, Robert Jaywood, Irwin S.
Sand, Joseph Freeman, Eugene R.
Lee, Frank Tomasso, Marie Grattani,
L. B. Smith, Norbert Gorcecki, Jack
Markow, Norman Goldstein, Norman
J. Dumouje, Lee Richards, Sam Gray,
Vitor J. Lucas, Ed Bielata, Kenneth
W. Massey, Thomas A. Hughes, Rene
E. Pinard, William Perez, and many
others.

---

FOR MATCH PLAY
TERRITORIES...chicago coins'

Blondie

Featuring Multiple Match Play!
• Single Match Feature in Each Game!
• Multiple Match Feature Can Be Played With Repays
up to 5 Times per Game!

1725 West Diversery Blvd., Chicago 14, Ill.

chicago coins'
2 BIG MONEY EARNERS!
TWIN HOCKEY
STEAM SHOVEL

chicago coin MACHINE COMPANY

New
Modern
DE-LUXE
CABINET!

chicago coin REMARKS

WANTED!
GUNS
PHONOS
ARCADE EQUIP.
SHUFFLE ALLEYS

Send List or Phone Today!
ALL STATE COIN MACH. EXCH.

"It's What's in THE CASH BOX That Counts!"
WANT—To give you free two Michael Anthony records for survey, Michael Anthony sings "Somebody Loves Me" or "The Very Thought Of You"/b/w "You’re Breaking My Heart Maria Elena." 25¢ mailing and postage. HBC RECORDS, 2145 HOLLYWOOD WAY, BURRANK, CALIF.

WANT—Mutoscope, Voice-o-Graph. Must be in A-1 condition. State Price in first letter. Interested in Kiddie Rides also. RELIABLE COIN MACHINE CO., INC., 184 WINDSOR ST., HARTFORD, CONN. (Tel: Chapel 9-6556).

WANT—Phonograph records made before 1940. Dealers’ jocks box stock. I will pay the highest prices. Some labels wanted are Brunswick, Vocalion, Paramount, Gennett, Melotone, Jacob S. Schenck, 109 WEST 83rd ST., NEW YORK, N. Y. (Tel: TRafalg 7-9147).

WANT—Used records, 45’s or 78’s. All types—Pep, Hillbilly, Blues. We buy year round; any quantity. We can provide shipping cartons if needed. Write or phone. JALEN AMUSEMENT CO., INC., 14 E. 21st STREET, BALTIMORE 18, MD. (Tel: Belmont 5-2881).

WANT—AMI: 120 Phonographs, Hide-aways, Wall Boxes, Steppers, Seeburg: 100 Hideaways, 3W1 Wall Boxes, Late Five Balls. Bally: Miami Beach, Beauty and Broadway. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA (Tel: 2648).

WANT—AMI E-20’s. Quoted lowest price in first letter. KOEPPEL DISTRIBUTION CO., 629 TENTH AVE., NEW YORK 16, N. Y. (Tel: Circle 6-8939).

WANT—Late Model Seeburg, Wurlitzer, Rock-Ola and AMI Phonographs for cash. Write or wire. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., APT 1, WASIL (Tel: Garfield 3585).

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALANO, GALE TAKER PRO, CO., MONTREAL, QUE., CANADA.

WANT—Bally and Ginnell 5-Balls for resale. 100 Records Seeburg 45 Hidden Units. Send Prices. H & H MUSIC DISTRIBUTION, 2302 NORTHERN AVENUE, 3RD 3000, MOLINE, ILL. (Tel: 4-7073).

WANT—Seeburg B’s. DAVE LOWY, 592 TENTH AVE., NEW YORK, N. Y. (Tel: Clickeering 4-5100).

WANT—Route needed. Will pay cash for large amounts—move—games—rides. All information appreciated and confident! POST OFFICE BOX 38/4, THE CASINO, 647 E. 10TH ST., NEW YORK, N. Y.

WANT—First Class mechanic. Juke, Bowler, Pin, etc. Prefer small volume. AL LIVELY AMUSE. CO., 2425 LOTAUF ST., WINTER PARK, FLA.

FOR SALE—Gypsy Queen, $170; Happy Days, 875; Twin Bell, $175; Four Belles, $160; Duette, $225; Stage Coach, $170; Chinatown, $355; Shindig, $90; League Bowler, $95; Odyssey, $1,845; Fool’s Gold, $1,480, 87 mint NOVELTY CO., 1813 FULTON RD, N., CANTON 9, OHIO.

FOR SALE—Non-warp Ply-Flex custom built Fibre-Glass Cases. Precision molded one piece construction giving accuracy, indestructibility. Won't warp, shatter, snap. Fully guaranteed against faulty workmanship, defective materials, breaking, cracking for one year. SEA COAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel: Bigelow 8-3254).

FOR SALE—Windsor 100-A, BL4, C/Ms: Rx’S; Wurlitzer 1700’s, 1800’s. Pinballs, all late Gottlieb, Arcade and Bally Bingos. Write stating price and quantity in first letter. Bally Arcade and Distributors, 3000 N. AMERICA AVENUE, TUCSON, ARIZ. (Tel: De Novo 8-6951).

WANT—Music: Seeburg 100-A’s, Bl4’s, C/Ms: Rx’S; Wurlitzer 1700’s, 1800’s. Pinballs, all late Gottlieb. Arcade and Bally Bingos. Write stating price and quantity in first letter. Bally Arcade and Distributors, 3000 N. AMERICA AVENUE, TUCSON, ARIZ. (Tel: De Novo 8-6951).

WANT—Williams King O’ Swat: United Sluggers; ChibiCoin Big League Baseball and Super Home Run; Geen Big Top Cans; Gottlieb multiple player pinballas; Bally ABC Bowlers; United Regulations. Will buy your trade. GEORGE PONIER CO., 123 WEST RUNNEN ST, NEWARK 5, N. J. (Tel: Bigelow 7-5422).

WANT—Literature on any type of coin machines. Merchandising, Amusement, Skill, Rides, Music—anything that takes a coin for any purpose. HAMILTON ENTERPRISES AND ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, N. Y.

WANT—United Regulations and Bally Bingos for cash or will trade for Pool Tables. Bally Vent- LAND COIN MACHINE EXCHANGE, INC., 2029 PROSPECT, CLEVELAND 15, OHIO. (Tel: TOwer 1-6715).

WANT—Bowling games with flashing light and music. Chariot/Chariot Coin and United Manufacturing. Will also buy used coin operated pool tables. Write, Wire or Phot T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. (Tel: MA 1-2731).

WANT—Can you afford $92 per week to get ahead and stay ahead of all competition? For only $92 per week you can have a 40-word ad in this section plus a free full year’s (52 weeks) subscription to The Cash Box "The Bible of the Game". postage paid. Check your Check for $48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47th ST, NEW YORK 36, N. Y. (Phone JU 6-2640).

FOR SALE—1000 Black Hawk Pinball Boards: 5c, 10c and 25c take 30 minutes to make and are an A-1 condition. LEWIS & FOLEY MUSICAL CO., 180 SOUTH HOWARD ST., SPOKANE, WASH. (Tel: MA 8805).

FOR SALE—Ready For Location. Star-Jet, #422, Caravan, $195; Gayet, $195; Big Time, $325; Dude Ranch, $95; Palm Springs, $125; Miami Beach, $295; Hawaii, $75; Singapore, $50; Chicago: Slice Music, $225; Chicago Coin Crane, $225; Chicago Coin Criss Cross, $175; Chicago Coin Triple Score, $150; Bally Champ, $250; Bally Jet, $225; Keeney Century, $195. Brand New Pool Tables: United All Models. Write for price. Headquarters for Kiddie Rides. ASSOCIATED AMUSEMENTS, INC, 8 RUGER DR. BOSTON, ALLSTON STATION 34, MASS. (Tel: Stid 2-1010). 112).

FOR SALE—3W1 Chrome Seeburg Wall Boxes. Call Collect for volume prices. DAVIS DISTRIBUTING CORP., 725 WATER STREET, STRATFORD, N. Y. (Tel: Xaroom 7-1631).

FOR SALE—Bally Yacht Clubs, $60; Beach Club, $70; Ice Frolics, $95; Surf Club, $95; Variety, $125; Gayet, $125; Miami Beach, $235; United Nevada, $50; Singapore, $300; Manila, $150; Gangs Inc. Hunter, $265. MIKE ANDER- SON, 314 EAST 11th ST, ERIE, PA. (Tel: 5-7549).

FOR SALE—It’s Mike Munves Corporation for outstanding, able, reliable cooperative operation. Arcade Field. A single machine. A complete arcade. Parts, supplies, sundries. MIKE MUNVES CORPORATION 577 TENTH AVENUE, NEW YORK 36, N. Y. (Tel: Blyrant 9-6677).

FOR SALE — 18 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game was $125.00. Good condition $10.50. Fast wax case (12 cans) $4.50; Packs (set of 8) $12; Fluorescent Lights pair $22.50; Adjusters $18.50. PURVEYOR DISTRIBUTING CO., 4522 N. WESTERN, CHICAGO 18, ILL. (Tel.: Juniper 8-1814).

FOR SALE — Late Phone Records. Exhibits Shooting Gallery, $90; Deluxe Jungle Gun, $85; Palm Springs, $40. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. (Tel.: 720).

FOR SALE — Complete line of used phonographs, shuffle games, cigarrette machines, all old equipment. Low prices. Best merchandising. One letter, wire, or phone call will convince you. Factory Representatives for United, Keystone, Ricks, THOMAS DISTRIBUTING, INC., 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

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's issue, "The Cash Box Price Lists" have helped thousands of coin machine owners all over the world to save money as well as to officially clarify many legal and tax problems.

Yet "The Cash Box Price Lists" are only part of the invaluable information contained in each week's issue of "THE CASH BOX"—the one and only magazine internationally acclaimed: "THE BIBLE of the Coin Machines Industry". In "THE CASH BOX" you get the news before it even becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Advance news of all new machines. Intimate columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain 52 consecutive Weekly Issues of "THE CASH BOX" for only $15 or 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 — Sceburg 20 Selection Boxes, 3 wire, 5c, 10c, 25c, 39c. 1 Midget Movie, with reel. 55c; 2 Coon Hunts, $95 ea. II. RETTI 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 Jukes or Sceburg, Special price on ultra modern speaker and Ruffle. (8 inch speaker), $7.50. GATEWAY DISTRIBUTING CO., 3222 W. NORTH AVE., CHICAGO 47, ILL. (Tel.: Dickens 2-4620).

FOR SALE — 3 Keeny Speedflutes, Chicken Snap Rifles, Shuffle Boxes, Guns. Also Pool Tables—all makes and models. For best buys, wire or call: HY POLO AMUSEMENTS, INC., 1969 W. WILSON AVE., CHICAGO 40, ILL. (Tel.: Longbeach 1-5378).

MISCELLANEOUS

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

NOTICE — These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, II., DEarborn 2-0045; The Cash Box, Hollywood, Calif., Hollywood 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, MINNESOTA (Tel.: FE 9-0051).

NOTICE — Juke Box, Amusement Game and Cigarette Routes bought, sold and financed. Anywhere in the country. Contact: GABE FORMAN, SANDY MOORE, INC., 240 E. MERRICK ROAD, FREEPORT, L. I., N. Y. (Tel.: MAYfair 3-2472, 3 and 4).

NOTICE — Texas operators—write or phone your Rock-Ola Distributor, PHONO-VEDÊ OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS (Tel.: DW 7-500), or contact a wholesaler or genuine factory parts. Also extra clean 1456 Fireballs and other re-conditioned phonographs priced right.

NOTICE — Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO., Write, wire or phone: 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel.: VEnus 2-7976).

NOTICE — Interested in dealership for penny, nickel machines guaranteed a 1000 a year. Interested in buying 1000 stands for penny machines. PENNSYLVANIA VENDING CORP., 1522 CARSON ST., PITTSBURGH 3, Pa. (Tel.: HEnlock 3-9900).
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 priced brackets. Sometimes machines listed at $10 to $20 ask from $50.00 up to $75.00 and even more for these very same machines. Purchasers confuse such equipment with machines that in the very low priced categories are much worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add onto his price the cost of transportation to obtain the machine, the labor, parts and amplifiers needed to recondition the machines, plus the cost of cartons, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $20.00 machine to anywhere from $50.00 to $75.00 and up. In the case of arcade and kiddie ride machines these may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machine shop, since manufacturers 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, realize to realize that many buyers today desire a certain type of machine and do not want to be held captive by the manufacturers and the various reconditioning departments as well as experienced mechanics, such buyers will purchase machines "as is," at prices quoted by the trade at large, and recondition the machines themselves to meet their own requirements.

The Cash Box 17th YEAR OF PUBLICATION 885th CONSECUTIVE WEEK'S ISSUE

WHY TO USE "THE CASH BOX PRICE LISTS"
[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

Price quotations are the same in the quotation of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" act exactly the same as the market quotation board at the Stock Exchange—passing 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 price, retain the last known quotations for such equipment so that the subscriber at least has the last known price. Our work is, first, to show you the 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 $750.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" report such quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the pecuniaries of his territory.

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

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

CODE

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Prices UP</td>
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<tr>
<td>2.</td>
<td>78 RPM DOWN</td>
</tr>
<tr>
<td>3.</td>
<td>Prices UP and DOWN</td>
</tr>
<tr>
<td>4.</td>
<td>No change from Last Week</td>
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<tr>
<td>5.</td>
<td>No quotations Last 2 to 4 Weeks</td>
</tr>
<tr>
<td>6.</td>
<td>No quotations Last 4 to 6 Weeks Longer</td>
</tr>
<tr>
<td>7.</td>
<td>Machines Just Added</td>
</tr>
<tr>
<td>8.</td>
<td>Great Activity</td>
</tr>
</tbody>
</table>

MANUFACTURERS and sellers of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ev) Evans; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ks) Kenney; (Un) Unlisted; (Wm) Williams.

<table>
<thead>
<tr>
<th>AMI</th>
<th>LISTED ALPHABETICALLY</th>
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<tbody>
<tr>
<td>1*/Model A, '46, 40 Sel, 78 RPM</td>
<td>95.00 125.00</td>
</tr>
<tr>
<td>2*/Model B, '44, 40 Sel, 78 RPM</td>
<td>125.00 150.00</td>
</tr>
<tr>
<td>3*/Model C, '56, 40 Sel, 78 RPM</td>
<td>155.00 175.00</td>
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<tr>
<td>4*/Model D44, '51, 40 Sel, 78 RPM</td>
<td>165.00 245.00</td>
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<tr>
<td>5*/Model D185, '50, 40 Sel, 65 RPM</td>
<td>265.00 350.00</td>
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<tr>
<td>6*/Model D135, '50, 40 Sel, 45 RPM</td>
<td>245.00 365.00</td>
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<tr>
<td>7*/Model E80, '38, 39 Sel, 78 RPM</td>
<td>325.00 450.00</td>
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<tr>
<td>8*/Model E103, '38, 78 RPM</td>
<td>395.00 475.00</td>
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<tr>
<td>9*/Model E54, '38, 40 Sel, 45 RPM</td>
<td>505.00 625.00</td>
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<tr>
<td>10*/Model E54, '38, 40 Sel, 78 RPM</td>
<td>565.00 625.00</td>
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<tr>
<td>11*/Model E54, '38, 40 Sel, 65 RPM</td>
<td>575.00 645.00</td>
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<tr>
<td>12*/Model E54, '38, 40 Sel, 65 RPM</td>
<td>645.00 675.00</td>
</tr>
<tr>
<td>13*/Model E54, '38, 40 Sel, 78 RPM</td>
<td>805.00 1000.00</td>
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EVANS

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<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>1*/Model 951, '40, 40 Sel, 78 RPM</td>
<td>40.00 100.00</td>
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<tr>
<td>2*/Model 951, '40, 40 Sel, 78 RPM</td>
<td>75.00 110.00</td>
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<tr>
<td>3*/Model 951, '40, 40 Sel, 45 RPM</td>
<td>100.00 200.00</td>
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<tr>
<td>4*/Model 951, '40, 40 Sel, 45 RPM</td>
<td>225.00 265.00</td>
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ROCK-OLA

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<tr>
<th>Item</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.</td>
<td>1432, '46, 20 Sel, 78 RPM</td>
</tr>
<tr>
<td>2.</td>
<td>1432, '46, Playmaster Higwayide, 20 Sel, 78 RPM</td>
</tr>
<tr>
<td>3.</td>
<td>1452, '47, 20 Sel, 78 RPM</td>
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<tr>
<td>4.</td>
<td>1452, '47, Magic-Glo, 20 Sel, 78 RPM</td>
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<tr>
<td>5.</td>
<td>1452, '47, Rocket,'50 Sel, 78 RPM</td>
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<tr>
<td>6.</td>
<td>1452, '50, Rocket,'50 Sel, 66 RPM</td>
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<td>7.</td>
<td>1452, '50, Rocket,'50 Sel, 45 RPM</td>
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<td>8.</td>
<td>1452, '50, Rocket,'50 Sel, 33 RPM</td>
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<tr>
<td>9.</td>
<td>1452, '50, Rocket,'50 Sel, 11 RPM</td>
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PHONOGRAH

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<tr>
<th>Item</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.</td>
<td>1442, '51, Rocket,'51-52, 20 Sel, 78 RPM</td>
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<td>2.</td>
<td>1442, '51, Rocket,'51-52, 20 Sel, 78 RPM</td>
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The Cash Box September 22, 1956

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Locations Don’t Hardly Use Gas Lights No More...

...and that goes for old fashioned juke boxes, too. Patrons go for the modern look in juke boxes. Like the AMI “G-200” that’s opening so many top location doors for operators these days...

Here’s the kind of clean, uncluttered styling—the fresh, angular design people buy in everything—the new cars... furniture... architecture. The “G-200” is in step with the times—just ask top locations what their patrons prefer!

Here’s the one juke box that’s modern today—and modern for tomorrow. Operators say that’s a smart way to provide security of investment. Color? The “G-200” comes in the widest choice of color cabinetry in the industry... 8 beautiful decorator colors to fit your location preferences exactly.

And remember: no other juke box gives operators 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... 200 title programming of singles and EP’s—both at the same time—and with extra-price play for the two-tune discs... complete accessibility... no other juke box is so easily serviced—and none needs so little service as the “G-200.”

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Model 1452, 50 Selections
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Model 1546 Chrome Wall Box, 120 Sel.
Model 1548, 50 Selection Wall Box
1615—Standard Speaker
1616—DeLuxe Speaker
Model 1906, Remote Volume Control
Model 1927, Remote Volume Control with Cancel Button

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(B) With light-up bumpers $150.00
(C) With neon lights $150.00
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Model A-335, 3 plays for 25c 780.00
Congress Bowler (with Match Feature) Model C-118, 10c a play 805.00
Model C-335, 3 plays for 25c 825.00
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The Champion (With new-allmetal cabinet) 759.00

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Old State Bearcat Car 695.00

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Steam Shovel (Replay Model) 425.00
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Twin Hockey (Replay Model) 500.00
Twin Hockey, (Match and Replay) Model 510.00

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Slate Pool $ 375.00
Spanish Pool 295.00

GENCO MFG. & SALES CO.
State Fair (Rifle Gallery) $ 595.00
Hi-Fly (Baseball Game) $455.00

D. GOTTLEB & CO.
Sea Belles (2 Player, 5 Ball) $ 12.50

INTERNATIONAL Mutoscope CORP.
Rock 'n Roll $ 149.50

J. P. SEEBOURG CORP.
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W-200—Wall-O-Matic "200" 100—Select-O-Matic "100"
Phonograph
3W—Wall-O-Matic "100" $280.00
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HFCV2—8-High Fidelity Wall Singer
HFCV3—High-Fidelity Corner Speaker
PSLZ—Power Supply
HFA1—Light—Power Amplifier

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Select Play Shuffle Alley (With Match Feature) 725.00
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Double Chute 830.00
Star Shagger (Regular) 955.00
Model 955—Remote Control 945.00
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Double Chute 760.00
DeLuxe Regulation Shuffle Alley (With Match Feature) Single Chute Speaker $9.00
Double Chute 830.00

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Single Coin Chute $ 125.00
Twins Coin Chute 425.00
Crapes 425.00

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Model 1900, "Centennial", 104 Selections
Model 2100, Wall Box, 200 Sel.
Model 2507, Wall Box—101 Selection—3 Wire
Model 3506, Wall Box—101 Selection—4 Wire
Model 257 Stepper—104 Selection—3 Wire
Model 253 Stepper—104 Selection—3 Wire
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Model 5117 12" High Fidelity Wall Speaker
Model 5116, 9.5" High Fidelity Corner Speaker
Model 5115 5.5" High Fidelity Corner Speaker

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