Jim Reeves (left), who in the past few years has come into his own as one of the nation's leading Country artists, goes over some maps with his manager Herb Shucker in preparation for his forthcoming European tour. Both artist and manager are making sure they have enough copies of Jim's latest RCA Victor smash, "Am I Losing You", for the tour.
HEADLINERS
FROM RCA VICTOR

Perry Como

ROUND AND ROUND

MI CASA, SU CASA
(MY HOUSE IS YOUR HOUSE)
Arranged by Joe Reisman
with Mitchell Ayres and the Ray Charles Singers
20/47-6815

Joe Reisman

PAMELA THROWS A PARTY

NAVAJO NOCTURNE
20/47-6825

8
HOT ONES HEADED FOR THE TOP!

- HARRY BELAFONTE
  Banana Boat (Day-O)
  Star-O
  20/47-6771

- DINAH SHORE
  Chantez Chantez
  Honkytonk Heart
  20/47-6792

- LOU MONTE
  Roman Guitar
  Some Cloud Above
  20/47-6769

- JULIUS LA ROSA
  Stashu Pandowski
  Jeanette
  20/47-6902

- LANE BROTHERS
  Marianne
  Sogno D'Oro
  20/47-6810

- JAYE P. MORGAN
  I Thought It Was Over
  I Pledge Allegiance To Your Heart
  20/47-6708

- CHET ATKINS
  Blue Echo
  Trambone
  20/47-6796

- THE RHYTHM ROCKERS
  Tricky
  Peanut Vendor
  20/47-6808

Your customers hear these New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola" Phonograph.

America's favorite speed... 45 RPM

RCA VICTOR

www.americanradiohistory.com
A few years ago, there was a popular song called "You Always Hurt The One You Love". In a very real sense, that could be the theme of the entire music business, for every time a new trend develops in this business, it is embraced with such intensity that we literally love it to death.

The trend getting this treatment at the moment is, of course, calypso. It seems that there is no one anywhere in all the music and record fields who has not either written, published or recorded a calypso tune or who isn't planning to do so.

Now calypso is a lovely type of music. It's fun to listen to and very often has an infectiously charming air about it. But taken as a steady diet, it can not only soon lose its charm, but you can eventually get to the point where you wish never to hear another calypso song again. And this applies not only to calypso but to any one type of music. There are very few people who want to hear only ballads or novelties or rock and roll—or calypso.

Record programming, whether on radio stations or juke boxes, must be balanced programming. Naturally different audiences require different types of records. But even in very specialized situations, some variety is still essential, for the delight of music is that there are so many different types that can be heard and appreciated and enjoyed.

Calypso burst upon the commercial scene a few months ago and was welcomed wholeheartedly because it was a wonderful change from the kinds of records that had been the mainstay of most programming. However, because the public did accept a few calypso records, the record industry soon started concentrating on it with such intensity that soon the most unlikely writers were writing calypso tunes and the most unlikely artists were recording them. And now there's an avalanche of calypso records on the market.

This is the best way we know to kill calypso.

Calypso is a specialized music. It requires delicate handling. It requires proper programming. It can be heard as a highlight not as the basis of a program—at least not for the general public.

Most people, we feel, would love to hear calypso occasionally amidst a balanced program of other tunes. So let's not overlook it. Let's not kill calypso by trying to fit round pegs into square holes.
**Music**

- February

**SONG OF THE NAIROBI TRIO (SULEEGIO)**

**ROBIN HOOD**

**DYING GROVE**

**VENUS**

**SONG OF THE WINGS OF EAGLES**

**Mgm Records**

**Clicks**

- **DAVID ROSE**
  - CALYPSO MELODY
  - THEME FROM THE WINGS OF EAGLES

**Top Ten Juke Box Tunes**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>YOUNG LOVE</td>
<td>Sonny James—Tab Hunter (Tie)</td>
</tr>
<tr>
<td>2</td>
<td>DON'T FORBID ME</td>
<td>Pat Boone</td>
</tr>
<tr>
<td>3</td>
<td>THE BANANA BOAT SONG</td>
<td>The Tarriers</td>
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<tr>
<td>4</td>
<td>SINGING THE BLUES</td>
<td>Guy Mitchell</td>
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<tr>
<td>5</td>
<td>BANANA BOAT (DAY-O)</td>
<td>Harry Belafonte</td>
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<tr>
<td>6</td>
<td>MOONLIGHT GAMBLER</td>
<td>Frankie Laine</td>
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<tr>
<td>7</td>
<td>TOO MUCH</td>
<td>Elvis Presley</td>
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<tr>
<td>8</td>
<td>GREEN DOOR</td>
<td>Jim Lowe</td>
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<tr>
<td>9</td>
<td>BLUE MONDAY</td>
<td>Fats Domino</td>
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<tr>
<td>10</td>
<td>BLUEBERRY HILL</td>
<td>Fats Domino</td>
</tr>
</tbody>
</table>

**THE NATION'S Top Ten Juke Box Tunes (Plus the Next 25)**

**Clicks**

- **DAVID ROSE**
  - CALYPSO MELODY
  - THEME FROM THE WINGS OF EAGLES

**MGM Records**

**Clicks**

- **DAVID ROSE**
  - CALYPSO MELODY
  - THEME FROM THE WINGS OF EAGLES

**The Cash Box, Music**

February 23, 1957

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

www.americanradiohistory.com
FIRST
—AND FASTEST-SELLING!

Again—a tune turns up that's ticketed for the top!
And again—it's
ABC-PARAMOUNT
that's right there with the exciting
ORIGINAL!

JUST BECAUSE

b/w
WHY

LLOYD PRICE
(remember "Lawdy Miss Clawdy"?)
AND HIS ORCHESTRA
9792

A hit from Pamco Music, Inc.

(Distributed in Canada by Spartan of Canada, Ltd.)

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

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>43 Party Doll</td>
<td>--</td>
<td>CA-6792—STEVE LAWRENCE Fon-R-Fon</td>
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<tr>
<td>42 Winifred</td>
<td>--</td>
<td>DE-3011—WINIFRED MANION Real</td>
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<tr>
<td>41 Buddy Knox</td>
<td>--</td>
<td>RO-4092—BUDDY KNOX My Baby's Gone</td>
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<tr>
<td>40 A Rose And A Baby Ruth</td>
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<tr>
<td>39 Malvina Vernier</td>
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<td>--</td>
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<td>38 Mary Wells</td>
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<td>37 Love Me Tender</td>
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<tr>
<td>36 Little Darlin</td>
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<td>35 Walkin' After Midnight</td>
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<td>34 Love In the Rain</td>
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<td>33 Take Me Back Baby</td>
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<td>32 One More Love</td>
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<td>31 I Dreamed</td>
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<td>30 Red Hot &amp; Blue</td>
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<td>29 I'm Begging</td>
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<td>28 Loved One</td>
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<td>27 cloth of Gold</td>
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<tr>
<td>26 I'll Be Your Baby</td>
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<td>25 Holding On</td>
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<td>24 The End Of The Road</td>
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<td>23 Hold On To My Heart</td>
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<td>22 I Got You</td>
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<td>21 Have Yourself a Banana</td>
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<td>20 Don't Remember</td>
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<td>19 I've Got a Feeling</td>
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<td>18 Tell Me Goodnight</td>
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<td>17 Winds Of Passion</td>
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<td>16 I'm Sorry, I Made A Mess</td>
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<td>15 One Hundred Pounds</td>
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<td>14 Come On, Come In</td>
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<td>13 A Love So Beautiful</td>
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<td>12 You Are My Love</td>
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<td>11 Love Me Two</td>
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<td>10 Many Times</td>
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<td>9 Hold On To Your Love</td>
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<td>8 What Kind Of Fool</td>
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<td>7 I Love You</td>
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<td>6 I'm Telling You</td>
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<td>5 My All Or None</td>
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<td>4 When You Tell Me Goodnight</td>
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<td>3 I'm Sitting Here</td>
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<td>2 Shooaway</td>
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<tr>
<td>1 You Are My Delight</td>
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</tbody>
</table>
That Sensational Carl Perkins boy has done the impossible again!

ANOTHER TRIPLE WINNER...

The Cash Box Sleeper of the Week
"YOUR TRUE LOVE" (Knox BMI - Perkins)
"MATCHBOX" (Knox BMI - Perkins)
SUN-261 (Sun 261; 45-261)

The Cash Box Award o' the Week
"YOUR TRUE LOVE" CARL PERKINS (Sun 261; 45-261)

over 300,000 SOLD FIRST WEEK

A Double Sided Million Seller...
"YOUR TRUE LOVE"
"MATCHBOX"
SUN-261

706 UNION ST. MEMPHIS, TENNESSEE

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

Direction —— Exclusive Mgt. GAC

www.americanradiohistory.com
ANN HATHAWAY

"THE VERY THOUGHT OF YOU" (2:45) [Witztum-Campbell-Blackwell: ASCAP] An Ann Hathaway, a stylish newcomer who can really sell a song, displays her vocal talent on a swinging, easy-going version of a great old Tin Pan Alley standard. The song opens with a top drawer backing. Watch this gal, you'll be hearing from her.

B+** "I'M IN THE COUNTRY" (2:25) [B. Howard-Music-Howard] This portion offers the listener something more tender voice on a moody romancer.

BERNIE KNEE

C+ "MAKE ME YOURS" (2:40) [Foster-Brothers ASCAP, David, Carr] Bernie Knee does some pretty multiple-track harmonizing on a well-written romance. Bernie's faith in the use of the harp supplies the pretty backstop.

C+ "I HAVE YOU TO THANK" (2:26) [Robbins-ASCAP, Robin, Styne, Rob] This star half the polished performance on an easy-going trombone and harpish rhythm ballad from last week's NBC-TV production "Riddles of Red Cap." Cute ditty.

ACCUAVIA & HIS ORCHESTRA

B+ "ALWAYS THE SEA" (2:54) [Sunbeam BMI--Rock] A massive, plater-fied overture under the able baton of Accuavita presents an absolutely beautiful symphonic type arrangement. With a remarkable melody. One of the most moving of all the orchestra performances in quite some time. It could develop into a king-sized hit. Outstanding musical picture of the reference. Watch this dink. If it catches on, it'll zoom sky high.


DICK OLSON

B+ "I HOPE YOU WON'T HOLD IT AGAINST ME" (2:55) [Gale Bros. ASCAP--Ross, Ross, Lindsey] The simultaneous debut of the new Mark label and newcomer Dick Olson is a strong one. The crooner has a commercial voice and a solid shuffle beat ballad to work with. Good romance the kids will enjoy.

C+ "I WANT A GAL WHO CAN DANCE ME A CHA CHA CHA" (2:26) [Dorsey Bros. ASCAP--Ross, Ross, Lindsey] The songster glides through an average ditty, agree. Cute romantic item.

DAVID ROSE ORCH.

MG "HE'S GOT TIME" (2:47) [Korwin ASCAP--Merrill] "BLUE SKIES" (1:40) [Irving Berlin ASCAP--Berlin] McGuire SISTERS

B+ "CALYPSO MELODY" (2:36) [Cromwell ASCAP--Clinton] David Rose joins the Calypso fold with a fascinating string of island instrumentation that could make big noise. This is one of the first orchestral interpretations of the Calypso since the music skyrocketed to popular acclaim. The song should ride high.

C+ "THEME FROM THE WINGS" (2:18) [Maxwell ASCAP--Alexander, Brooks] The title theme from an upcoming MGM film is lusciously interpreted by the Rose men. Tender mood opus set to a lovely waltz tempo.

BILLY ECKSTEIN

B+ KARMA (1:42) [Hawthorne ASCAP--Winterhalter, Fulton, Steele] Another convincing rendition of a warm, love song. Billy is in fine form and hits a few solid material to work with.

EDDIE HEWYARD

B+ "TO THE BEGINNING" (2:51) [Harnick ASCAP--Porter] Keyboard ace Eddie Heyward, who last year dueted with two--"Canadian Sunset" and "Soft Summer Breeze," lends his agile digits to one of Cole Porter's recent compositions and comes up with a sensational rhythm arrangement. Jockeys, almost all of whom flip over any Heyward disk, will love when he hears this one. Heyward may play it as expected. Sensational easy fitting rhythm reminiscent of the "Near You" smash of a decade ago.

ANNA VALENTINO

B+ "DON'T BE AFRAID..." (2:41) [BMI--Wax] Anna Valentino, an ex-dancing act with a powerful, husky voice, bows under the Dot moniker with a thrilling, hard-driven effort that can make up the grade. Side has a sound and today's favorite beat. Keep a tab on this one.

C+ "YOU'RE MINE!" (2:20) [American BMI--Wax] The versatile singing actress has a turnabout on this half as she belts out a strong love tune with a smoothish rhythm. "TENNESSEE" ERNEST FORD

B+ "THE WATERMELON SONG" (2:10) [Gale & Gayles BMI--Yount] Ernie Ford lends his flexible voice to an amusing and unusual novelty with an exciting Latin rhythm backdrop. Cleverly keyed with an entirely different style from the run-of-the-mill stuff. Could catch on in a big way.

C+ "ONE SUIT" (2:02) [Roosevelt ASCAP--Doolittle, Coleman] A catchy beat in the background accompanies Ernie on his venture through another humorous rhythm novelty. Both halves are strong and will share the loot garnered. An off-beat ditty and record with originality. Watch both halves.

JIMMY FOSTER

B+ "THE MAN OF THE HOUR" (2:35) [George Paxton ASCAP--Wolffson, White] Jimmy Foster makes an even more successful showing on this new half with a dramatic love song. The lead has a lot of bounce, and Jimmy does have an act to work with. Keep an eye on this youngster.

C+ "THE FLOWER OF LOVE" (2:30) [Sylvia BMI--Jones] This half features the ballader on a shuffle beat song of love. Ok side.
PATTI PAGE
a double barreled hit...
THE WALL
POOR MAN'S ROSES
THE WALL
POOR MAN'S ROSES
MERCURY 71059

outstanding new release by the
GAYLORDS
OPEN THE LETTER
AND
DUM-DE-DUM SONG
MERCURY 71051

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

MERCURY RECORD CORPORATION, CHICAGO, ILLINOIS
ROBERTA SHERWOOD (Dec 2228)

B "THE SHAM ROCK" (2:40) [Pickwick ASCAP—Lee, Elis] Roberta Sherwood goes with a cute novelty about Molly Malone in this cutie about the famous Erin's one of the swingiest spots in Europe according to Collier's and roller with a beat and a catchy gimmick in the lyrics.

"WHAT DOES IT MATTER?" (2:37) [Irving Berlin ASCAP—Berlin] The star strides through this hit on a side. Side one is also set to today's R & B best. Rockin' beat.

PATTI JEROME (Rame 219)

B "MY DOGGIE WAGS HIS TAIL" [Kahl BMI—Shaw, Elby] Patti throws its hat in the calypso ring and could come up with a winner in this cute novelty performed by Patti Jerome. Happy ditty with today's popular beat.

"JUST AS I AM" [Kahl BMI—+ Tye, Maltish] A chorus assuages the lark on this dramatically chanted love tale. Good arrangement and delivery.

JIMMY DORSEY ORCH. & CHORUS [Abbott A1820]

B "SO RARE" (2:30) [Robbins ASCAP—Herst, Sharpe] Veteran band leader sax ace Jimmy Dorsev makes an outstanding first showing on Fraternity with a swinging big band romp. A powerful tune. Jimmy's sax work is sensational and the chorale backing is a thrilling showcase. What a sleeper. It's terrific.

"SUPER-CUT SING W " (2:38) [Mills ASCAP—Hudson, Parish] This wonderful bluesy favorite is brought to life again via a pretty new easy-going instrumentation. The chorus performs softly in the key of C.

ERINIE CHAFFIN (Sun 262)

B "LONESOME FOR MY BABY" [Kahl BMI—Mel-Anders] Sun Records has been one of the biggest producers of top-notch country performers who've "made it". Among them are Elvis Presley, Carl Perkins and Johnny Cash. And it sounds as the Erinie Chaffin could span the markets with his latest offering. It's a strong country-flavored and a terrific beat plus that indescribable something that makes a Sun disk pop go. Watch this lad. He's got a hot waxing here.

B "FEELIN' LOW" [Knox BMI—+ Maddox] Erinie has a tear in his voice as he chants a moving, guitar-filled ballad number. This half also sports a great beat. Lad can really belt 'em out. Potent coupling.

CONRAD FRANCIS (OMG 1244)

B "NO OTHER ONE" (2:29) [Meridian BMI—Hunter, Otta] Connie Francis, a polished youngster, with a convincing voice, is in top form here. "No Other One" is a lovely romance aimed at the teenagers. Side has a good rock and roll ballad beat and a strong radio appeal. It's handled very well and should make noise.

B "DON'T PANIC ON A MAN!" (2:30) [Witmark ASCAP —Shanklin, Rosenb] A folk flavor is present throughout this sensitive, tempo chant stemming from an upcoming film "The Big Land".

STEVE CLAYTON (Coral 61766)

B "THE BOY WITH THE GOLDEN KAZOO" [Larry Spier ASCAP—Clayton] Music has a lot of fans to it, but enchanting ballad reminiscent of "My Little Boy" is beautifully interpreted by Steve Clayton. The lad sings with great feeling and it probably will be a big one for Clayton. Lovely job.

DOUG CLAYTON ORCH. (Mercury 71041)

B "OVER THE RAINBOW" (2:40) [Leo Feist ASCAP—Arden, Harburg] The Satisfiers display their trademark of simple, sound harmony on a great olde that is coming back. Lovely harmonies that can come to a group only after years of experience.

B "SOLITUDE" (2:50) [American Vogue ASCAP—Elliott, Delange, Mills] The artists are in top form on another refreshing, easy-listening ballad number and "B+" standard. Interesting delivery.

JOAN WEBER (Columbia 40582)

B "GONE" (2:20) [Hill & Range BMI—Clyde,来形容] Joan Weber is in her most exciting performance in a long while as she belts out a dramatic love song. The rendering of a commercial item out of the country field that's going back. Should be the label's biggest hit since "Let Me Go Lover". Socket deck to watch closely.

B "A LOVE THAT'S A LIE" (2:35) [Oxford ASCAP—Tobias, Alpert] The lark has a tear in her voice once again as she chanters another sentimental item. This one is set to a slow rock beat. Strong side which could take over.

LUCY ROBERTS (Vik 2229)

B "LITTLE LITTLE TREES" (2:26) [Rayven BMI—Brassins, Carr, Newell] Lucy Roberts, a talented performer for the Richard Adler, could clinch a few runs up the stardom ladder with this refreshing love song. The background of a country ballad in which Lucy excels. Change-of-pace dance number. A love story with an interesting and unusual lyric.

B "TOGETHER'S BETTER LIES" (2:15) [Sheldon BMI—Lawrence, Rolf] An inviting country flavor is present throughout this happy boy's song. Colorful ditty slyly handled.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
TWO TREMENDOUS TEEN-TAILORED ORIGINALS!

ORIGINAL NO. 1
-the whole trade's excited about this one!

JOHNNY DEE
belting out a sure smash!

SITTIN' IN THE BALCONY

b/w
A-PLUS IN LOVE
CR-430

HOSPITALITY BLUES
written and performed by
DOUG HARRELL
b/w
EXSANGUINATION BLUES

ORIGINAL NO. 2
-next sensation of the record-buying set...
probably the funniest recording ever waxed!

Distributed by AM-PAR Record Corp.,
distributors of ABC-Paramount!

Colonial RECORDS

"It's What's in THE CASH BOX That Counts"
I have just returned from a lightning visit to Paris and find that rock 'n roll is very slow in starting here. However, Bill Haley is known through his record "Rock Around The Clock." It seems the nearest French version of rock 'n roll comes from an outfit called Mackak ... the Radio Station Europe No. 1 is quickly becoming one of the most listened to stations in Europe, with programmes in English, French and German. It's a very good show-case for the recording business. ... While in Paris I managed to see the fabulous Portuguese Queen of Song Amalia Rodrigues.

Back in London most of the news has been centred around the arrival of Bill Haley, whose initial concerts were extremely well received. In fact, all further dates are posting S.R.O. notices.

Guy Mitchell made an appearance on Val Parnell's "Sunday Night At The London Palladium." He is to take part in his "Saturday Spectacular" very soon.

Connie Haines, formerly with V.I.P., has become part of E.M.I. as a solo act, following the resignation of Ray Martin. Newell was of course, associated with E.M.I. for several years.

Tab Hunter doing very well over here with his wakening of "Young Love." The week's best selling pop singles (courtesy "New Musical Express") were:
1. "Garden Of Eden" (London Records)
2. "Young Love" (Tab Hunter)
3. "Singing The Blues" (Guy Mitchell)
4. "Don't Knock The Rock" (Bill Haley Comets (Brunswick))
5. "True Love" (Bing Crosby & Grace Kelly (Columbia))
6. "Don't You Rock Me Daddy-O" (Lonnie Donegan (Pye-Nixa))
7. "Rock-A-Bye Baby" (Bill Haley (Brunswick))
8. "Singing The Blues" (Tommy Steele (Decca))
9. "Don't You Rock Me Daddy-O" (The Vipers (Parlophone))
10. "Cindy, Oh Cindy" (Eddy Howard (HMV))
11. "You Don't Own Me A Thing/Look Homeward Angel" (Johnny Ray (Philips))
12. "Hound Dog" (Elvis Presley (HMV))
13. "Rip It Up" (Bill Haley Comets (Brunswick))
14. "Just Walking In The Rain" (Johnny Ray (Philips))
15. "Levy Tell Sally" (Little Richard (London))
16. "Green Door" (Frankie Vaughan (Philips))
17. "Bamboo Banana Song" (Shirley Bassey (London))
18. "Knee Deep In The Blues" (Guy Mitchell (Philips))
19. "Mystery Train" (Elvis Presley (HMV))
20. "Why Don't You Love Me" (Al Smith (HMV))
21. "Knee Deep In The Blues" (Bill Haley Comets (Brunswick))
22. "Adoration Waltz" (Janet (Decca))
23. "Young Love" (Jackie James (Capitol))
24. "Mount Rushmore" (Frankie Laine (Philips))
25. "Yeah Boy" (Johnny Johnson (Decca))
26. "Knee Deep In The Blues" (Bill Haley Comets (Brunswick))
27. "Rock Around The Clock" (Bill Haley Comets (Brunswick))

Haley and the Boys really rock on this bouncy, boyant R & R. "Fifty Cups" has everything—and is cute to boot! Flip side sensational, too.

"THE KNOCKED OUT NIGHTINGALE"
"IN DE BANANA TREE"
(Decca 9-30224; 30224)

The Mills Brothers blast through with a new one and "Knocked Out" is the word. The boys have never sounded better and that's high praise indeed. "Banana Tree" is a powerful mate to "Nightingale." Destined for Hitdon!

"ROCK, PRETTY BABY"
"CAN I STEAL A LITTLE LOVE"
(Decca 9-30163; 30163)

Group featured in Decca Sound Track album "Rock, Pretty Baby" (DL 6429, EJ 2480) have produced a smash song. Strong reaction and fast movement indicates this one is beginning to explode nationally!
NOTHING BUT HITS FROM
the McGuire Sisters

HIT STUFF
KID STUFF
b/w
WITHOUT HIM
61771 • 9-61771

HE'S GOT TIME
b/w
BLUE SKIES
61798 • 9-61798

HIT ALBUMS

Children's Holiday
The McGuire Sisters

CHILDREN'S HOLIDAY
CRL 57097 • EC 82031

Chris, Dottie & Phyllis

CHRIS, DOTTIE & PHYLLIS
CRL 57032 • EC 81507

Do You Remember When?

DO YOU REMEMBER WHEN?
CRL 57036 • EC 82022

"It's What's in THE CASH BOX That Counts"
GIVE YOUR LABEL AN EDGE

with RCA Victor engineering skill

plus individual attention

To build "the sound that sells" into your label, go RCA Victor! Every step of the way, RCA Victor combines superior (technical) knowledge with unmatched manufacturing care. In separating molds from metal masters, for instance, RCA Victor has introduced a new edge-cutting machine that eliminates the hazards of outmoded methods. No risk of inducing extraneous bits of metal and noise into the mold with this RCA Victor advance! As a double safeguard, each mold is individually audio-tested for unwanted "twists" and "pops." This craftsmanship and care at every step guarantee your finished recordings the full dynamic range of the original—and they're yours at no extra cost at RCA Victor.

Wherever you may be, East, Midwest, or West, one of RCA Victor's three strategically-located plants is ready to serve you now. Individual attention to your order, large or small... fast delivery... drop-shipping... warehousing—that's RCA Victor "service-as-a-staple." Get full details from RCA Victor Custom Record Sales today!

RCA VICTOR CUSTOM RECORD SALES


In Canada, all Fixed Employees, RCA Victor General, Ltd., 194 Louis Street, Montreal, Quebec; In U.S. and foreign offices, write or phone RCA International Division, 50 Rockefeller Plaza, New York 20, N. Y.—F. 281-6000...

ROUND THE WAX CIRCLE

NEW YORK:

Lou Monte has been designated to sing The Star Spangled Banner at the Carmen Basilio-Johnny Saxton world championship bout Feb. 22. Lou, in his Victor release of "Roman Guitar" right afterwards. . .

Gene Austin has signed with Victor again after a 30-year hiatus. Gene's most famous hit was "My Blue Heaven." Bill Delaney of Jubilee and Josie has left for an extended tour. . .

Leslie Distributors of Hartford gave its second annual party for djs in the New England area last week and the place was mobbed. Shindig was hosted by Lou Boerstein and Gene Gottlieb. . .

Recording and publicity personalities have discovered the plush eateries in Rockville Center called "The Steak Pit." Tony Cavaiola was the musical director of the Multiple Sclerosis telethon last weekend. . .

Morgana King is in ESVT for two weeks. . . MGM's Silvano Mangano disk hit of "Anna" of four years ago was reprogrammed in New York in conjunction with the release of the film to television over NBC. The record was used as a trailer on TV and radio spots in advance. . .

Buddy Friedlander is now at RKO-Unique Records handling promotion. . .

Crocodile Joe at Storyville in Boston. . .

Some'thin' Smith and The Redheads set the scene for the Steve Allen show March 3. . .

Advance! individually write VICTOR... "no risk" York As Y.-Murray mold the for individual way,. Victor with your 4-1660; bits 30 RCA RCA LABEL those they're livery Plaza. Wherever.

CHICAGO:

The Will Mastin Trio starring Sammy Davis Jr. follows Liberace into The Chez, 2-26. . . Rumors have Nelson Eddy signing with a major west coast disk company in the near future. All thanks to a local, fast thinking, Chicago Max Ross skedmed from no weeks in The Modern Jazz Room room while Libby Carol holds forth downstairs at the Preview. . .

Mercury's Dick Contino opened at The Black Oak Dick Contino opened at the Black Oak with comic, Joey Carter. . .

Milwaukee reports have Tommy Gunna's Deca LP, "Accordian In Hi-FF," topping all program lists. . .

Mike Oddy, All-State Distas, heads for sunny California and three weeks of "business mixed with pleasure." Mike veers ex- cited over news that one of his tunes, "May God Be With You," was used in the new Sonny James LP. . .

Kenny Myers used his last news letter to do a little prophesying. He picks Patti Page's "Poor Man's Rose" by "The Wall" as her first smash-out for St. . .

And Windy City welcome to St. Paul's Herb Oscar Anderson. Herb joined the staff of WBBM last week with a five-day-a-week, dinner time show. Fratron sent musical director, Dan Belloc, off to movie land to visit with studio directors and west coast pub- bers with purchase of movie theme "Eddy." George Leener's pick of the month is a Prestige LP "Barbara Lee" by Barbara Lee. . .

Says George, "Looks very good." . .

Expected to be tremendously received at Orchestra Hall 2/23. This is the one of the most beautiful voices today. . .

Attractive album displays lining J. H. Martin Dist: Martin walks almost as colorful as Jimmy McPartland. Their first disk is "Black, Brown Or Blue Eyes" and "Have You Ever Been Lonely".

HOLLYWOOD:

Tab Hunter, off on a nationwide p-a tour in behalf of Warner Bros. "Spirit of St. Louis," will make numerous radio and television appearances also plug- ging his Dot hit "Green Love." Fred Waring, his Pennsylvanians and chorus have been signed to a new three-year contract by Capitol Records. It was announced by President Glenn E. Wafflich. . .

Jim Loew, here to sing his hit "Green Door" on the premiere Jake Box Derby TV show, found time to see the disk jockeys during his three-day stay. Another Dot artist, Pat Cooper, has been set to guest on this week's show. . .

Ted Rosenberg is the new district manager for the West Coast. Ted started in by taking Charles Gould and his Viki album of "Black Satin And White Velvet" around to the disc jockeys. . .

Mr. Bongo's and his Latin American Sextette featured with Ray Anthony during the Palladium's current weekend dates. . .

Pacific Jazz releasing an album of Hoagy Carmichael singing his songs backed by top jazzmen such as Art Pepper. LP will be called "Carmichael Sings Carmichael!". . . Ken Grimaldi and Tony Ama- doro have opened a new Southern California inde- pendent distributing firm, called K-T distributing.

Duke Vocelle will handle promotion for the new firm. . .

Dinah Shore, named Queen of Hearts for the Heart Fund drive, appropriately sang on February 14. Dinah's new release of "Chances, Chantez" looks like the big one for her. . .

Julie LaRossa opens this week at the Village in San Francisco, then goes on to the Koko Club in Phoenix. . .

Ace Diamond has taken over distribution for the new Foremost label, which bows with several LP's and a single by newcomer, Barry Masters.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE SMASH VERSION IS ON

A RUNAWAY HIT!

"THE MAN IN THE PHONE BOOTH"

"HELLO BABY"
PART 1

"HELLO MAMA"
PART 2

Big Bob Kornegay
( THE HAPPY WANDERER)

"It's What's in THE CASH BOX That Counts"
New York, N.Y.
1. Young Love (James/Hunter)
2. Banana Boat (Day-O)
3. Too Much (E. Presley)
4. Don't Forbid Me (P. Boone)
5. Bananas Boat Song (Terriels)
6. Moonlight Gambler (Laine)
7. I'm Dreaming of a Girl (E. Mitchell)
8. Lucky Lips (S. Brown)
9. No One Needs You (4 Lads)
10. I'm Stickin' With You (J. Bowen)

Chicago, Ill.
1. Young Love (T. Hunter)
2. Too Much (E. Presley)
3. Bohemian Girl (Terriels)
4. Don't Forbid Me (P. Boone)
5. Bananas Boat Song (Terriels)
6. Moonlight Gambler (Laine)
7. I'm Dreaming of a Girl (E. Mitchell)
8. Lucky Lips (S. Brown)
9. No One Needs You (4 Lads)
10. Green Door (J. Lewis)

Los Angeles, Calif.
1. Young Love (T. Hunter)
2. Banana Boat (Day-O)
3. Too Much (E. Presley)
4. Sailing Blues (Mitchell)
5. Don't Forbid Me (P. Boone)
6. Bananas Boat Song (Terriels)
7. Imported Grade Blues (Mitchell)
8. Secret Love (P. Boone)
9. You Don't Need A Thing (J. Ray)
10. Green Door (J. Lewis)

1. Young Love (S. James)
2. Singing The Blues (Mitchell)
3. The Laughing Blues (Mitchell)
4. 9.38 Monday (F. Denton)
5. Moonlight Gambler (Laine)
6. I'm Dreaming Of A Girl (E. Mitchell)
7. You Don't Own Me A Thing (J. Ray)
8. Sailing The Blues (Mitchell)
9. Love Is Strange (Mitchell)
10. Who Needs You (4 Lads)

Pittsburgh, Pa.
1. Young Love (James/Hunter)
2. Too Much (E. Presley)
3. Boogie Woogie (Day-O)
4. Too Much For Me (P. Boone)
5. Moonlight Gambler (Laine)
6. You Don't Own Me A Thing (J. Ray)
7. Sailing The Blues (Mitchell)
8. Top Banana Boat Song (Terriels)
9. Party Doll (S. Knox)
10. Wild Heart (Parl. Tails/Williams)

San Antonio, Tex.
1. Young Love (Crawford/Hunter)
2. Don't Forbid Me (P. Boone)
3. Too Much (E. Presley)
4. Singing The Blues (Mitchell)
5. Bananas Boat Song (Terriels)
6. Moonlight Gambler (Laine)
7. Since I Met You Baby
8. Moonlight Gambler (Laine)
9. Knee Deep In The Blues (Mitchell)
10. I Don't Own You (4 Lads)

San Francisco, Calif.
1. Young Love (T. Hunter)
2. Banana Boat (Day-O)
3. Singing The Blues (Mitchell)
4. Little Girl (K. Rankin)
5. Green Door (J. Lewis)
6. Almanac (Mitchell)
7. Don't Forbid Me (P. Boone)
8. Banana Boat Song (Terriels)
9. Moonlight Gambler (Laine)
10. Run Back Shoo (Day-O)

Atlanta, Ga.
1. Young Love (S. James)
2. Banana Boat (Day-O)
3. Too Much (E. Presley)
4. Don't Forbid Me (P. Boone)
5. Moonlight Gambler (Laine)
6. Knee Deep In The Blues (Mitchell)
7. Sailing The Blues (Mitchell)
8. I'm Dreaming Of A Girl (E. Mitchell)
9. You Don't Own Me A Thing (J. Ray)
10. Run Back Shoo (Day-O)

Kansas City, Mo.
1. Young Love (T. Hunter)
2. Too Much (S. James)
3. Don't Forbid Me (P. Boone)
4. Banana Boat (Day-O)
5. Wringle Wrangle (P. Parker)
6. Moonlight Gambler (Laine)
7. Ten Random Things (Platters)
8. One In A Million (Platters)
9. You Don't Own Me A Thing (J. Ray)
10. Don't Own Me A Thing (J. Ray)

Cleveland, Ohio
1. Young Love (James/Hunter)
2. Too Much (E. Presley)
3. Butterfly (C. Gracie)
4. Banana Boat (Day-O)
5. Midnight Gambler (Laine)
6. You Don't Own Me A Thing (J. Ray)
7. Midnight Gambler (Laine)
8. Don't Own Me A Thing (J. Ray)
9. Light Of Love (B. Stone)
10. Butterfly (C. Gracie)

Detroit, Mich.
1. Young Love (S. James)
2. Too Much (E. Presley)
3. Love (D. Sarson)
4. Midnight Gambler (Laine)
5. You Don't Own Me A Thing (J. Ray)
6. Midnight Gambler (Laine)
7. Lucky Lips (S. Brown)
8. Almanac (Frasier)
9. I'm Stickin' With You (J. Bowen)
10. The Flipside of the Hitside! (G. Hamilton IV)

Minneapolis, Minn.
1. Young Love (T. Hunter)
2. Banana Boat (Day-O)
3. Singing The Blues (Mitchell)
4. Bananas Boat Song (Terriels)
5. Midnight Gambler (Laine)
6. I'm Dreaming Of A Girl (E. Mitchell)
7. Wringle Wrangle (P. Parker)
8. Midnight Gambler (Laine)
9. Who Needs You (4 Lads)
10. Midnight Gambler (Laine)

Buffalo, N.Y.
1. Young Love (James/Hunter)
2. Too Much (E. Presley)
3. Singing The Blues (Mitchell)
4. Butterfly (C. Gracie)
5. Midnight Gambler (Laine)
6. Midnight Gambler (Laine)
7. Don't Own Me A Thing (J. Ray)
8. Midnight Gambler (Laine)
9. You Don't Own Me A Thing (J. Ray)
10. Midnight Gambler (Laine)

Candlelight Records
1650 BROADWAY
(Phone: Circle 7-5947)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Another Imperial Smash by Slim Whitman

#8309

"Careless Love"

"I Must Have Been Blind"

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

www.americanradiohistory.com
Keys Music Merges With Hansen

NEW YORK—In a major move to crystallize a stronger production unit and higher concentrated control level of sheet music, Nat Tannen has merged Keys Music, Inc., with the facilities of Chas. H. Hansen in a new Keys-Hansen, Inc. firm, effective March 1st.

Keys-Hansen, Inc. will handle all the sheet music selling agencies of the former Keys firm, consolidating headquarters facilities at 119 West 57th Street. Additionally, publishers utilizing these facilities will have coverage to jobbers and dealers through Hansen Publication depots in New York, Miami, Dallas and Los Angeles, as well as the fleet of Volkswagen display and sales trucks.

Keys, under Nat Tannen's aegis, currently handles 248 music publishers, providing them with production, promotion and selling services for their sheet music. Included are such currently active catalogs as Artist Music; Acuff-Rose; Commer- dore Music; Northern Music; Mont- claire Music; Rush Music; Western Music; Randy Stoff; as well as the various publishing combines of Bud Brandon, Stuart Hamblen, Ray Anthony, Pee Wee King, etc. Tannen and Don Tannen move over to the new merged operation to handle the affairs, along with Mike Cimino, Hansen Publications coordinator. Nat Tan- nen, in a supervisory capacity, will place more concentration on his publishing activities.

Hansen Publications, Inc., a parent firm of the Chas. H. Hansen activities, currently represents as selling agency the catalogs of Walt Disney Music Co., Wonderland Music Co., Ryland and Valira Music, Kapp Records publishing affiliates, and Fred Raphael's publishing interest, among others.

In his belief that proper and rapid distribution of sheet music will lift the currently limited sales, Hansen cut his throat at his office on his West Coast depot at 6311 Yucca Street, Hollywood, Dwight Latham will head up the coast action. Since many of the publishers in the sales agency setup are Los Angeles out- fits, Latham will extend his services to make Keys-Hansen a custom operation for these publishers.

Cimino has just returned from a three-week call on Hollywood, Dallas and Miami, stressing the Keys-Hansen function to the depot chiefs.

Besides preparing the sheet music for print and sale, the new firm will enlist the facilities of Hansen's art, copyright and promotion depart- ments. A sales force throughout the country will also be representing these more than 250 publishers.

White Named to Columbia Phonograph Post

NEW YORK—The appointment of James F. White as National Sales Manager of Columbia Phonographs was announced last week by James Sparling, General Manager of Elec- tronics Products for the company. The appointment was effective February 11th.

White's career in the electronics industry has spanned such posts as General Sales Manager of Crescent Industries, Inc., where he was responsible for all phases of the sales effort for the manufacturers' tape recorders and phonographs; CBS- Columbia Contracts Division Man- ager, directing production, engineer- ing and service operations; General Manager of Grau Audiograph, manu- facturers of dictating machines; and Sales Manager of the Andrew Cor- poration, producers of components for radio and TV transmitters.

White holds an engineering degree from Yale University. He has also worked at the Massachusetts Institute of Technology Radiation Laboratory as a project engineer in charge of de- veloping special radar programs.

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
ALL WE SAY IS WOW! IT'S AN "OOPA-OOPA"

"LITTLE DARLIN"

BY THE SINGING DIAMONDS

COUPLED WITH "FAITHFUL AND TRUE"
MERCURY 71060

*RIMMICK IN THE RECORD

BREAKING BIG IN ALL DIRECTIONS

JOY LAYNE
YOUR WILD HEART
71038
BILLBOARD BEST BUY

Ralph Marterie
TRICKY
71050
TOPS IN CLEVELAND, DETROIT, CHICAGO,
SAN FRANCISCO, ST. LOUIS AND AND CINCINNATI

RUSTY DRAPER
LET'S GO CALYPSO
71039
TOPS IN CHICAGO, DETROIT, CLEVELAND, BOSTON,
WASHINGTON, BUFFALO, MINNEAPOLIS AND PHILADELPHIA

LOUIS JORDAN
MORNING LIGHT
71052
STARTING IN THE EAST

FEBRUARY 16, 1957

NICK NOBLE
SWEETER THAN YOU
71031
OUTSTANDING IN CHICAGO, DETROIT,
MILWAUKEE, CLEVELAND AND NEW YORK

* Review Spotlight on . . .

DINAH WASHINGTON... Mercury 71043... YOU LET MY LOVE GROW COLD
(Shapiro-Bernstein, ASCAP)

This great blues shout, a Rhythm and Blues Spotlight this week,
merit spins by pop jocks who have grown weary of synthetic
material and are looking to liven up their shows with some pure
sparkling gold. Flip is "I Know" (Tee Pee, ASCAP).
In Order To Have Your Top Ten Represented In THE CASH BOX Charts, Fill In The Coupon Below (Or Put Them On Your Own Letterhead) And Mail To THE CASH BOX 1721 BROADWAY NEW YORK 19, N.Y.

List Your Top Ten Pop Tunes Here

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List Your Top Ten Rhythm 'N Blues Records Here

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Al Meltzer (WHEJ-Rochester, N.Y.) writes of a "great response" to his new TV show on Saturday from 3:30 to 4:00 PM featuring high schools in the Syracuse area. All the first month's top ten disk jockeys are booked into April... Joe Donahue (WGBB-Freeport, L.I.) cites about one-half million dollars in sales revenue in his area as a reason for not overlooking Long Island for sales reports on disks... A long-distance phone call to Tommy Sands, the rising rock 'n roll artist, was reportedly made by disk jockey Tom Adams (KULD-Kansas City, Mo.). Tom interviewed the Crews during their two-week stay in the city... Bill Perkins (W-CN-Cincinnati, Ohio) is now the proud father of a girl born Jan. 20th, named Roslyn Germaine. One of the most popular albums in the Cincinnati area, "Bill," is going to be Sarah Vaughan's two-disc effort "Great Songs From Hit Shows."... Frank Ward (WWO-W-Buffalo, N.Y.) is back on the air after a month's vacation in Florida... D. Howard plus Kenny Halterman and Harold "Red" Hageman of WCUE-Akron, Ohio conduct a "Wake And Win With CUE" contest on their three and a half hour morning stint. Each half hour a disk is played containing ten voices of people who may be next door neighbor of a listener. If a listener guesses the identity and address of a voice, which says, "Wake And Win With CUE," he or she wins $25 and is interviewed by Howard... Gene Platt (Kelso, Sioux Falls, S.D.) reports two strong items in his area: "Tower's Trot" by Dick Jacobs (Coral) and "It Happened In Montevideo" (Coral)... The first in a series of local jazz concerts in Providence, R.I., was emceed by Bob Bassett (WHIM-Providence, R.I.). The affair, presented by Providence's "Jazz Unlimited" Society, featured local jazz groups headed by Jack Quigley, Ronnie Brown and jazz singer, Bonnie Mann. The concert was highlighted by the jazz programming of Bill Jacobs, who emceed the show and his trio, "The Voice Of America," who filmed a portion of the show for their overseas service.

Mort Nusbaum (WWBF-Buffalo, N.Y.) was recently made a member of "Radio Pioneers," a national organization of those with 20 years or more in the broadcasting business.

Mort has spent 16 of his 20 years in radio-TV in his hometown of Rochester. Three weeks in Miami await Mort and Mort Nusbaum starting on Feb. 21st. Bill Davis (WLOW-Norfolk, Va.) has been running a mystery singer contest with a good response from the kids... On behalf of "Teen Against Polio" DJ's Chuck Thompson and John Dixon of WALA-Mobile, Ala., emceed a marathon record hop which lasted for 52 hours. The hop began at 8PM on Thursday night and stopped at 12 Midnight on Saturday. The affair realized $1,250 for the "Teen Against Polio" drive. (WWAL, Mobile, Ala.)

The place where he first got his start in radio when he switched to WBIX from WKAL-Rome, N.Y. Lou was in New York City last weekend. Jay Maher (WWON-Youngstown, R.I.) is raving over the big response and favorable comments he's getting from newcomer Dick Olsen's "I Hope You Won't Hold It Against Me" on the mark label... Cordell Hardy (WHAM-Rochester, N.Y.) would like to recommend to disk jockeys a Prestige LP titled "Barbara Lea Sings," which features Miss Lea and the Johnny Windhurst Quintet... Charles E. Gustafson (WTAQ-Chicago, Ill.) makes good use of "Girls And Rock" in New York... Richard Reeves (WWVA-Wheeling, W.Va.) has resumed his duties as staff announcer at WWVA after having just completed two years of service with the U.S. Army at Ft. Knox, Ky. While stationed at Knox, Dick was director of Radio and Television in the Ft. Knox Information Office... When the Victor Starliner, riding the pole drive, stopped over in Chicago, Ron Turner (WKMJ-Kalamazoo, Mich.) interviewed one of his stars, Eddie Howard. Deejay Roy Terry (WAAF-Chicago, Ill.) announced on his show that if persons who had contributed or written a 12-inch disc for "March Of Dimes" would send him a note he would mail them a free disc. The response was so favorable that other announcers took up the fund-raising campaign named "Discs For Dimes." Though Terry was supposed to leave the next day, he cooperated with many record companies that provide stations with promotional discs cooperated in the affair... Bob Will (WWDC-Washington, D.C.) took over Utah's popular "Around The Town" music and news show on Jan. 28. Bill continues his Sunday night, 10 to 12 Midnight stint over WDUN. Bill Gerson (WNN-Louisville, Ky.) recently vacationed in his hometown of Detroit visiting friends and relatives. Bill thinks there's a real sleeper in Chuck Reed's "Whispering Heart" on Decca.
Liberty's
REG. U.S. PAT. OFFICE
4 BIG HITS!

Julie London

THE BOY ON A DOLPHIN
(As sung by Julie London in the 20th Century-Fox Prod. "The Boy on a Dolphin")
b/w
MEANING OF THE BLUES
(As sung by Julie London in the Universal International Pict. "The Great Man"
#55052

Review Spotlight
JULIE LONDON...Liberty 55052...........(Robbins, ASCAP)
THE BOY ON A DOLPHIN...........(Robbins, ASCAP)
This is the first time since "Cry Me a River" that has
offered the singer a similar combination of "quality"
and sound commercial values. A beautiful tune
which Miss London sings in a mood of the same
state, "Dolphin," in so slightly tend that it takes in
title, "Dolphin," in so subtly tend that it takes in
ject at all in the world, it has to make it
Her silky vocal and sensitive phrasing is a joy to the
My Idea of Love
#55053

Margie Rayburn

EVERY MINUTE OF THE DAY
b/w
Take a Gamble on Me
#55043

Johnny Orellen

CANDY KISSES
b/w
My Idea of Love
#55053

Mark McIntyre

PORTRAIT OF A WOMAN
b/w
Viva Los Amantes
#55054

Liberty Records Inc., 1556 No. La Brea, Hollywood, Calif.—Phone HO 2-0811

"It's What's in THE CASH BOX That Counts"
THE RECORDS
Disk Jockeys
Played Most

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>YOUNG LOVE</td>
<td>Sonny James (Capitol)</td>
<td>Tab Hunter (Dot)</td>
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<td>2</td>
<td>DON'T FORBID ME</td>
<td>Pat Boone (Dot)</td>
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<td>3</td>
<td>TOO MUCH</td>
<td>Elvis Presley (RCA Victor)</td>
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<td>4</td>
<td>BANANA BOAT SONG</td>
<td>The Trolls (Glory)</td>
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<td>5</td>
<td>MARIANNE</td>
<td>Terry Gilkyson (Columbia)</td>
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<td>BANANA BOAT (DAY-O)</td>
<td>Harry Belafonte (RCA Victor)</td>
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<td>7</td>
<td>WHO NEEDS YOU</td>
<td>Four Lads (Columbia)</td>
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<td>8</td>
<td>MOONLIGHT GAMBLER</td>
<td>Frankie Laine (Columbia)</td>
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<td>9</td>
<td>BUTTERFLY</td>
<td>Charlie Gracie (Camel)</td>
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<tr>
<td>10</td>
<td>SINGING THE BLUES</td>
<td>Guy Mitchell (Columbia)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>YOU DON'T OWE ME A THING</td>
<td>Johnnie Ray (Columbia)</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>LOVE IS STRANGE</td>
<td>Mickey &amp; Sylvia (Groove)</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>BLUE MONDAY</td>
<td>Fats Domino (Imperial)</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>CINCO ROBLES</td>
<td>Russell Arms (Era)</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>I DREAMED</td>
<td>Betty Johnson (Bally)</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>ALMOST PARADISE</td>
<td>Roger Williams (Kapp)</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>CAN I STEAL A LITTLE LOVE</td>
<td>Louie Armstrong (Columbia)</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>WRINGLE WRANGLER</td>
<td>Fess Parker (Disneyland)</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>JAMAICA FAREWELL</td>
<td>Harry Belafonte (RCA Victor)</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>STASHU PANDOWSKI</td>
<td>Jimmy Ray Stewart (RCA Victor)</td>
<td></td>
</tr>
</tbody>
</table>

NEW THE NAUGHTY LITTLE FLEA
Record No. 3659

LES BROWN
and His Band of Renown

ORIGINAL JOE
IF I HAD THE MONEY
Record No. 3655

THE NILSSON TWINS
LES BAXTER
his Orchestra and Chorus

I DANCE WHEN I WALK
RAIN ON MY WINDOW
(Tears In My Heart)
Record No. 3653

**Only those records best suited for commercial use are reviewed by THE CASH BOX**
### Peatman List

**SONGS WITH LARGEST RADIO & TV AUDIENCE**

<table>
<thead>
<tr>
<th>RADIO (LISTED ALPHABETICALLY)</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Một Paradise</td>
<td>Felix</td>
</tr>
<tr>
<td>Al one Hell</td>
<td>Felix</td>
</tr>
<tr>
<td>Alone and Unreleased</td>
<td>American</td>
</tr>
<tr>
<td>Among the Shadows</td>
<td>American</td>
</tr>
<tr>
<td>Banana Boat Song</td>
<td>E. B. Marks-Bryan</td>
</tr>
<tr>
<td>Blueberry Hill</td>
<td>Chappell</td>
</tr>
<tr>
<td>Chariots of Fire</td>
<td>Manchester</td>
</tr>
<tr>
<td>Cinecittà Robles</td>
<td>Warsaw</td>
</tr>
<tr>
<td>Cindy, Ooho Cindy</td>
<td>E. B. Marks-Bryan</td>
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<tr>
<td>Don't Fear Me</td>
<td>New Orleans</td>
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<td>High Heels</td>
<td>Jangnickel</td>
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<tr>
<td>I Dreamed</td>
<td>Trilby</td>
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<tr>
<td>Kid Stuff</td>
<td>Gil</td>
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<tr>
<td>Long Before I Knew You</td>
<td>Stanford</td>
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<tr>
<td>Save Me Tender</td>
<td>Prestley</td>
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<tr>
<td>Marianne</td>
<td>Montclare</td>
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<td>Mi Casa, Mi Casa</td>
<td>Sequences</td>
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<tr>
<td>Moonlight Gambler</td>
<td>E. N. Morris</td>
</tr>
<tr>
<td>On My Word Of Promises</td>
<td>Aetna</td>
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<tr>
<td>On The Street Where You Live</td>
<td>Chappell</td>
</tr>
<tr>
<td>Repeat After Me</td>
<td>Leeds</td>
</tr>
<tr>
<td>Rock A Bye Baby With A Horse</td>
<td>Mills-Warlock</td>
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<tr>
<td>Sadie's Shawl</td>
<td>Randcom</td>
</tr>
<tr>
<td>Shake, Shake Serina</td>
<td>Spanish Music Center</td>
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<tr>
<td>Singing In The Blues</td>
<td>Rosetta</td>
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<tr>
<td>Some Day Soon</td>
<td>Lomis-Ramrod</td>
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<tr>
<td>Spring In Maine</td>
<td>E. N. Morris</td>
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<td>Too Much</td>
<td>Southern Belle-Pasley</td>
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<td>True Love</td>
<td>Buxton Hill</td>
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<td>True Love</td>
<td>Buxton Hill</td>
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<td>Una Momento</td>
<td>Famous</td>
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<td>Watermelon Song</td>
<td>Gale &amp; Gaylay</td>
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<td>Wisdom Of A Fool</td>
<td>Planetary</td>
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<td>Wringle Wranle</td>
<td>Disney</td>
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<td>Young Love</td>
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### Special Announcement to Advertisers

**DUE TO WASHINGTON BIRTHDAY HOLIDAY**

HOLIDAY, FRIDAY, FEB. 22... IT IS NECESSARY TO GO TO PRESS ONE DAY EARLIER FOR THE ISSUE OF **MARCH 2 CLOSING** — Thursday—Noon DATE — FEB. 21

**ADS REQUIRING COLOR OR SPECIAL POSITION—WED., FEB. 20**

**The Cash Box**

1721 Broadway
NEW YORK 19, N. Y.

(PHONE: Judson 6-2640)

**SPECIAL ANNOUNCEMENT**

**THE CASH BOX ANNOUNCES—the release of new records by the following artists:**

- **Feist**
- **Stratford**
- **Montclare**
- **Korwin**
- **Wood**
- **Warman**

**POSITION—Maine**

**BARTON**

**Roncom**

**Steal**

**Jungnickel**

**Paramount**

**H.**

**"The Spanish"**

**Famous**

**Buxton**

**E.**

**Gil**

**Planetary**

**Antler**

**Feist**

**Jefferson**

**"One New"**

**Leeds**

**Gale**

**"Was Shari Dreamed president"**

**NECESSARY.**

**E.**

**$65**

**Presley The**

**STILL**

**LITTLE"**

**PRESS ITS DUE DATE**

**FEB. NINETY TO THE**

**BOX**

**Thursday—Noon**

**FEB. 21**

**The Cash Box**

1721 Broadway
NEW YORK 19, N. Y.

(PHONE: Judson 6-2640)

**IT'S COUNTRY! IT'S GREAT!**

**LOVING YOU**

Wilma Lee & Stoney Cooper

**MICKLEY—1038**

**"LITTLE BY LITTLE"**

**SAVOY 1306**

**NAPPY BROWN**

**SAVOY**

**RECORD CO. 50 MARKET ST.**

**NEWARK, N. J.**

**STILL CLIMBING THE CHARTS!**

**"LITTLE BY LITTLE"**

**SAVOY 1306**

**NAPPY BROWN**

**SAVOY**

**RECORD CO. 50 MARKET ST.**

**NEWARK, N. J.**

**SWEET STUFF**

**Somethin' Smith and the Redheads**

**EPIC**

**AMERICAN MUSIC CORP.**

**120 SONSET BLVD. HOLLYWOOD, CALIF.**

**HITS FROM THE HOUSE OF BOURNE!!!**

Tony Bennett . . . "One Kiss Away From Heaven" (COLUMBIA 40249)

Dean Martin . . . "Captured" (CAPITOL 1646)

"The Gift" (LIBERTY 5058)

David Seville . . . "The Donkey & The Schoolboy"

**ABC CORP.—BOURNE, INC.**

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Friedlander Named National Promotion Manager of RKO Unique Records

RKO Music Announces That It Will Secure No Disk From RKO Unique

NEW YORK — Buddy Friedlander, who since 1945 has been associated with Mills Music, E. B. Marks, and for the past seven years with Mercury, will continue working as a song plugger, promotion man, assistant A&R man, and distributor, was signed by Unique Records as national promotion manager last week and immediately assumed his new responsibilities. Friedlander's duties will include national promotion for the United States and will directly supervise the road men who now form part of his staff.

Friedlander reports to Stan Borden who has assumed the new office of executive vice president. Borden was formerly vice president in charge of sales. He is also in charge of all album and single production and is general sales manager.

Friedlander will immediately line up road trips to Chicago, Detroit and Pittsburgh to establish closer working arrangements between RKO Unique field men and distributors. All field men will be put on a traveling basis in their entire areas rather than only in their immediate locality.

RKO Teleradio Pictures, of which RKO Unique Records is a subsidiary, only a couple of weeks ago announced the formation of RKO Music, which is a separate company from RKO Unique Records, and is staffed by completely different personnel. Irving Deutch was signed as general professional manager of the new division and in turn has been given a free hand in setting the pace. In line with this Al Calderone was signed by RKO Music as New York and East Coast contact man and Mel Stein was engaged for the West Coast.

The music company will operate so completely independently of RKO Unique Records that any songs published by RKO Music will not even be shown to RKO Unique. RKO Music will only procure recording from the RKO Unique Records catalogue, and any songs recorded by RKO Music will not be covered at a later date by RKO Unique Records.

Deutch stated that future sound tracks and other recordings that the firm may secure will be offered to the other record companies first. The firm has acquired the scores for a sizeable quantity of pictures which include musicals and non-musicals produced by RKO and other major companies.

Deutch stated that future sound tracks and other recordings that the firm may secure will be offered to the other record companies first. The firm has acquired the scores for a sizeable quantity of pictures which include musicals and non-musicals produced by RKO and other major companies. The Lamas catalogue, handled in the past in conjunction with RKO Unique, has now been signed over to RKO Music as one of its catalogues and will be run through the new music division.

Deutch further stated that any sound tracks or other recordings that the firm may desire an RKO Unique record would have to deal directly with Joe Leahy, A&R head of RKO Unique. He indicated that this plan was to be put into effect immediately to emphasize to the trade that RKO Music and RKO Unique are separate and distinctly entitled with no ties of any nature.

Ed Sauter To Germany To
Consider Radio Offer

NEW YORK, N. Y. — Ed Sauter, co-leader of the famed Sauter-Finegan orchestra, flew to Germany February 14th to discuss an offer which would make him musical director of Radio Südwestfunk, at Baden-Baden. It was understood the job would entail heading up an extensive jazz program including writing, arranging and conducting. In the event Sauter accepts, it was believed the Sauter-Finegan orchestra will continue under the leadership of Bill Finegan. The group's newest RCA Victor album, "Under Analysis," is scheduled for March release.

Feature of Sauter's departure from International Airport was a surprise appearance of the Sauter-Finegan group, playing thumping German band tunes in haste by Finegan.

Salem Fifer Christian

CHICAGO—Mort Hillman, Salem Frey, announced this past week the signing of Bobby Christian and his orchestra. This is the first band signed to the label.

Future plans include a series of singles aiming at an LP release soon.

Deejays In National Mag

NEW YORK — People Today Magazine has inaugurated a series of disk jockeys. The series will run for one year with a different disk jockey featured every month. The stories are being written by Dick Gersh.

First in the series is George Lorenz, WKWB, Buffalo, New York. Next to be profiled is Robin Seymour, WKXH, Des Moines, Michigan, and Rex Dale, WCKY, Cincinnati, Ohio.
Tony Bennett Wins Standing Ovation At Copa Opening

NEW YORK—With one of the most spectacular performances the Copacabana audience has ever witnessed, Tony Bennett reached a new high in his career when he opened at the New York nightclub last Thursday, February 14. In a stirring tribute to the singer, the entire audience stood and gave him an ovation when he finished his act.

Performing a vast variety of songs, ranging from the wild "Sing You Sinners" to his tear compelling rendition of "Lost In The Stars", Bennett had the audience from the moment he walked on stage and continued to hold them and amaze them by his vocal prowess and showmanship all through the act. His changes of pace were timed perfectly and his spectacular vocalizing left most of the crowd gasping.

Slimmed down and tanned, Bennett offered a handsome picture on the Copa floor, so much so that he received all the oohs and ahs usually reserved for visiting movie stars.

Although he won great critical acclaim during his Copa stand last year, it seems to us that if you don't catch him this year, you ain't seen nothin' yet. Tony has really arrived.

Bob Smith New Director of Distrib Relations For Dot

HOLLYWOOD—Randy Wood, president of Dot Records, last week announced that Bob Smith of Chicago, formerly director of promotion for Dot in the mid-West territory, has been named to a roving assignment as national director of distributor relations. Smith's new duties will take him all over the country in contact with the company's distribution network in 35 key cities.

Smith is currently in New Orleans organizing the operation of Dot's first company-owned distributor branch, and will remain in that location for an additional month, after which he will move his family to Los Angeles. He will headquartered in Dot's home offices at Sunset and Vine in Hollywood.

Replacing Smith as promotion director in the mid-West is Rocky Rolf, formerly with RCA Victor for seven years.

Bob Green is manning a similar post in the Southern territory formerly covered by Webber Parrish, who has been inducted into the armed services, stationed at Ft. Chaffee, Ark.

RKO-Unique Party

NEW YORK—Prominent music business personalities from all phases of the industry turned out en masse at a cocktail party given by RKO-Unique Records at the diskery's offices. Among the many friends attending were:

(Top Left) Murray Mussay, Bob Austin, Irving Deutsch and Phil Kahle.
(Top Right) Murray Deutsch, Martin Block, and Irving Deutsch.
(Second Row Left) Buddy Friedlander, Martin Machet, Irving Deutsch, Joe Leahy and Stan Borden.
(Second Row Right) Murray Deutsch, Paul Cohen and Irving Deutsch.
(Third Row Left) Keefe Brassele, Jerry Blaine, Buck Ram and Irving Deutsch.
(Third Row Right) Marv Holtzman, Martin Machet, Joe Leahy, Joe Reisman and Irving Deutsch.
(Fourth Row Left) Martin Machet, Murray Deutsch, Mr. & Mrs. Ivory Joe Hunter, Irving Deutsch.
(Fourth Row Right) Irving Deutsch, Martin Machet and Mr. & Mrs. Herman Diaz.
(Bottom Row Left) Sid Parmeis, Irving Deutsch and Bob Austin.
(Bottom Row Right) Lester Collins, Marv Holtzman, Keefe Brassele, Stan Borden and Irving Deutsch.
NEW YORK—At a special press meeting on February 14th, William S. Nielsen, Director of Sales Epic Records, announced the appointment of Francis J. Berry, Sales Manager of Single Records, and Richard Lages, Midwest Sales Manager. Berry was formerly the Mercury Records branch manager in Cleveland and also did promotion in that city. Lages originally was Epic salesman with United Record Distributors in Chicago and subsequently became sales manager of that label. He will continue until his factory appointment, Lages will work out of Chicago with offices in Cincinnati, St. Louis, Kansas City, Minneapolis, Madison, and Detroit.

On the distribution level, distributors’ organization was streamlined in changing in Kansas city to New Orleans. According to Nielsen, further distribution changes will be made where it is necessary in the interest of effective overall Epic-Okeh sales in keeping up with the label’s rapid expansion.

Effective March 1st, the Epic High Fidelity Hit of the Month will feature a popular and classic release with a $2.98 retail price tag for the month of release. In New York, the first monthly High Fidelity Hit of the Month will be released only every other month due to the diminutive exposure. The March release will be “Here Comes The Showboat” featuring the cast of the successful national broadway hit. The general national best selling album “Gentlemen Be Seated” plus Audrey Marah, Frances Wyatt, and The Evzones. The classical release will feature Leon Fleisher with The Cleveland Symphony Orchestra in Rachmaninoff’s Rhapsody On A Theme Of Paganini, Op. 43: Franck’s Symphonic Variations featuring Leon Fleisher and Eugene Ormandy-Prelude. This will be Fleisher’s first recording for the Epic label and is expected to be a hit.

Canadian Capers

MONTREAL MEMOS:

Currently featured at the Ritz Cafe of the Ritz Carlton Hotel is Parisian chanteuse Nita Raya, . . . . Into the Casa Loma this week are Jerry Murad’s Havana house band to follow into this location on the 18th of February after successful engagements in Three Rivers and Quebec City are The Lane Brothers (RCA) who are currently causing a stir with their version of “Marianne” . . . . The El Morocco is headlining this week Steve Brown’s Red Capes with Duloma Jo. Signed for later appearance is his local six piece band Billy Daniels, Tony Bennett, Lew Lewis and Connie Bennett. . . . The Moccabite, Montreal’s giant size night club in the east end of town features this week the Four Winds (Vik) and the Four Step Bros. . . . Cape Breton’s has gained great popularity in these parts. Local night clubs have embarked on this policy of booking local bands giving this type of entertainment. Namely the Penthouse with Lloyd Thomas’ Trio, the Casabah Room of the El Morocco with King Caribe and his band and the Clover Cafe with Lord Caresser and his group.

TORONTO TOPICS:

Andy Williams, and Ginger Rogers scheduled in town for The Cross Canada Hit Parade February 24th. Andy is releasing ‘Butterfly’, a new dandy full of spades here, and it looks as tho the lad has a big hit in the making . . . . Kay Ballard, Dorothy Dandridge, and Alfred Drake will be welcome guests in our town February 20th, when they arrive for the Chrysler Festival over CBC-TV . . . . At Hinkle’s, June Christie, and Ted Heath hooked into Massey Hall February 28th . . . . Chuck Murphy opens at The Colonial February 14th, for one week.

Epic Appoints New Personnel; Announce

Vast Increase In Diskery’s Sales

“Epic is in the Cash Box That Counts”

Toronto—Epic Appoints New Personnel; Announce Vast Increase In Diskery’s Sales

Tommy Sands Skystrokes; TV Appearance Sends Capitol Disk Flying

HOLLYWOOD—Ever since his highly successful television appearance as star of “The Singin’ Idol” on the “Kraft, Television Theater” over the NBC-TV network two weeks ago, 19-year-old Tommy Sands, exclusive Capitol recording artist, has suddenly found himself to be in such demand for magazine, wire service and newspaper interviews, and further TV and radio appearances.

Meanwhile, nearly every major motion picture studio is reported vying for his services as an actor-singer, although he has not accepted any offer yet.

Because of his success on “Kraft Theater,” that program has requested a return on a future telecast. Meanwhile, Tommy is slated for an appearance on “Broken Arrow,” starring Ernie Ford on his next program “Ford Show” Thursday, Feb. 21, over NBC-TV as well as on one of Ford’s daytime TV shows over the same network one day each week.

A busy seven days are ahead for Young Tommy next week, including interviews with the Associated Press, United Press, a chain of publications, plus recording sessions at the Capitol Tower, photo sitting for in both color and black and white pictures, phone calls to the producers of “The Singin’ Idol” show which has already been picked up by Capitol's offices, cutting voice tracks for many other desejays, and making guest appearances on many local Hollywood-area radio and TV shows. Requests have come in from all parts of the country to establish Tommy Sands fan clubs.

Meanwhile, copies of Sands’ first Capitol disk, “Hep Dee Hootie” (Cutie Wootie) and “Teen-Age Crush,” the two songs featured in the “Kraft Theater” show, were being gobbled up from record dealers everywhere, with sales well on their way to the coveted one-million mark. “Teen-Age Crush” broke into the #7 spot in this week's top 50 list.

Tommy Sands is currently in New York preparing for a picture assignment with producer-director Frank Tashlin. Tommy will record another Capitol disk immediately upon his return, and it is expected to be heard on the air during March.

Teresa Brewer’s BIG HIT on Coral

I'M DROWNING MY SORROWS

MILLS MUSIC, INC.

KO-RU UNIQUE have

The Hit Inst. & Vocal

KO-RU unique records

1497 Broadway New York, N. Y.

The One With The Clappin' and Snappin'

ANDY WILLIAMS

BUTTERFLY

CADENCE 1208

ANOTHER SMASH!

GARE STORM

"ON TREASURE ISLAND"

DRO 15157

DOT RECORDS

Sunset and Vine, Hollywood, Calif.

HC 2381

Another Top Hit for Andy Williams

ANDY WILLIAMS

TERESA BREWER

ROGER WILLIAMS

ALMOST PARADISE

FLAIR X-503

The ORIGINAL—The BEST

"THE MAN IN THE PHONE BOOTH"

The Wanderer

The Mail, The Hit Inst. & Vocal

KO-RU UNIQUE have

"ALMOST PARADISE"

FLAIR X-365

LUE STEIN

JACK CARROLL

RKO UNIQUE RECORDS

1497 Broadway New York, N. Y.

KO-RU UNIQUE have

The Hit Inst. & Vocal

THE CBS NEWS

FADE OUT

FADE IN

"It's What's In THE CASH BOX That Counts"
**Music**

**The Sedlar McRae**

10. Without You (D. Reilly)

8. Don't Let Me Be Lonely

9. Blue Moon (D. Reilly)

7. Who Needs You (L. Adams)

6. Blue Bayou (D. McPhatter)

5. baby (J. Brown)

4. Love Is Strange

3. Swingin' The Blues (Mitchell)

2. It's Almost Too Late (Mitchell)

1. You're My Love (J. Brown)

**Norman Hollman**

TRIANGLE NETWORK — Moorhead, Minn.

1. Young Love (I. Hunter)

2. Much Too (P. Reilly)

3. Singing The Blues (Mitchell)

4. Don't Forbid Me (P. Boone)

5. When You're In My Arms (P. Boone)

6. Can I Sing A Love Song (Mitchell)

7. Marianne (T. Gilksy)

8. I Love You (J. Dunn)

9. Uno Momento (C. Carr)

10. Butterfly (A. Williams)

**Gerry Nesler**

KSDO—San Diego, Calif.

1. Singing The Blues (Mitchell)

2. True Love (Crosby & Kelly)

3. Don't Forbid Me (P. Boone)

4. You're My Love (J. Dunn)

5. I Dreamed Of You (S. Boone)

6. Jamaica Farewell (Balfour)

7. I, Dreamed Of You (J. Johnson)

8. Stasho Pandawski (Carlise)

9. To Take Me Back Baby (Mitchell)

10. Thought It Was Over (R. Morgan)

**Al Robertson**


1. From The First Hello To The Last Goodbye (M. Gold)

2. Stashe Pandawski (P. Rein)

3. Chances Change (C. Underwood)

4. Keep On Loving You (S. Boone)

5. Baby Don't Sing Back To (R. Morgan)

6. Wonderful, Wonderful (J. Johnson)

7. Don't Forbid Me (P. Boone)

8. Love Is Strange (Mickey & Sydney)

9. Ram-Bum-Shush (B. Scott)

10. Stasho Pandawski (Linde)

**Dave Maynard**

WOKX—Framingham, Mass.

1. Who Needs You (L. Adams)

2. Young Love (I. Hunter)

3. You Don't Own Me (R. Morgan)

4. Only One Love (L. Adams)

5. Kid Stuff (McCullers)

6. Heaven Knows (P. Boone)

7. Lucky Lips (E. Brown)

8. Teenage Crush (F. Sinatra)

9. I'm Sticking With You

10. Two Strong (J. Scott)

**Dana Daniels**

KFWX—Hollywood, Calif.

1. Don't Forbid Me (P. Boone)

2. It Happened In Montejoy (D. McPhatter)

3. Stasho Pandawski (Carlise)

4. Lucky Lips (G. Stein)

5. Girl Next Door (E. Brown)

6. Almost Paradise (R. Williams)

7. Me Too (E. Brown)

8. Kneeling In The Blues

9. One Seda, Two Straw

10. Butterfly (A. Williams)

**Jo Dunn**

WBSG—Syracuse, N.Y.

1. Too Much (E. Reilly)

2. Wriggles (R. Williams)

3. Written On The Wind (A. Scott)

4. Second Chance (P. Boone)

5. Stasho Pandawski (Carlise)

6. Marine Girl (Narey)

7. Almost Paradise (R. Williams)

8. Butterfly (A. Williams)

9. Barnaby (J. Young)

10. Pleading My Love (L. Dunn)

**Jim Reid**

WPNF—Passaic, N.J.

1. Singing The Blues (Mitchell)

2. True Love (Crosby & Kelly)

3. Don't Forbid Me (P. Boone)

4. The First Hello To The Last Goodbye (M. Gold)

5. In The Land Of Paradise

6. Almost Paradise (R. Morgan)

7. Don't Forbid Me (P. Boone)

8. Who Needs You (L. Adams)

9. Wriggles (R. Williams)

10. Butterfly (A. Williams)

**Buddy Collins**

KEISH—Seattle, Mont.

1. Too Much (E. Reilly)

2. Butterfly (A. Williams)

3. Almost Paradise (R. Williams)

4. Love Is Strange

5. Who Needs You (L. Adams)

6. Walkin' In The Rain

7. Almost Paradise (R. Morgan)

8. Butterfly (A. Williams)

9. Barnaby (J. Young)

10. Almost Paradise (W. Holland)

**Johnny Mandel**

KTTI—Des Moines, Ia.

1. Who Needs You (L. Adams)

2. You're My Love (J. Brown)

3. Almost Paradise (R. Williams)

4. Almost Paradise (R. Morgan)

5. Barnaby (J. Young)

6. Wriggles (R. Williams)

7. Butterfly (A. Williams)

8. Who Needs You (L. Adams)

9. I'm Gonna Get A Rise To Cry (E. Kane)

10. I've Got A Rise To Cry (E. Kane)

**Hank Goldman**

WXNN—Annapolis, Md.

1. Young Love (I. Hunter)

2. Butterfly (A. Williams)

3. Almost Paradise (R. Morgan)

4. I'm Gonna Get A Rise To Cry (E. Kane)

5. Think It Was Over

6. Walking In The Rain

7. Almost Paradise (W. Holland)

8. Almost Paradise (R. Morgan)

9. Who Needs You (L. Adams)

10. Almost Paradise (W. Holland)

**Donn BlackBerry**

WTPA—Baton Rouge, La.

1. Young Love (I. Hunter)

2. Butterfly (A. Williams)

3. Who Needs You (L. Adams)

4. I'm Gonna Get A Rise To Cry (E. Kane)

5. Almost Paradise (R. Morgan)

6. Who Needs You (L. Adams)

7. Almost Paradise (W. Holland)

8. Butterfly (A. Williams)

9. Almost Paradise (R. Morgan)

10. Almost Paradise (W. Holland)

**Bob Furry**

KQED—Oakland, Calif.

1. Young Love (J. Brown)

2. Banana Boat Song (B. Brown)

3. Dangl (T. Gilksy)

4. I Dreamed Of You (P. Boone)

5. Love Is Strange

6. Me Myself & I

7. Almost Paradise (W. Holland)

8. Butterfly (A. Williams)

9. Almost Paradise (R. Morgan)

10. Butterfly (A. Williams)

**Ken "Bix" Wardell**

WELA—Elizabethtown, N.J.

1. You Don't Own Me (R. Morgan)

2. Almost Paradise (R. Morgan)

3. Butterfly (A. Williams)

4. You Don't Own Me (R. Morgan)

5. Who Needs You (L. Adams)

6. You Are My Baby (C. Cole)

7. You're My Love (J. Dunn)

8. Big Wheel (C. Cheenie)

9. I've Got A Rise To Cry (E. Kane)

10. Almost Paradise (W. Holland)

**Ted Frank**

WWAL—Buffalo, N.Y.

1. Young Love (I. Hunter)

2. Butterfly (A. Williams)

3. Almost Paradise (R. Morgan)

4. Almost Paradise (W. Holland)

5. Butterfly (A. Williams)

6. Almost Paradise (R. Morgan)

7. Almost Paradise (W. Holland)

8. Who Needs You (L. Adams)

9. Almost Paradise (R. Morgan)

10. Almost Paradise (W. Holland)
The Fabulous Cadillacs

“SUGAR — SUGAR”

ABOUT THAT GAL NAMED LOU

REMEMBER

Music

EARNED -

REMEMBER

Music

NEW YORK—Henri Rene has resigned as manager of West Coast Ad-

Rene Signs New RCA Recording Pact

Quits A & R Job

for the RCA Victor Record Division in order to devote all of his time to creative composition. At the same time, Rene signed a new long-term contract to record exclusively for RCA Victor. His recent release for Victor, “Music For

The Allies

Bachelors,” tops the charts and is hitting the radio stations. He will remain in his West Coast assignment for Victor until the new arrangements have been recorded. The conductor-composer said that the new arrangement will permit him more freedom to work in the field of music. In addition to records, he intends to continue to write for the RCA Victor Television and Radio departments. He will head- quarter on the West Coast, where he has been with Victor since 1940, with the exception of the time he spent with the Second Parcel. He was born in New York City of German-French parentage but was taken to Germany when a small boy. His am-

JOSIE 812

The Annettees

“YOU, ONLY YOU”

“MINE AND MINE ALONE”

Rene, a former student of the Royal Academy of Music in Berlin, where he studied piano and composition. Henri soon found himself growing increasingly interested in the music of Mozart and Debussy.

The Ingankinders

“WALKIN’ AND TALKIN’ THE BLUES”

“You Were Waiting For Me”

“MINE AND MINE ALONE”

Vinnie Monte

“TELEGRAM”

JOSIE 811

JOSIE 811

JOSIE 812

JOSIE 812

JOSIE 812

The Kittoppers

Mecca Becomes Hi-Class

SAN FRANCISCO—Sid Mobell, owner of Mecca Records, last week announced the change in the name of his company and label name from Mecca to Hi-Class Records.

The switch to Hi-Class is effective immediately.

The move was taken because of legal action against Mecca by Decem Records, and to avoid confusion because of the similarity of names. Mecca has chosen the Hi-Class trademark.

*Only those records best suited for commercial use are reviewed by THE CASH BOX*
**IVORY TOWER**—Cathy Carr—Fraternity F-1005 (1-12" LP)

Darker than ever in style and mood, Cathy Carr's latest, "Looking For A Boy, The Boy," on the Fraternity label, is a richly saturated piece of melody painting, as is "Looking For A Boy," before, after and around which are woven the sinuous phrases of "The Golden Age." The ensemble, with its emphasis on the trumpet and the piano, and the care in mixed rhythm elements, is an attractive and informative outing.

**A TOUCH OF PARIS**—Boris Sarbek And His Orchestra—Epic LN 3317 (1-12" LP)

I am going to live in Paris. Being a true lover of the French, my heart is there, and when Boris Sarbek turns in a collection of well-loved tunes, such as "The Thrill of Paris," "De Paris Avec Moi," and the like, the music comes out with an emotional and colorful twinkle which is not present on scores of so-called big band records. Sarbek's "Parisian" swinging is in the right direction.

**THE BEST THINGS IN LIFE ARE FREE**—Orchestra Conducted By Lionel Newman—Arranged By Billie May—Liberty LPF 3017 (1-12" LP)

The best things in life are free, broken hearted, variety drag, lucky day, you try somebody else, birth of the blues, black bottom, button up your overcoat, Sunday side up. All depend on you; One more time, if I had a talking picture of you. The selections here have been taken from the recent film hit of the same writing team of De Sylva, Brown and Henderson. Lionel Newman, who led the orch in the pic, repeats the role on this Liberty disk. Twelve of the team's best remain intact, while the rest have been arranged by Billie May with the fast-paced emphasis on the sassy style of the twenties. Color scene from the film cover with cover photo of actor who saw the flicker and reminiscing folks are the set's most likely purchasers.

**ROLLIN' AND ROCKIN'**—Frank Virtuoso And The "Virtuoses"—Top Star 3 (1-12" LP)

This disk is notable. In a genre of music where quantity has often exceeded quality, this record is a vivid example of the opposite. Frank Virtuoso and the "Virtuoses" are at their best here, in sessions dating from 1930 to 1945. Their brilliance is not without context—their success, it would appear, is due as much to the skill of their musicians as to their own abilities.

**DON ELLIOT AT THE MODERN JAZZ ROOM**—ABC-Paramount ABC-142 (1-12" LP)

It had best be spring, but not for me, IIT ROMANTIC, it's only that I'm afraid of spring. This ABC-Paramount disk has jazzman Don Elliot sporting four expressive jazz outlets: trumpet, vibes, bongo and vocal. Working up tempo most of the time, Elliot and the other members of the combo provide much stimulating exchanges throughout the LP. Elliot's only vocal effort is on "I Only Have Eyes For You," which also includes a longish-in-chief imitation of stylish Sarah Vaughan. Elliot's two originals are "A Cornin' piano," Ernie Kurtado (bass), and Jimmy Campbell (drums). Pro jazz work.

**NEW PUBLISHING FIRM GETS "STRANGE ONE" SCORE**

NEW YORK — Composer Kenyon Hopkins' jazz musical score for Sam Spiegel's film, "The Strange One," will be issued by a new record company, Horizon Music Corporation, recently organized by Spiegel's Horizon Pictures and Coast publisher, Fred Raphael, in association with Columbia Pictures.

Negotiations between Horizon Pictures and Raphael started several weeks before Spiegel's release of "The Strange One," and the location shooting of his "Bridge On the River Kwai," and were finalized by his representatives last week. The soundtrack includes three separate musical themes, will be backed up with an all-out promotional campaign aimed at establishing the title's popularity by the time the picture is released this spring through Columbia Pictures. Several major record companies have already expressed interest in the score and arrangements are being made for top artist recordings of the three themes as well as the highlights of the actual soundtrack.

By Fred Raphael specializes in music from motion pictures. His recent successes included the score of "Man With the Golden Arm." Hopkins, a top composer and arranger on radio and television, scored with his first movie attempt, Warner's "The Baby Doll," and besides "The Strange One," has already completed UA's "Twelve Angry Men." He will do several additional pictures for Elia Kazan, the producer of "Baby Doll.

**TELECHRON TOWERS**

ATLANTA, Ga. — Radio station WAKE, Atlanta, Ga., has won an award for outstanding local programming, "Wake To Music Month," which featured 34 of the brightest stars of the music record field. Sponsored by Telechron, the promotion was designed to boost sales of clock radios by making the public conscious of the pleasure of waking to the music of the stars with a clock that tells time.

Morton J. Wagon, vice-president of WAKE, credited "Wake To Music Month" and its multitude of prize packages, which were selling more merchandise than any comparable promotion in the city's history.

In discussing the campaign with John H. Macleod, sales manager for Telechron and WAKE, he explained that the forecast long-term increases in morning and evening radio audiences as a result of the program.

WAKE attributed its success to the new idea behind the promotion, which was backed by four industries—clock radio set manufacturer, record company, radio stations, and the entertainment world. The station harnessed the combined efforts of the four industries to give the public the notion that the enjoyment of music and the sale of Telechron time and WAKE radios are a natural fit.

Using all media in this project, Wagner also described the presentation of thousands of telegrams and letters to "Wake To Music" records throughout Atlanta by disk jockey personalities, free-engaged nightshirts and stockings caps. A special "Wake Up To Music" tie-in with a Ukraine radio station, which included a listener promotion was another of the many extra in WAKE's all-out effort. Wagner also announced that his station is already planning next year's campaign.

**CLASSICAL**

SCHUBERT: Rosamunde, Op. 28—Symphony No. 5 In B-Flat Major—Bruce Walter Conducting The Columbus Symphony Orchestra—Columbia ML 1516 (3 LPs)

Schnirring at his lyrical and melodic best is offered in this Columbus disk of two works by the composer. The charming "Rosamunde," written for a stage production, No. 5 is elegantly performed by Bruno Walter and The Columbus Symphony Orchestra. Handsome package. Name value and good coupling will bring many buyers to this set.

VERDI: Otello (Complete)—Mario Carbone, Temara Bellucci, Nicola Fusati, Pasquali, Giazzini, Gazzaniga, Zanzilli, Fanciullo, Scala Opera Company Chorus And Orchestra, Milan—Carlo Sabajna-Condutor—Columbia CCL 101 (3-12" LP)

Otello is a work of genius. This complete presentation of Verdi's crowning masterpiece, "Otello." Recorded in the thirty, the opera is from 1930. Listen, if you can, to Ferri as Otello, Apollo Granforte as the plotting Iago, and Maria Carbone as Desdemona. Carlo Sabajna, as conductor, makes the most of the work's array of dramatic moments, and the package is a good one. Adequate sound. Budget opera buyers should accept this set gratefully.

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

www.americanradiohistory.com
Top Selling Records

From Coast to Coast

BROADWAY MUSIC

1. Love (S. James)
2. Banana Boat (Day-O)
3. I Dreamed (B. Johnson)
4. Too Much (E. Presley)
5. We Don't Talk About Papa (J. Ruqitt)
6. I Open My Eyes (B. McPhatter)
7. I Don't Want To Be A Widow (I. Grant)
8. The Latka (J. Ruqitt)
9. The Love You Need (I. Grant)
10. The Love You Need (I. Grant)

LOVE & SONGS

1. Love (S. James)
2. Banana Boat (Day-O)
3. I Dreamed (B. Johnson)
4. Too Much (E. Presley)
5. We Don't Talk About Papa (J. Ruqitt)
6. I Open My Eyes (B. McPhatter)
7. I Don't Want To Be A Widow (I. Grant)
8. The Latka (J. Ruqitt)
9. The Love You Need (I. Grant)
10. The Love You Need (I. Grant)

COX RECORD SHOP

1. Love (S. James)
2. Banana Boat (Day-O)
3. I Dreamed (B. Johnson)
4. Too Much (E. Presley)
5. We Don't Talk About Papa (J. Ruqitt)
6. I Open My Eyes (B. McPhatter)
7. I Don't Want To Be A Widow (I. Grant)
8. The Latka (J. Ruqitt)
9. The Love You Need (I. Grant)
10. The Love You Need (I. Grant)

BASKET MUSIC

1. Love (S. James)
2. Banana Boat (Day-O)
3. I Dreamed (B. Johnson)
4. Too Much (E. Presley)
5. We Don't Talk About Papa (J. Ruqitt)
6. I Open My Eyes (B. McPhatter)
7. I Don't Want To Be A Widow (I. Grant)
8. The Latka (J. Ruqitt)
9. The Love You Need (I. Grant)
10. The Love You Need (I. Grant)

SUPER ENTERPRISE

1. Love (S. James)
2. Banana Boat (Day-O)
3. I Dreamed (B. Johnson)
4. Too Much (E. Presley)
5. We Don't Talk About Papa (J. Ruqitt)
6. I Open My Eyes (B. McPhatter)
7. I Don't Want To Be A Widow (I. Grant)
8. The Latka (J. Ruqitt)
9. The Love You Need (I. Grant)
10. The Love You Need (I. Grant)

THE THEATRE CENTER

1. Love (S. James)
2. Banana Boat (Day-O)
3. I Dreamed (B. Johnson)
4. Too Much (E. Presley)
5. We Don't Talk About Papa (J. Ruqitt)
6. I Open My Eyes (B. McPhatter)
7. I Don't Want To Be A Widow (I. Grant)
8. The Latka (J. Ruqitt)
9. The Love You Need (I. Grant)
10. The Love You Need (I. Grant)

SOUTH HEIGHTS MUSIC

1. Love (S. James)
2. Banana Boat (Day-O)
3. I Dreamed (B. Johnson)
4. Too Much (E. Presley)
5. We Don't Talk About Papa (J. Ruqitt)
6. I Open My Eyes (B. McPhatter)
7. I Don't Want To Be A Widow (I. Grant)
8. The Latka (J. Ruqitt)
9. The Love You Need (I. Grant)
10. The Love You Need (I. Grant)

DWE RECORD CO., INC.

1. Love (S. James)
2. Banana Boat (Day-O)
3. I Dreamed (B. Johnson)
4. Too Much (E. Presley)
5. We Don't Talk About Papa (J. Ruqitt)
6. I Open My Eyes (B. McPhatter)
7. I Don't Want To Be A Widow (I. Grant)
8. The Latka (J. Ruqitt)
9. The Love You Need (I. Grant)
10. The Love You Need (I. Grant)

CALIFORNIA MUSIC CO.

1. Love (S. James)
2. Banana Boat (Day-O)
3. I Dreamed (B. Johnson)
4. Too Much (E. Presley)
5. We Don't Talk About Papa (J. Ruqitt)
6. I Open My Eyes (B. McPhatter)
7. I Don't Want To Be A Widow (I. Grant)
8. The Latka (J. Ruqitt)
9. The Love You Need (I. Grant)
10. The Love You Need (I. Grant)

NEW YORK—Helene DeLys (right) MGM recording artist and the first female vocalist to play the recently opened International Showcase Nitery of the Beverly House Hotel, this city, chats with friends who came down to the club to wish her good luck. Shown (l. to r.) are Dick Sheppard, WNEN dee jay and his wife Judy; and Rick Willard, also of WNEN in New York.
**Best Selling Pop Albums**

**1. **CALYPSO
   HARRY BELAFONTE (RCA Victor LPM 1248 * EPA 1248)

**2. **ELVIS
   ELVIS PRESLEY (RCA Victor LPM 1382 * EPA 1382)

**3. **MY FAIR LADY
   BROADWAY CAST (Columbia OL 3099)

**4. **JERRY LEWIS JUST SINGS
   JERRY LEWIS (Decca DL 8410)

**5. **OKLAHOMA
   MOVIE CAST (Capitol SAD 595 * SDM 595)

**6. **CLOSE TO YOU
   FRANK SINATRA (Capitol W 789 * EPA 789)

**7. **THE EDDY DUCHIN STORY
   MOVIE SCORE (Decca DL 8289)

**8. **THE KING AND I
   MOVIE CAST (Capitol W 746 * EPA 740)

**9. **HYMNS
   TENNESSEE ERNIE FORD (Capitol T 76)

**10. **THIS IS SINATRA
    FRANK SINATRA (Capitol T 766)

**11. **DAY BY DAY
    DORIS DAY (Columbia CL 942 * EPA 942)

**12. **MIDNIGHT FOR TWO
    THE THREE SUNS (RCA Victor LPM 1333 * EPA 1333)

**13. **FOUR FRESHMEN AND FIVE TRUMPETS
    (Capitol T 763)

**14. **HIGH SOCIETY
    FILM SOUNDTRACK (Capitol W 750 * EDA 750)

**15. **'S WONDERFUL
    RAY CONNIFF (Columbia CL 925 * EPA 925)

**16. **SAY IT WITH MUSIC
    LAWRENCE WELK (Coral CRL 57041 * EC 8202)

**17. **THE PLATTERS (Vol. II)
    THE PLATTERS (Mercury MG 20216)

**18. **BELAFONTE
    HARRY BELAFONTE (RCA Victor LPM 1150 * EPA 1150; EPA 693, 4, 5)

**19. **SONGS FOR SWINGING LOVERS
    FRANK SINATRA (Capitol W 653 * EPA 653)

**20. **ROGER WILLIAMS: SONGS OF THE FABULOUS FIFTIES
    ROGER WILLIAMS (Kapp KXL 5000) (2—12" LP)

**21. **ROCK PRETTY BABY
    MOVIE CAST (Decca DL 8429)

**22. **AFTER MIDNIGHT
    NAT "KING" COLE AND HIS TRIO (Capitol W 782 * EPA 782)

**23. **ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK
    (Verve MG V 4002) (2—12" LP)

**24. **CALENDAR GIRL
    JULIE LONDON (Liberty SL 9002)

**25. **BELLS ARE RINGING
    BROADWAY CAST (Columbia OL 5170)

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**Miami Interview**

MIAMI BEACH, FLORIDA
Screwy Time Gal interviews RCA recording star, June Valli at her spot in the Pickwick Pub of the new Pickwick Hotel. Miss Valli made her fifth appearance in the La Ronde Room of the Fontainebleau Hotel where she shined the spotlight with the Ritz Brothers.

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**San Francisco Symphony**

**Resumes RCA Recording**

NEW YORK, N.Y.—The San Francisco Symphony on February 16-18 resumed its recording schedule with RCA Victor.

The sessions were held in the San Francisco Opera House with Enrique Jordi conducting two Prokofiev works -- the Classical Symphony, and the third Piano Concerto, Gary Graffman, noted young American pianist, was soloist. The American premiere date has not been fixed.

Though inactive in the field for several seasons, the San Francisco Symphony produced 43 recordings in the period from 1941 to 1952. Most recent was Morton Gould's Dance Variations conducted by Leopold Stokowski with duo-pianists Whitemore and Lowe.

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**Bedlam**

**FIGHT POLIO TOON**

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**A. W. Barbelle Dies**

NEW YORK—Albert W. Barbelle, an artist well known in the music business for the many sheet music covers which he has designed for hundreds of publishers, died February 3 in the Bellevue Hospital Clinic after a two month illness. He would have been 70 on February 15.

Barbelle is survived by his wife Paula, a concert pianist, composer and teacher; and four sisters.

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**Welk, Thesaurus Salute Heart Fund**

NEW YORK — Bandleader Lawrence Welk, star of RCA Thesaurus' "Now Association," was Master of Ceremonies of two special 15-minute radio shows benefitting the San Francisco Symphony Orchestra. The programs are being broadcast by RCA Thesaurus subscribers during February, American Heart Month and salute the 1957 Heart Fund.

The first Welk-RCA Thesaurus radio show was broadcast (February 1st-17th) starring Eddie Cantor. Known as America's heart Ambassador and also as America's Number One Entertainer, Eddie Cantor sang a special Heart Fund version of "Heart," the popular song hit by Dick Adler and the late Jerry Ross. Special Heart Fund messages were read by Danny Kaye, Grace Kelly and Perry Como. The second show features Clark Gable, Donna Reed and Bing Crosby and will be broadcast during the month of February 18th-24th.

The American Heart Association, in recognition of Lawrence Welk's efforts in behalf of the Association, has appointed the bandleader as its National Heart Sunday Chairman for the 1957 Heart Fund. In a special Heart Association built into the 1957 Heart Fund efforts of America voted Perry Como as the 1957 King of Hearts and Dinah Shore as the 1957 Queen of Hearts.

The American Heart Association provides funds for research, disseminates information about the latest developments in heart research to the medical profession, and conducts public service campaigns designed to increase the public's health-awareness about heart illness. In addition, the American Heart Association pursues nationwide community services inciting to help heart victims help themselves employ-wise and to achieve a better understanding of themselves and their capabilities.

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"It's What's in THE CASH BOX That Counts"
NEW YORK:
A couple of disks are stirring up a little excitement in the trade. ABC Paramount has picked up the master of Lloyd Price's "Just Because" and sales reports are already reaching this office. Specialty has covered the tune with Larry Williams and his band. The other is "The Man In The Phone Booth" by The Wanderer on Planet. Dick Herald, both claim big sales action. We hear there will be several more covers before long. The King labels issuing some strong wax this week. Otis Williams and His Charms' "Walkin' After Midnight," "I'm Walking Just Like You" on DeLuxe; Earl Bostie's "Two Fine For Crying" and "Avalon," King; Little Willie John's "You Got To Get Up Early In The Morning" and "Love, Life, and Money," King; and James Gregory's "Gonna Try" and "Can't Be The Same" on Federal. Sam Weiss, Old Town Reports, reports brother Hy just back from Detroit where he was plugging his latest releases. The fellas have a new Robert & Johnny that they have high on. "Don't Do It" and "Baby Come Home." The Weisses have signed young, beautiful Hansa for their pop label. The pretty lass is in the states only one year, having arrived from Israel where she had quite a career. She was in both the Israeli Navy and Army. In the Army she rose to the rank of Lieutenant Commander with a staff of 700. Hansa speaks English and a dozen languages fluently. She was also an airline hostess before she came to the United States. In the short 12 months she has been here she has appeared in motion pictures and made several tv performances. Quite a background. Can't wait to see her on records. Also signed for the newly established pop line is Oscar Brand, folk singer. Brand is out with his first Old Town release, "The Captain's Daughter." Apollo Records getting good sales reaction with several releases. "Little Bamboo" by Cornell Drew (a pop type calypso-r & r) has been selling well in many areas. Similarly, "Sunny" by Southern Hawkins' "Any More" and "Please Try To Understand." Another that has been stirring up action in several spots is "King's Rock" by King Curtis. "Rocky Groove, program director (WABC) divides the staff up, has a new jockey, King Coleman, out of Tampa. "Rene" J. Williams reports Billy Tate's initial Pen nace release, "Don't Call My Name" and "Right From Wrong," has all hands busy around the pensane phase. There's a rush on to supply the distributors who have been shooting in orders for the record. She also says Little Junior Parker's latest on Duke, "Next Time You See Me" and "Dolly Bee" has been doing real well. Atlanta's Montage Continues to be hot with three in the Top Fifty. "Jim Dandy," Lavern Baker; "Since I Met You Baby," Ivory Joe Hunter; and "Lucky Lips," Ruth Brown. The latter took a real jump in the charts and it looks like Miss Brown, an r & r & v's greatest for many years, has finally made it big in the pop department. Clyde McPhatter in town this week and the fellas at Atlantic took advantage of this to cut some new sides. The Chestnuts, formerly on Davis Records, now recording for National Enterprise. Jocko Henderson (WOW-New York) taking a rock & roll show into the New York State Theater on April 21. The talent has not as yet been signed.

CHICAGO:
New management over at King. Herb Kole, picking hits right and left. Herb predicts Annie Laurie's "It Hurts To Be In Love" and James Brown's "Just Won't Do Right" as top ten potentials along with Bill Doggett's "Ram-Bunk-Shush." "It's another 'Honky Tonk' sez Herb. WAAF, this city, has definitely decided that Jesse Owens will take over both morning and afternoon spots vacated by "Magnificent Mongoose," beginning 2/25. Chuck Willis and Roy Gaines one-nite into local area on heels of Ray Charles who is headed for west coast. George and Ernie Leaner, United Distributors, claim Frankie Lymon's kid brother Lewis is a natural with "I'm So Happy" on Fury. George confided that he heard some advance releases via Herman Lubinsky's special phone service, "Terror-Great-Sensational." Ernie broke in to make sure we knew Regent's answer to "Opus De Jazz," "The Jazz Harpist" featuring Dorothy Ashby. "Gotta be a big one," claims Ern. Show show, which opened 2/16 in Pittsburgh, skidded stoned to San Francisco, out the nation includes Bill Doggett, Fats Domino, La Vern Baker, Clyde McPhatter, The Five Keys, Charles Brown, The Moonglows, The Five Satins, The School Boys, Ann Cole, backed up by Paul "Huckle Buck" Williams' Orr. Sure hope they can find enough houses. Lenny Garmsia, Garmsia Distributes, started off last week by announcing he had picked up Royal Rost. The house of Garmsia is swing-}

B & B Ramblings

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**Territorial Tips**

The Cash Box "Territorial Tips" chart highlights Rhythm and Blues records showing regional action, which have not yet appeared in the national top 20.

- **ALL THROUGH THE NIGHT** Mel Williams (Dix 128)
- **A SIMPLE PRAYER** Reeves (Argo 3541)
- **BANANA BOAT SONG** Turtles (Gloxy 249)
- **BEHIND THE SUN** Daddy Gibbon (Checker 448)
- **BIG WHEEL** Cliffon Choinier (Argo 5262)
- **BIRTHDAY PARTY** The Last Time (Sylvia 7027)
- **BUTTERFLY** Charlie Gracie (Cameo 105)
- **COME GO WITH ME** Del Vikings (Dot 3538)
- **DID YOU HAVE FUN** Vernon Green (Deacon 407)
- **DREAMY EYES** Youngsters (Empire 109)
- **ETERNALLY** Twilighters (Dot 15526)
- **FOOLS FALL IN LOVE** It was a Tear (Drifters Atlantic 1723)
- **GUIDED MISSELS** Cliff Links (Deacon 409)
- **I DON'T BELIEVE** Baby Blue Bland (Duke 160)
- **I MISS YOU SO** Chris Connor (Atlantic 1765)
- **I'M SO HAPPY** Lynn & Tarpehick (Foxy 1000)
- **I'M STICKIN' WITH YOU** Jim Reeves (Roulette 4002)
- **INDEED I DO** Elvis Marris (Pace 1668)
- **IN THE CHAPEL** Alan Col (Baton 323)
- **IRENE** Guitar Golbo (Excels 2094)
- **IT HURTS TO BE IN LOVE** Annie Laurie (Deluxe 6107)
- **JAMAICA FAREWELL** Harry Belafonte (RCA Victor 20-6643)
- **JUST HOLD MY HAND** Paul Payman (Duke 158)
- **LOVE ME** Elvis Presley (RCA Victor EPA 992)
- **MIDNIGHT** Gigi Renee (Chess 205)
- **MIDNIGHT SPECIAL TRAIN** Feeling Happy Joe Turner (Atlantic 1122)
- **MISERY BLUES** What will Lucy Mae do (Boogie 1276)
- **MOthers-IN-LAW BLUES** Little Jo Parks (Duke 137)
- **MY HAPPINESS** Tommy Brandt (Modern 109)
- **MY LIFE** "Going Back Home" Howlin' Wolf (Chess 1649)
- **MY LOVE WILL NEVER DIE** Otis Rush (Cobra 2055)
- **NEXT TIME YOU SEE ME** My Mollie Dee Little Jo Parker (Duke 164)
- **ONE MORE DANCE** Harold Barrup (Cobra 5004)

*indicates first appearance on Territorial Tips

**ONLY JIM** Six Teens (Flip 320)
**OPERATOR** Buddy Johnson (Old Town 1033)
**ONE IN A MILLION** Platters (Mercury 70111)
**OVER AND OVER AGAIN** I knew from the start Moonglows (Chess 1469)
**PARTY BLUES** Fitzgerald, Williams & Basie (Cliff 8172)
**PARTY DOLL** Buddy Knox (Roulette 4022)
**Roy Brown (Imperial 5427)**
**PARTY TIME** Roy-O-Yo's (Atco 6045)
**PRETEND** Tab Smith (Atco 205)
**PUT YOUR ARMS AROUND ME** Honey (Chess 1647)
**REAL GONE PARTY** Ruthie & Al (Imperial 5414)
**RIB JOINT** Sam & Dave (Savoy 1505)
**RIGHT FROM WRONG** Billy Tspot (Ford 1647)
**SHIRLEY** Please say you want me Shook (Ace 9278)
**SHOULD I EVER LOVE AGAIN** Wyma Carr (Specialty 589)
**SOMEWHERE SOMEHOW** Gene Allison (Decca 30185)
**TEENAGE LOVE** Lumen & Teenagers (Gee 1932)
**THAT'S WHAT I WANNA DO** When I saw you Shirley & Lee (Aladdin 3562)
**THE CHICKEN** Roscoe Case & Curries (Flip 237)
**THE WALL** Brook Benton (Epic 9199)
**THE WAY YOU LOOK TONIGHT** (R-dell 11)
**TRICKY CHARMANS** (Flash 115)
**UBANGI STOMP** Wazoo Smith (Sun 250)
**UNDERSTANDING** Bull Moses Jackson (Encino)
**WALKING ALONG** Salutations (Old Town 1034)
**WALKING BY MYSELF** Jimmy Reed (Ace 1433)
**WHAT'S THE REASON I'M NOT PLEASEING YOU** Fats Domino (Imperial 4479)
**WILL THE SUN SHINE TOMORROW** A little bit of loving Little Willie John (King 5003)
**YOU CAN RUN BUT YOU CAN'T HIDE** A picture of you Solomon Burke (Apollo 305)
**YOU CAN'T CATCH ME** Haya & Shin Chuck Berry (Chess 1645)
**YOU DON'T KNOW** B. B. King (RPM 484)
**YOU GAVE ME PEACE OF MIND** Shoomples (Vee-Jay 229)
**YOUR TRUE LOVE** Carl Perkins (Sun 261)

**SOB KLOSE**
**SILVA MECHE**
**UNCLE JOHN**
**JACKSON, G.C.**
**SHIRLEY**
**PLEASE SAY YOU WANT ME** Mickey & Sylvia (Ace 9278)
**SHOULD I EVER LOVE AGAIN** Wyma Carr (Specialty 589)
**SOMEWHERE SOMEWHERE** Gene Allison (Decca 30185)
**TEENAGE LOVE** Lumen & Teenagers (Gee 1932)
**THAT'S WHAT I WANNA DO** When I saw you Shirley & Lee (Aladdin 3562)
**THE CHICKEN** Roscoe Case & Curries (Flip 237)
**THE WALL** Brook Benton (Epic 9199)
**THE WAY YOU LOOK TONIGHT** Jaguars (R-dell 11)
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**YOU GAVE ME PEACE OF MIND** Shoomples (Vee-Jay 229)
**YOUR TRUE LOVE** Carl Perkins (Sun 261)
Hollywood—Lord Flea and His Calypsonians

Linke Named Chairman Of Red Cross Committee

New York—Dick Linke, National Sales Manager, Columbia Records, has been appointed chairman of both the Music Publishers, and Records and Recording Services division of New York City's 1957 Red Cross campaign. It was announced by Joseph H. McConnel, Composer and Industry Chairman in Manhattan.

The divisions headed by Linke are a part of the Music Group of which James Sauter is chairman.

The campaign, which opens March 1 and continues throughout the month, seeks to raise $5,500,000 in New York City toward a National Red Cross goal of $50,000,000 needed to enable Red Cross to provide its emergency assistance to servicemen, veterans, and their families; continue its First Aid, HOME Nursing, Water Safety and Blood Program; and assure relief to disaster victims during 1957.

Roehrenbeck Resigns WMGM Post

New York—Frank Roehrenbeck resigned as Associate Director of Station Management for WMGM, New York, on February 15, to open an office as consultant in the radio-television fields. The resignation was announced by Arthur Tolchin, Director of the 50,000 watt Loew's, Inc., subsidiary.

Roehrenbeck is a veteran of 33 years' service in various executive capacities with the Loew's enterprises. He began his career with Loew's by assisting Major Edward Loewes with the Capital Theatre endeavors, including the famed "Major Bowes Family" air shows.

In 1929, Roehrenbeck was appointed business manager of the Loew's MGM Eastern Studios and helped to supervise the production of short subjects. In 1932 he was elevated to business manager of the Loew's Stage Productions Units, which played all the Loew's Theatres.

Roehrenbeck moved to WMGM in 1936 as General Manager. The station was known then as WHN with studios atop the Loew's State Theatre Building in Times Square. When WMGM moved to 711 Fifth Avenue, its present quarters, Roehrenbeck's leadership was largely responsible for the completion of the new million dollar studio.

After a holiday in Florida, Mr. Roehrenbeck will launch his new consulting service.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
## The Cash Box R&B Sure Shots

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

### "COME GO WITH ME"
- Del Vikings
- Dot 15538

### "TEENAGE LOVE"
- Lymon & Teenagers
- Gee 1032

### "BUTTERFLY"
- Charlie Gracie
- Cameo 105

### "PRETEND"
- Tab Smith
- United 205

### A Tremendous Double Hit!

**By TAB SMITH**

**Pick Your Choice**

<table>
<thead>
<tr>
<th><strong>B/W</strong></th>
<th><strong>THE CRAZY WALK</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;IT WAS A TEAR&quot;</td>
<td>The Drifters</td>
</tr>
<tr>
<td>&quot;FOOLS FALL IN LOVE&quot;</td>
<td>Vernon Green &amp; The Medallions</td>
</tr>
</tbody>
</table>

### New Bighits!

**"GUIDED MISSILES"**
- The Cuff Links
- #409

**"DID YOU HAVE FUN"**
- Vernon Green & The Medallions
- #407

**"LET ME CRY"**
- Willie Headen
- #410

---

## The Cash Box, Music

### Philadelphia
| 1 | LOVE IS STRANGE | Mickey & Sylvia | (Grove 0175) |
| 2 | BAD BOY | Palmer & Java Bombers | (Savoy 1068) |
| 3 | SINCE I MET YOU BABY | Ivory Joe Hunter | (Atlantic 1111) |
| 4 | BLUE MONDAY | fats Domino | (Imperial 5477) |
| 5 | SHIRLEY | Shakespear | (Duke 7076) |
| 6 | JIM DANDY | Larry Baker | (Atlantic 1116) |
| 7 | JAMAICA FAREWELL | Harry Belafonte | (RCA Victor 20-6683) |
| 8 | RAM-BUNK-SHUSH | Bill Doggett | (King 5030) |
| 9 | UNDERSTANDING | Ball Music Jackson | (Ensign) |
| 10 | BANANA BOAT : DAY-0 | Harry Belafonte | (RCA Victor 20-6771) |

### Los Angeles
| 1 | LOVE IS STRANGE | Mickey & Sylvia | (Grove 0175) |
| 2 | BAD BOY | Palmer & Java Bombers | (Savoy 1068) |
| 3 | SINCE I MET YOU BABY | Ivory Joe Hunter | (Atlantic 1111) |
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| 10 | BANANA BOAT : DAY-0 | Harry Belafonte | (RCA Victor 20-6771) |

### Atlanta
| 1 | JIM DANDY | Larry Baker | (Atlantic 1116) |
| 2 | BLUE MONDAY | fats Domino | (Imperial 5477) |
| 3 | WALKING BY MYSELF | Jimmy Rogers | (Chess 1643) |
| 4 | WITHOUT LOVE | Clyde McPhatter | (Atlantic 1117) |
| 5 | A THOUSAND MILES AWAY | Northwest | (Rome 126) |
| 6 | THE GIRL CAN'T HELP IT | Little Richard | (Specialty 591) |
| 7 | LOVE IS STRANGE | Mickey & Sylvia | (Grove 0175) |
| 8 | BLUEBERRY HILL | fats Domino | (Imperial 5477) |
| 9 | PARTY DOLL | Ray Brown | (Impriet 5427) |
| 10 | SOMEBODY SOMewhere | Gene Allman | (Grease 50185) |

### Memphis
| 1 | JIM DANDY | Larry Baker | (Atlantic 1116) |
| 2 | LOVE IS STRANGE | Mickey & Sylvia | (Grove 0175) |
| 3 | WALKING BY MYSELF | Jimmy Rogers | (Chess 1643) |
| 4 | BLUE MONDAY | fats Domino | (Imperial 5477) |
| 5 | A THOUSAND MILES AWAY | Northwest | (Rome 216) |
| 6 | THE GIRL CAN'T HELP IT | Little Richard | (Specialty 591) |
| 7 | LOVE IS STRANGE | Mickey & Sylvia | (Grove 0175) |
| 8 | BLUEBERRY HILL | fats Domino | (Imperial 5477) |
| 9 | PARTY DOLL | Ray Brown | (Impriet 5427) |
| 10 | SOMEBODY SOMewhere | Gene Allman | (Grease 50185) |

### San Francisco
| 1 | LOVE IS STRANGE | Mickey & Sylvia | (Grove 0175) |
| 2 | JIM DANDY | Larry Baker | (Atlantic 1116) |
| 3 | BLUE MONDAY | fats Domino | (Imperial 5477) |
| 4 | A THOUSAND MILES AWAY | Northwest | (Rome 216) |
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"It's What's in THE CASH BOX That Counts"
**The Cash Box**

**R & B Reviews**

**AWARD & SLEEPER**

**A**

**B**

**C**

**FAIR**

**D**

**MIDIGRE**

---

**THE CASH BOX**

**Award O' the Week**

**"THE MAN IN THE PHONE BOOTH"**

**"Hello Baby" Part One**

**"Hello Mama" Part Two**

**The Happy Wanderer**

*Very Good* 

*Excellent*

---

**"WORTHLESS AND LOWDOWN" (1:53)**

*Prestige ASCAP—Morgan*

**SUNNY KNIGHT**

*Odd Facts (Dot 15542)*

---

**"I'M WALKIN" (2:05)**

**"I'M IN THE MOOD FOR LOVE" (2:42)**

---

**Fats Domino**

*Imperial (5339)*

---

**DOLLY COOPER**

*Dot 15333*

**B**

**JACK DURE**

*Dot 4X-5060*

---

**THE CONFESSION OF A FOOL** (2:55)

*Goday PM (Paul) Cooper singer in the Howlin' Wolf styled blues band. This is a fine example of how blues should be done. The vocals are good and the guitar work is excellent.*

---

**THE CASH BOX**

**R & B Best Bets**

---

**Vinnie Monte**

---

**The EMPEROR**

---

**BILLY "THE KID" EMERSON**

---

**Dolly Hill**

---

**Levi Mann**

---

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

**R & B Sleeper of the Week**

**“GOING BACK HOME” (2:40)**

(Arc BMI—Burnett)

**“MY LIFE” (2:43)**

(Arc BMI—C. Burnett)

**HOLDIN’ WOLF**

*• Howlin’ Wolf turns in a performance that is bound to grab attention. The deck that seems to have made him "Go Back Home" is a very strong one in the southern markets—and this side should be really powerful there. But the side has an appeal that could grab hold in all markets if it gets the exposure. Middle beat bounce with an authentic down home instrumental backing, and Wolf’s rolling give this tune every chance to make a strong dent in the national picture. This is pointed out, "My Life", is a slow beat blues sung effectively but the general overall feeling is that of a southern market side. We like “Going Back Home” for the big sales.

**“LET THERE BE YOU” (2:45)**

[Duress Music]

**“TIGER LILY” (2:41)**

[Hill & Range]

**THE FIVE KEYS**

*• The Five Keys offer a pair of handsome sides that should grab up a large portion of available sales, "Let There Be You" is a slow paced ballad and lovely delight. The side is treated by the talented group, it is a melodic love story tenderly

**JIMMY SCOTT**

(Savery 3907)


B "PLEASE BE KIND" (2:30) [Harms—Cahn, Chaplin] Scott handles a romantic ballad with an impressive reading. Moody, slow paced worship.

**LITTLE AL**

(Excello 2098)

**“LITTLE LEAN WOMAN” (2:01)** [Excellorec BMI — A. Gune] Little Al sings a middle beat ballad. The arrangement for this side comes off well. Al treats it down home style and that should be its biggest market. Middle beat.

C+ "NO JIVE” (3:00) [Excellorec BMI — A. Gune] Little Al is back with a slow country blues, delivered at a leisurely pace. Slow paced shuffle. Another side for the country market.

**PAUL WILLIAMS/NOBLE WATTS**

(Vee Jay 234)

B+ "DON’T GIVE IT UP” (2:55) [Conv BMI — N. Watts] Paul “Huckle” Williams and his aggregation rock out a middle beat number with a soul satisfying performance. Energetic deck with a big Linger beat.


**RAY RILEY**

(Sun 260)

B+ "FLYIN’ SAUCERS ROCK & ROLL” (2:26) [Knox BMI — Ray Scott] Billy Riley and his Little Green Men rock out a wild quick beat medium with a very performance. Shorty’s vocal, screams and a swinging r & r instrumental support make this a side the public will want to watch. Excellent and good. Could grab big chart action.

B+ "YOU BABY” (2:17)

[Knox BMI — Riley] Another choice bit of wax, but this side is in the same category. Extremely well done and potent. Could also attract a great big audience. Watch both sides—they are powerful.

**THE MILLER SISTERS**

(Otis 302)

B+ "MY OWN” (2:33) [Valmer BMI — William Miller] The Miller Sisters team effectively on a slow shuffle performance and come up with a highly enjoyable deck. Easy rock the kids will enjoy.

B+ "SUGAR CANDY” (2:28) [Valmer BMI — William Miller] The Millers up the tempo and bounce out an infectious quick beat. Good sound—good teen-age wax.

**THE CONSOLES**

(Released 229)

B+ "I REMEMBER THE BRIDGE” (2:30) [Excellorec BMI — S. Pagli] The Consoles blend voices on a slow, rhythmic gospel tune against a simple, authentic background. The voices are thrilling to listen to. Gospel buyers should move toward this side.

B+ "LET JESUS COME IN” (2:32) [Excellorec BMI—S. Pagli] The Consoles offer a side, drifting religious offering. The voice makes this a moving deck. Good religious wax.

B+ "PACKIN’ UP” (2:35) [Crossroads BMI—Clara Ward] The Famous Ward Singers deliver an exuberant, quick beat gospel number that will grab the listener. Good wax offering for the gospel market.

**THE COALEMANS**

(Released 308)

B "THIS MAY BE MY LAST TIME” (2:24) [Sinek Music BMI Walker] The Coaleman rip out a quick beat rhythm religious number with a soulful performance. Exciting reading of the familiar spiritual.

B+ "I CANNOT UNDERSTAND IT” (3:00) [Cross] Another quick beat gospel side done with an electric approach that will grab the listener. OK side.

**NEW RELEASE**

MY HOME IS A PRISON

LONESOME WHISTLER

LONESOME SUNDOWN

EXCELLO 2102

MY NEXT DOOR NEIGHBOR

TRIING TO PLEASE

JERRY McCAIN

And His Upstarts

EXCELLO 2103

I’M THE MAN

HEY! BABY

AL FERRIER

EXCELLO 2105

GOD WILL MOVE

GOD’S CHILDREN

EDNA GALLMON COOKE

NASHBORO 596

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**NEW & HOT!**

JIMMY REED

"HONEY, WHERE YOU GOING?"

"LITTLE RAIN"

**THE DAVEY RECORDS, INC.**

2129 S. Michigan Avenue

Chicago 16, Illinois

VEE-JAY 236

TAKING OFF!!!

Jesse Belvin

"I NEED YOU SO!"

TENORDICER

MOD. 1013

**SLOW WALK**

Bill Doggett (King 5000)

Sil Austin (Mercury 70963)

**"It’s What’s in the CASH Box That Counts"**
Country Big

10 Juke Box Tunes

Country Best

Sellers

IN RETAIL OUTLETS

Page 41

The Cash Box, Music

February 23, 1957

SINGING THE BLUES

1

Marty Robbins
(Columbia 21515; 4-21515)

YOUNG LOVE

2

Sonny James
(Capitol 3802; 4-3802)

THERE YOU GO

3

Johnny Cash
(Sun 258; 45-258)

I'VE GOT A NEW HEARTACHE

4

Ray Price
(Columbia 21562; 4-21562)

CRAZY ARMS

5

Ray Price
(Columbia 21510; 4-21510)

TOO MUCH

6

Elvis Presley
(RCA Victor 20-6749; 47-6749)

I'M TIRED

7

Webb Pierce
(Decca 30155; 9-30155)

I WALK THE LINE

8

Johnny Cash
(Decca 30155; 9-30155)

STOLEN MOMENTS

9

Ray Price
(RCA Victor 20-6715; 47-6715)

AM I LOSING YOU

10

Ray Price
(RCA Victor 20-6749; 47-6749)

1. YOUNG LOVE

2. SINGING THE BLUES

3. TOO MUCH

4. THERE YOU GO

5. I'M TIRED

6. I'VE GOT A NEW HEARTACHE

7. CRAZY ARMS

8. AM I LOSING YOU

9. KNEE DEEP IN THE BLUES

10. I WALK THE LINE

11. TRAIN OF LOVE

12. TWO LIPS

13. LOVE ME TENDER

14. IT'S MY WAY

15. STOLEN MOMENTS

16. REPENTING

17. WASTED WORDS

18. DON'T BE CRUEL

19. I MISS YOU

20. SEARCHING

21. I'M GONNA LIVE SOME BEFORE I DIE

22. A GOOD LOOKING BLONDE

23. A THOUSAND TIMES

24. MY LOVE

25. SADIE

26. SATISFIED

27. WON'T HEAR NO MORE

28. TENDER LOVE

29. I'M SORRY SOMEBODY ELSE HAD TO DO IT

30. PLEASE GIVE ME JUST ONE MORE CHANCE

31. TENDER TOGETHER

32. THAT WOMAN IS NOT FOR YOU

33. THERE'S A NEW LOVE

34. DARLING DAISY

35. SUGAR BLUES

36. MOTHER'S LAMENT

37. A LONE BIRD CALLING

38. GONE

39. A HUNCH

40. A THOUSAND TIMES

41. I'M GONNA LIVE SOME BEFORE I DIE

42. A GOOD LOOKING BLONDE

43. A THOUSAND TIMES

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95. SUGAR BLUES

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99. A HUNCH

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102. A GOOD LOOKING BLONDE

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150. A GOOD LOOKING BLONDE

"It's What's in the Cash Box That Counts"
The “Grand Ole Opry” show featuring Johnny Cash (Sun), Marty Robbins (Col.), Lee Emerson (Col.), and the McCormick Brothers (Hickory) which played Music Hall Feb. 8th was received with very enthusiastic approval. The show was played at the very beginning by union-ties that always greets any country show that comes to town, and they were followed by good weather and advance sales, about 2100 fans did turn out to cheer the folks from Nashvile... They tell us that WLW has auditioned many voices for “Mid-Western Dusty” Owens, to fill the spot vacated by Bill Thall, and that five will get a chance on the show before the camera, the first of ‘em is Dean Machen of the Lucky Penny Boys. He did a real great job on the show Saturday night... Dusty Owens from “The World’s Original Jamboree” of WWVA was in tow last week pushing his new Admiral record “Hey Hene” and “Our Love Affairs” which is getting a lot of pluses from country and pop DJ’s alike in this town. This feat could be done for Dusty... Country talent of WLW have asked us to pass the word around that they are now able to book their own shows. Simply contact the act you want, they are free to set up their own deals. Rex (The Tex) Dale of WCKY is bringing to Cincinnati’s Shubert Theater a big Jazz show featuring Ted Heath, Al Hibbler, June Christy and Eddie Heywood. Should be a big one... The Mills Brothers have been booked for Newport. They will headline the show next week. News from Wheeling’s WWVA— Skeeter Brown and his Pickin’ and Singin’ Boys are working thru Canada during February... Dusty Swan and troupe are on the road again, in addition to her regular shows over the station. They will be working New York state during February... Rusty and Doug (Hickory) are working the Quaker State, and Stoney Cooper and Wilma Lee (Hickory) have a full schedule thru Kentucky, Virginia, and West Virginia... Donna Darlene and the Rodeo Boys with “Lazy” Jim Day will be headed toward the Sunshine state of Florida.

Send all mail to Cincinnati Cut-Up, 271 Cheviot Ed., Cincinnati 31 O.  

DOLPH REWITT on Ka-Hill Records Sings  
“BLUE TENNESSEE RAIN” White Oak Music—BMI  

CINCINNATI CUT-UPS  
The Cash Box, Music  
February 23, 1957  

Country Reviews  
A BULLSEYE  
B+ VERY GOOD  
B+ EXCELLENT  
C+ GOOD  
C FAIR  
D MEDIOCRE  

THE CASH BOX  
BULLSEYE  

“CALYPSO SWEETHEART” (2:18)  
[Valley BMI—C. Hagaman, J. Fortune]  

“MARRIAGE AND DIVORCE” (2:28)  
[Myers ASCAP—A. R. Keefer]  

HANK SNOW  
(RCA Victor 20-6831; 47-6831)  
Hank Snow, currently riding high on the popularity charts with his stellar waxing of “Sunday Moments”, comes up with two brand new items that rank in the best of his previous offerings. And that should more than satisfy his vast legion of fans. On one end the “Singing Ranger” does the wax on the “Oklahoma Rain” so perfectly as he invitingly decks out a contagious little ditty tagged “Calypso Sweetheart”. On the other half, an emotion-packed composition, Snow penmanship delivers out the meaning of “Marriage And Divorce”. The Rainbow Ranch Boys supply the ace vocalist with a Faulkner—Beat—Death. A striking double-decker. Should make the hit brackets in short order.  

SLIM WHITMAN  
(Imperial 8309; 45-8309)  

B+ “I MUST HAVE BEEN BLIND” (2:37)  
[Imperial BMI—J. Crist] The distinctive manner of song delivery that Slim Whitman has to offer is evident, once again on two sides that can develop into strong contenders for the charts. On the “Whitman’s Debutt” a通过 the means of romantic song—belching with an excellent wedding of melody and lyrics.  

B+ “CARELESS LOVE”” (2:26)  
[Handy ASCAP—S. Williams, W. Handy, M. Koenig] Whitman is showcased by an attractive vocal and instrumental backdrop as he forcefully sings out on the song’s theme—a through the means of romantic song—belching with an excellent wedding of melody and lyrics.  

JOE CARSON  
(Capitol 3645; F3845)  

B+ “LOVE TRANSFUSION” (2:29)  
[Brazos Valley BMI—J. Carson] Newcomer: Joe Carson comprises that he needs a gal real bad as he neatly knocks out this fetching, quick beat novelty.  

B+ “PARSON AND PRIDE” (2:01)  
[Brazos Valley BMI—P. Patterson] On this end, a moderate beat, crying routine, the wax on the “Parson And Pride” reflects that he’s solely responsible for his misfortunes. Two grade “A” sides, both of which bear watching.  

WAYNE RANEY  
(Decca 3021; 9-3021)  

B+ “SOUTH AND FLUM” (2:32)  

B+ “SHAKE BABY SHAKE”  
[Imperial BMI—L. Emis, W. Raney] Roney does a solid selling job on the “Beat” as he tastefully swings out on a delectable, rhythmic jumper tailor-made for the dance’ teens.

JIMMY NEWMAN  
(Dot 1288; 45-1288)  

B+ “THE WAY THAT YOU’RE LOVIN’ ME” (2:42)  
[Acuff-Rose BMI—J. Swan] Jimmy Newman sadly relates the tale of a honky-tonk sweethearts. It’s a heart rending, moderate paced affair that the charter quite soars across with telling effect, an offering that could step out and head way up the hit ladder.  

AUDREY WILLIAMS  
(MGM 12426; K12426)  

B+ “TOO MANY LOVES” (2:32)  
[Acuff-Rose BMI—Dyson, King- er] Audrey Williams literally kicks up a storm with this one. It’s a fast beat, snappy novelty that the canary spins in skilled style, Infectious musical support on a lot that should rack up a heap of sales and spins.  

EDDIE DEAN  
(Sage 231; 45-231)  

B “FINGERPRINTS” (2:29)  
[Star BMI—Fleener, Hecht] Eddie Dean receives a slick vocal and instrumental assist from Eddie Clor’s crew as he persuasively waxes a beatful, middle beat wespert.  

D AVE RICH  
(RCA Victor 20-6824; 47-6824)  

B “TOUGGIN’ ON MY HEART”  
(2:07) [Tree BMI—M. Tillis, R. Edidy] The intriguing vocal stylings of young Dave Rich can be appreciated once again. This time with a steadily building, quick beat cowboy cutie with a bright musical backdrop. Dave could bust through with this one.  

EDDIE DEAN  
(Sage 231; 45-231)  

B “LET THE TELEPHONE RING”  
(2:16) [Acuff-Rose BMI—Ballard] On the lower selves the songstress tearfully reports that she found out her love’s a married man. A moving, middle beat lament that Audrey performs with warmth and sincerity.  

BOBBY GREGORY  
(Gregorim 101; 45-101)  

C “HOBOS EXPRESS” [American ASCAP—B. Gregory] Here’s a platter that sounds as if it was cut during the early days of the record business. Bobby Gregory is responsible for the intelligently, vocal—yodle, sounds on this fast paced, sentimental train tune.  

MEL TILLIS  
(Columbia 40845; 4-40845)  

B “IT TAKES A WORRIED MAN (HOW TO RING A WORRIED BLES)” (2:18) [Hollis BMI—Cort] A fast paced blues item currently stirring the dust in the pop market is wrapped up in most appealing country fashion by Mel Tillis, who holds off the note, making an effective repetition.  

B “HONKY TONK SONG” (2:12)  
[Tree BMI—Tillis, Peddy] Tillis impressively polishes off another blues item that will stand the test of time. Two fine debut offerings. Terrific instrumental backdrop on both halves.  

Only those records best suited for commercial use are reviewed by THE CASH BOX
Cascading Records, rapid rising pop and jazz indie, announced this week that it's entering the c & w field with disks to be released on a regular basis. The first step was the sign of Gordon Terry, former Columbia wax artist. Terry is due for a recording session in the very near future.

Bonnie Brown, one-third of the Brown trio, Victor's top female group emerging from Pines, with her brother Jimmie even more impressively making his first appearance on his own as Private First Class. Jim has 350 days to go as a member of Uncle Sam's Army. Sister Maxie, who was married to lawyer Tommy Russell, Feb. 1st, in The First Christian Church of Little Rock, is now living with hubby in that town.

The prize "Grand Ole Opry" package headlining Ernest Tubb, Kitty Wells, Johnnie & Jack, The Wilburn Bros., ably assisted by Billy Byrd, Shot Jackson, Joe Zinkan and many others are presently on a 3-week tour of the west, starting at Oklahoma City and winding up in Tacoma, Washington, on February 22nd. Advance ticket sales for the tour indicate a terrific box office turnover for this all Opry show according to m.r. Frank Smith.

Hal Smith, President of Curtis Artists' Productions tells us that Ernest Tubb whose current release is called "Fool's Gold" and "Go-Go's Eyes," seems to have a tremendous seller on his hands. In many markets reports say that this release by the "Texas Troubadour" will be a smash hit.

The Wilburn Bros. are still on tour with their current release "Go Away With Me" and "Great Big Love." George Jones just out with a new release on Mercury-standby titled "Uh, Uh, No. and Don't Stop The Music" starts a tour for A. V. Ramfud Saturday, Feb. 10th, which will carry him through portions of Canada and the northwest. Upon completion of this particular tour, George goes into the Casino Theater in Toronto, Canada for a week's stand.


Ted "Teddy Bear" Crutchfield, WQJ-Jacksonville, Fls. notes that Larry Dexton, formerly with WRFC in Jex is now doing a show from his record shop through WQJ's remote system, every day from 12 noon to 1:00 PM Ted, who is now enjoying his new duties as program director, was visited last week, by Columbus' Bob Barrre.

Hubert Long reports that Faron Young and his Country Deputies, opened an 18-day tour of one of the nightengales in Youngstown, Ohio February 10 after playing to packed houses in Hardin, Ark., and in the Akron Armory were reported to have set records according to Cliff Rodgers, WHKK, Akron and E. J. Stutsman, Cleveland. The promotion was handled by Hubert Long and Faron Young Enterprises.

Jim Reeves, currently riding high on his latest Western Records release, "I Loving You," is booked heavily through the month of February according to his manager, Herb Schucher. Schucher also announced that he has been active in the construction of a new and commensurate tour, headlining a European Tour during the entire month of April. This venture, appropriately dubbed "Concert In Country Music," is a combined effort with RCA Victor and will feature country and western talent including his own twin and Bonnie Brown, Del Wood, Hank Locklin, Janis Martin and Hollywood comic Dick O' Shaughnessy. The tour, which starts March 1st, will include 15 consecutive concerts, the tour opening April 1st will tie in with Victor's new policy one World of Records. This week Reeves will head for Hollywood where he will guest on Bill Wagon's "Town Hall Party" Television Films. Following that he will return to the "Opry" for their network P. A. show. Immediately following this he heads for a tour of Georgia and Florida followed by a week's stand at the Casino Theater in Toronto, Canada.

From George N. Haskell, Co-Editor of the "Hill-\n\nHillbilly Folks" London, England, comes a word that after a great success in Britain with "The Cart," has been asked by the local agencies to handle his tour for the top of the Hit Parade with his version of "Young Love." It is now certain that Sonny will be established as a major in London, the United Kingdom.

Another new c & w disk in Britain is: Ray Acuff-"I Like Mountain Music" (Brunswick), Webb Pierce-"Any Time Old Time" (Brunswick), Hank Thompson-"The Blackbird Of My Heart" (Capitol), Welty Fairburn-"All The Time" (London), Jim Reeves-"I'll Pick You Up" (London), Country Cats-"Hot Strings" (Parlaphone), Hank Williams-"Low Down Blues" (RCA), The Cassidens make their first show in Britain with two EP's on the Philips label. Pretty, 12-year-old songstress Libby Horne, mistress of the "Hillbilly Jamboree" and frequent guest on "The Red Foley Show," this week signed with RCA Victor. The bright-eyed youngster from Mr. & Mrs. Ok. will have her first recording session in New York City, supervised by Steve Sholes.

Other new c & w disks in Britain are: Ray Acuff-WQIK's "Hillbilly Heaven" show went to the U.K. for 2 full hours, Monday through Saturday... The Dow Chemical Co.'s "Red Foley" show program, Feb. 9 cast includes Bobby Lord, The Marksmen, Pete Stamper, Bill Wimberly's band and Miss Robert. Jack is planning a move to Los Angeles. Another card Davis... ABC-TV Producer Eddie Nagen has returned to Springfield for more budding with Crossroads Internat., Ltd. issue shows.

Bill Longley, Box 1121, Stamford, Tex., who worked for the Miller Bros. of Wichita Falls, Texas, and who, for the past 4½ years has run ASCAP's W. T. O. office in Washington, has the group is made up of Monty Matthews, Charlie Hodge, Earl Terry and Don Taylor.


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Pat Cupp, while visiting relatives in Norfolk, Va., dropped in to visit with "azin" Ray Pulley, WPOS-Norfolk, Pat's latest, with his Flying Saucers, for the RPM label, is "Lang Gone Daddy." L. O. Zeke Wayte reports that Longhorn Records' search for the past 4½ years on released records in the realm of square and folk dancing is now going into the country field and distribution will be through the firm's 20 distributors in U.S. and Canada and other independent distributors in the U.S. It is definitely a huge promotion. Any releases for the label are Wayte's "I Miss My Baby" and "Why Should I and Jack Derrick's, "Waiting For You and "Blues For A Baby." Bill Longley, Box 1121, Stamford, Tex., who worked for the Miller Bros. of Wichita Falls, Texas, and who, for the past 4½ years has run ASCAP's W. T. O. office in Washington, has

"Buffalo Bob," KXLY-Missoula, Mont., notes that his "XU- Ranch, heard Mon. thru Sat. afternoons, 45 minutes a day, is the only western music program in his area.

Carley Garlock, GJCA-Edmonton, Al., Can., writes that the "top 5 c & w artists in Alberta, are Sam's Week, Hank Snow 2, Elvis Presley 3, Marty Robbins 4, Johnny Cash and 5, Wilf Carter.

Jimmy Wakely, who has written over 100 published songs, was elected a composer member of ASCAP. Wakely's next songwriting stint, "Whale Man's Dream," was written between his personal appearance tours, TV and radio shows, the title tune for the new U-I film "Slim Carter" starring Jack Mahoney.
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- Anywhere in the location

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- "Courtesy improves employee morale, loyalty and initiative."
- "Courtesy brings cooperation from suppliers."
- "Courtesy fosters extra effort and assistance from salesmen."
- "Courtesy can promote constructive and healthy competition."
- "Courtesy can benefit you indirectly by aiding your trade association."
- "Courtesy helps to establish a good reputation for your firm with civic, service and charitable organizations."
- "Courtesy can produce favorable publicity for your business in the press and on the air."
- "Courtesy may even help you in obtaining financial assistance."
- "Operators are finding out every day that courtesy can make their concerns run more smoothly and efficiently."
- "Thru courtesy's effects, extra volume and profit, often badly needed, may be achieved by a small concern with little added expense."
- "Courtesy is a top-level company policy."

(Editor's Note) For many years operators have been urging 'complete courtesy' on all of their employees who act as their 'front office' when they are visiting locations. Distributors and manufacturers have urged the same on their 'front office' employees and, especially, on their salesmen. More copies of the above in most detailed fashion can be had free of charge by writing to the Small Business Administration, Washington 25, D. C., for booklet entitled, "Front Office Courtesy Pays." It is written by Gerald D. Grosner, noted retail consultant of Washington, D. C. The above quotes are from this booklet by Mr. Grosner. THIS EDITORIAL SHOULD BE CUT OUT OF THIS ISSUE AND TACKED UP ON EVERY BULLETIN BOARD IN THE INDUSTRY!)
CHICAGO — The new 11 foot and 14 foot bowling games are rolling up new high sales and production records, regardless of the higher prices operators are paying for these machines.

Perhaps the answer, in part, could be the give-away statement by U.S. Attorney General Brownell who advised, when the Supreme Court elected to hear the $350 license pinball case, "The government can lose $325,000,000 per year." This means there are over 1,000,000 games in operation.

In short, to cover any major portion of this percentage of amusement locations throughout the U.S., would keep manufacturers hore whirring away at the greatest production pace in history.

What is most factual and fascinating is that more and more orders continue to pour into factories here at these 11 foot and 14 foot bowling games are placed in one area after the other across the nation.

Considering the price of this large size machine, and also taking into consideration the fact that production has to be slowed down because of the size of the cabinets, demand is greater and production higher than anyone ever believed would prove the case.

The three factories now producing on these large sized six-player bowling games are working on greater production schedules than even they thought would come about.

They are, probably, just as much surprised as the nation's distributors and operators, from all reports, at the numbers of orders they are receiving each day. The number being far higher than what their production capacity, great as it is, can handle at this time.

“Believe me”, one well known sales manager stated, “and this is absolutely the truth”, he added, “we’ve never yet seen anything like it."

“If we could produce double the number we are building at this time”, he stated, “we would still be far, far behind in meeting daily orders, or”, as he concluded, “chopping down the convenience, backlog.

It will, under such conditions, with the popularity of these large-size bowling games continuing, instead of diminishing, take a long, long time, “maybe over a year”, as one factory executive here believes, before the trade in the U.S. can be satisfied.

BOWLING GAMES ROLLING UP NEW HIGHS

Demand Continues. Mfrs Report
It Will Take Many Months Yet
To Satisfy U.S. Market

Wisconsin Music Ops Name
Legislative Committee To
Work On Coming Bills

Report 10¢ Play Growing Thruout
State. Changeover to 60-40 On
The Cash Box’ 10¢ Play Plus Plan
Urged by Members. Next Meet at
Alexis Club in Appleton

This committee is composed of:
Nells Nelson of Watertown; H. M. Tunnell of Appleton; Clinton S. Pierce of Brodhed; Ed G. Dowle of Beaver Dam; Arnold Josten of Milwaukee; Dewey Wright of Wausau and Cliff Bookmeier of Green Bay. Clint Pierce was named Chairman of the Legislative Council.

The organization decided to hold meetings this year in various districts throughout the entire state. The purpose is to stimulate more operators to change over to dime play. It is sincerely hoped by many of the members that 10¢ play will become statewide before the end of '57.

The next meeting, therefore, will be held at the Alexis Club in Appleton, on March 12, and every operator in the entire state of Wisconsin will be invited to attend this meeting.

Harry Jacobs, Jr., and Woody Johnson of United, Inc., Wurlitzer distributors, made a joint talk regarding the value of the 50¢ coin chute which appears on the new Wurlitzer phonographs. The talk was very enlightening and the two men were complimented and thanked by the association.

Operators were present from many cities at this important meeting. There were many from Milwaukee, also from Beloit, Racine, Kenosha, Stevens Point, Wausau, Beaver Dam, Brodhed, Watertown, Appleton, West Bend, Cudahy, West Allis, Green Bay, Oshkosh, Madison and LaCrosse.

Highlight of the meeting was a discussion on a change to a more equitable commission basis by the operators. It was brought forth that, because of today's rising prices, the operators should adopt The Cash Box' 10¢ Play 'Fuss' plan and change from a 60-40 commission basis to a 60-40 commission.

This met with a very fine reception. It is believed that a drive will get under way by leading operators in various areas throughout the state to place the 60-40 commission basis into immediate effect.

UJA Dinner Date
Wednesday, May 15

Mencuri Resigns
From Exhibit
Joins AML as West Coast Representative

E. G. Dowe
MILWAUKEE, WIS.—Edward G. Dowle, secretary-treasurer of the Wisconsin Music Merchants Association, reported that the meet held at the Eagles Club here was one of the most outstanding in its history.

Clinton S. Pierce of Brodhed, Wis., reported that a number of proposed bills were to be introduced in Madison which might affect all operators in the state.

The organization immediately named a Legislative Committee to learn more about these bills prior to their introduction.

Wisconsin Music in the News

The future of the music business in Wisconsin was discussed by Mr. Dowle at the meeting. He pointed out that the demand for music is increasing, and that operators should be prepared to meet this demand.

It was also suggested that operators should consider the use of new technologies, such as sound equipment, to attract more customers.

The meeting ended with a discussion of the importance of maintaining good customer relationships.Operators were encouraged to be friendly and helpful to their customers, in order to foster a positive image for the music business.

Newark N. J. Music Ops Attend Talk On Juke Box Programming

NEWARK, N.J. — A group of some 25 music operators attended the talk by Jack Gordon, Seeborg regional representative, at Atlantic New Jersey Corporation, this city, on Monday night, February 11.

Diner Park of cooperated with Gordon, who has been giving similar talks to operators in New York and Connecticut. Subject covered was the development and evolution of the record age, from 1945 rpm and EP 45 rpm, its place in juke boxes, and programming in general.

It's What's in THE CASH BOX That Counts
Arcade Op From 1900 Also Asks About Old Timers

HARRY S. LAVINE

CHICAGO—The article that appeared in The Cash Box' February 16, 1957 issue, page 36, "How Many Old Timers Still Left?", brought an immediate response from Harry S. Lavine of Shreveport, La., who, according to reports, seems that much of this is due to the fact that distributors are arranging for higher trade-in valuations on older equipment so that the operators can get new merchandise at better prices.

In addition, it is also reported, many operators are now eager to modernize their routes because they have found they can obtain a more equitable arrangement with their locations when introducing new machines.

As one operator advised, "The one time that we can arrange for a more equitable share of the gross receipts is when we bring in a new machine. We prove to the location owner how much more this new machine costs us, making it necessary that we get a minimum front money guarantee or, in some cases, arranging for a more equitable commission basis."

(Editor's Note: If some of the old time operators, who owned arcades or routes prior to 1900 are still alive, Harry S. Lavine would like to hear from them and, so would The Cash Box. Address: The Cash Box, 32 West Randolph Street, Chicago 1, Illinois.)

More Ops Modernize Routes

CHICAGO — More routes are being modernized around the nation than has been happening in sometime, according to reports.

To help this program along, leading distributors are urging operators to modernize their routes, especially music routes. They are working with the operators to the extent of giving them the highest possible trade-in valuation for their old machines.

As one well known Miami operator writes, "This is what has been giving us the opportunity to completely modernize our routes."

"We haven't anything less than a 100 selection phone on our route and", he adds, "as we continue to bring in new machines we make better deals."

Through The Coin Chute

Houston Happenings

Music operators Leon Redin and Jesse Hefren, joint owners of R & H Music Company, Pasadena, have dissolved partnership and discontinued the company. Redin, with one third of the firm's phonographs, will operate on a reduced scale and devote most time to management of his drug store in Pasadena. Herrera, with remaining two thirds of the equipment is expanding his operations under new name of Jesse's Music Co. . . . H. M. Crowe, owner of American Record Distributing Co., announced appointment of Bill Friesen and John Holland as traveling sales representatives for his firm. Friesen will work the Houston trade area and Holland, with New Orleans as his headquarters, will cover that section of Louisiana. . . . Dave Woodlock, owner of Wildwood Record Shop in Pasadena Oaks shopping center slogans "Anything from Bop to Beethoven" and operators in that vicinity declare that it's no idle boast.

. . . . Joe Baine, prominent operator of Beaumont, in town doing some heavy record buying and getting prices on new phonographs. . . . C. R. (Charlie) Sage, Eastern Electric cigarette machine sales representative in States of Texas, Louisiana, Mississippi, Alabama, reports impatiently awaiting delivery of the new model machines. . . . E. H. Meyers, owner of Palms Music Center, major retail record shop, said his first year's business in the big Palms Center shopping center location had been more than satisfactory. . . . Lester Hearn, 68, prominent for many years in both local and statewide coin operated machine affairs, died in Houston Feb. 8. He was a charter member and three times elected treasurer of Houston Music Operators Association (1936-37-38), a Nationally known militant and unusually successful organization; also served as executive board member of Texas Music Operators Association. Lester was probably best known as manager of Lone Star Music Co., Houston, a branch of Texas Novelty Co., Beaumont, reported then to be largest music operating firm in the world. He was also distributor for the Gabel phonograph from about 1933 until that concern quit business. Some of the old timers remember how long he had numerous Gabels on locations against pretty stiff competition. He had not been active in the industry for several years prior to his death.

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The Cash Box
“20 YEAR CLUB”

You are getting full recognition for the 20 years or more you have given to the coin machine industry. It is to your complete advantage to join The Cash Box “20 Year Club” today!

If you are eligible for membership in The Cash Box “20 Year Club,” fill out this application and mail today.

Bill Gersh
THE CASH BOX
32 W. Randolph Street
Chicago 1, III.

Dear Bill:
Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year Month

Date of Birth
NAME
FIRM
ADDRESS
CITY
ZONE STATE

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

February 23, 1957

N. Y. Amuse Ops
To Hold Annual
Dinner - Election
On February 27

NEW YORK—Amusement Machine Operators of Greater New York, this city, will hold its annual dinner and election meeting on Wednesday, February 27, in the Skyline Room of the Shelbourne Hotel, Lexington Avenue and 37th Street, this city.

A complete turnout of amusement machine operators is expected to be on hand to elect their officers and board members for the next year.

A slate of men, nominated this past week, will be presented to the membership for their choice. Nominated were: for president, Donald Wurtzel (incumbent); for vice president: Irv Holzack (incumbent) and Harry Schieldorf; for treasurer: A. Konduture and Dave Lowy; for financial treasurer: Lewin Glissner; for recording secretary: Louis Rosenberg; and for Supt.-At-Arms: Morris Wurtzel (incumbent). Men nominated for the positions on the Board of Directors were: Mike Giannuzzi, Bert Jacob, Harold Prager, Hy Jaffe, Sol Tabb, Irving Levine, Sid Wulfson, Phil Greitzer, Phil Sharet, Teddy Faith and Irv Feniach.

Nominations of other members will be accepted from the floor prior to the membership casting their votes. Officers and nine board members will be elected from those nominated.

Gottlieb Presents New Single Player 5-Ball
“Ace High”

CHICAGO—Alvin Gottlieb of D. Gottlieb & Company, this city, announced this past week that shipments are going forward to the firm’s distributors all over the world of the new single player five-ball game, “Ace High”.

“Operators tell us,” stated Gottlieb, “that they look forward with eager anticipation to the release of our playcard five-ball game.

“They know that Gottlieb comes out with it at just the right moment—scheduled for the time when it will yield bigger profits thru change of pace."

“Not ‘Ace High’, continued Gottlieb, “we have enhanced the playing card theme by incorporating faster action, added suspense and more intriguing features. Most successful of our tested innovations are the popular double targets.

“The game has three double targets. Hitting the bull-eye lights Queens, Kings and Aces.

“Two holes in upper center of playfield awards one or more replays when 3 Queens, 3 Kings or any Ace are lit. Four rollovers at the bottom of the playfield provide added suspense.

“Player can win one or two extra replays by hitting the Spade, Heart, Diamond and Club rollovers. For each ball hits the rollovers, four pop bumpers light up. Thereafter, each pop bumper scores 100,000 instead of 10,000. Side targets light two cycloonic kickers for higher score.

“Two super-slowed flippers, placed to provide skill shots at all three bull-eye targets, speeds the action as it holds the attention of skilful player. "Ace High", like all Gottlieb games, is equipped with National Slant Relector. Declared Alvin Gottlieb, in conclusion, "Our enthusiasm for ‘Ace High’ as a great five-ball and an outstanding money-maker will be matched by every operator who goes to see and play the game at his Gottlieb distributor.”

Juke Box Tie-in With “March of Dimes” Drive Given Page
One Newspaper Publicity

PRESQUE ISLE, MAINE—Durgin & Noyes, Inc., veteran music operating firm here, made the page 1 spot in their weekly newspaper, the Presque Isle Star-Herald with a photo of one of their phonographs placed to aid in the fund for the National Foundation for Infantile Paralysis.

The machine, on location in the A&P supermarket, from January 12 to February 1, was a Wurlitzer 200 selection, and all proceeds from it went to the fund for the Aroostook chapter of the National Foundation for Infantile Paralysis.

A sign on the front of the phonograph said “Fight Polio. All Money Received Donated to March of Dimes.”

G. E. Durgin, president of Durgin & Noyes, Inc., said “During the past three years we have furnished late model Seeburgs and this year a Wurlitzer for the raise.”

The Presque Isle Star-Herald used a two column, 4-inch deep photo of the phonos with this caption: “Music For M-O-D—Mrs. Clinton White is shown above as she dropped a coin in the 200-play hi-fi record player installed at the A&P supermarket as a special project of the March of Dimes. Durgin & Noyes furnished the machine and all proceeds go to the fund for the Aroostook chapter of the National Foundation for Infantile Paralysis.”

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ROCK-OLA
200, 120 and 50 Selection Phonographs
manufactured by
ROCK-OLA MANUFACTURING CORPORATION
800 N. Kedzie Ave., Chicago 51, Illinois

in 1957 only ROCK-OLA
gives you a complete line of 200, 120 and 50 Play Phonographs

in 1957 only ROCK-OLA
has one button selection...using the original Rock-Ola rotating program

in 1957 only ROCK-OLA
gives you illuminated picture window programming

in 1957 only ROCK-OLA
offers the universal “Flip-a-switch” dual pricing system...nothing extra to buy!

in 1957... the smallest multi-selection phonographs in the world are on display now
at your nearest ROCK-OLA distributor!

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

Karel Johnson, field service representative for The Rudolph Wurlitzer Company, had another successful week in Los Angeles, where he visited a number of other Wurlitzer distributors in this area. Dick Linkle, sales manager for Columbia single records, visited at Modarica Company, Columbia Records. Al Roach and company distributed their reports on a field trip to San Antonio. Tommy Chattin recently escaped a blood clot in his lung and is back in business. Bill Pellett, a former California distributor, returned to San Francisco, Inc., to assume the position of national sales manager, left for Houston after setting up a promotion program at Texas Records, Inc., London distributor, for Ted Heath's new album "Carnegie Hall in London."

Karel also addressed the gathering, outlining the progress that has been made by the association since its formation a few years ago.

Top recording artists entertained the guests.
A bright picture is being painted for spring in the coin machine biz in New England. Leaders in the industry point out that biz is picking up all over the territory and there is great optimism for the future. Ops are looking for new biz this year. They contend that the manufacturers are not getting the new types games out fast enough. Also the trend toward 10¢ for all has been slowed by new biz and this is beginning to evidence itself after a long period of tryouts. With the new 200-selection music machines and the new allies at 10¢, the public is becoming educated to the dime. The industry now feels that the day is go to be over the region. Used equip- ment is still very short in the territory, particularly on bingos and games. Arcade equipment is showing a pickup with ops of non-commerical types early last year and they are looking and selling their equipment and set up now.

At Associated Amusements (Rock-Ola), Ed Raveley, just back from a long trip through the country, reports ops in the business outlook. He feels it has been in some time for the next quarter. Ed visited with ops in Vermont, Maine, Connecticut, Rhode Island and Western Mass. He found a heavy demand for all types of equipment and inquiries are being received for new and novel types of mechanical games that have some similarity. "Ops are looking for new and different types of coin operated amusement machines," he said. "They are looking for new ideas". At Associated Amusements, the 114-foot and United 11-foot bowlers are going hotly along with the new Rock-Ola 200 and the Rock-Ola 120. Arcade pieces, new on display on the floor here, are moving and featured are United's "Sluggers," "Fifth Inning," "Derby Roll," "Pilot Gun"...etc. At Atlas Distributors (AMI), Louis Blatt reported demand for AMI 200 as "phenomenal" with ops adding more and more machines to their routes. Mr. and Mrs. Barney Blatt are expected back from Florida the week after a two-Texas round trip. This is the only New England distributor which specializes solely in mechanical games carrying no other lines. Louis Blatt said this week that music has been showing a steady improvement throughout the state in 1957.

Among ops visiting distributors this week were: — Al Sharpe, Portland, Me.; George Bean, Brunswick, Me.; Abe Fish, Hartford, Conn.; Louis Taube, Manchester, N. H.; Leon Mandell, Concord, N. H.; Ray Fains, Franklin; Al Dolins, Hyannis; Martin Oliver, Portland, Me.; Joe Assad, York Beach, Me.; Tom Lively, Haverhill; Ray Shea, Worcester; Dave Baker, Arong, Providence; Newton, Portland; Joseph Sussman, Airo; Al Jaffe, Plain; Tony Graziose, Quincy; Charles Tienman, Cambridge; Guy D'Giovanni, Allston; Ted Robinson, Boston; Lake Levine, Boston; E. H. McCanney, Lowell; George Chopolas, Malden; Stan Cokas, Lynn; George Campbell, Medford; Phil Swartz, Brookline; M. Spector, Boston; Manny And-elson, Jamaica Plain; Charlie Stobbe, Buffalo; Donald Foote, Dunkin, Jib Balboni, Springfield; Walter Stadnick, Central Falls, R. I.; Al Robbins, Arlington; Ralph Ridgway, Springfield; S. Pleck, Worcester; Saul Hurwitz, Lynn.

At Redd Distributors (Wurlitzer), Bob Jones has been on a sales trip through southern Mass., and Conn. and reports action big with all ops switching to coin-operated equipment and big bowlers getting the big play. The Lincoln St. plant has been over-sold on orders for the new Bally 14-foot bowler and can't get the bowlers in fast enough to keep New England ops supplied. He has shipped on the new Wurlitzer 200 and the pins, games and arcade pieces this past week. Durgin & Noyes, Inc. in Presque Isle, Me., made the front page with the announcement that they have been named "Herald of the Year" with the Recognition being given for their heavy order, placed in the past year and also for the place they placed on location for the National Foundation for Infantile Paralysis. The machine was placed on Jan. 12 and held on until Feb. 1 with all proceeds going to the Mary A. Dimes, "During the past three years you have furnished our model Seeburgs and this year a Wurlitzer for this cause," said E. G. Dunn, Chairman, Seeburg Auto Sales Corp. (Seeburg's) activity is at high level with export biz causing terrific demand for used equipment. Music is up, games, background music, arcade equipment, and all dependants of "bowling" are thriving. Ed Margold, coin mgr., reported that new sales are becoming the most sought after performers in the Boston area not only for their high grosses, but for club dates and social parties. In towns this week are Betty Madigan, current at Elinburt's, Gene Nash, Tab Hunter, George Melachrino, Eileen Rodgers, all on disk jock promos.

“Sonator” At Bodkin and his wife, Francis, of New York, in town. Last second appeal from Bodkin and we understand he’s trying again. Good luck, “Son.”... Another Senator in town—this one a real U.S. Senator—Homer Capehart and Mrs. Capehart. Common visiting “Cape” advise that he’s having a ball all possible, he’ll try to stick it out for the next four years. Doctor and Mrs. Louis Goodman are house guests at Willie and Sydelle Bilbo. A couple of old friends—Gladys and Goodman just back from a two month European tour and brought back a Franschena sports car. Dave Gottlieb at the Americana Hotel hosting many column. Particular pleasure is his meeting with Gene Krupa. Gottlieb and his missus just checked in at a Bay Harbor Hotel. ... Also on hand are Charlie Wertheimer of Boston and J. Christofano of N.Y., both arcade owners. Bob Brick, who was here several weeks, is back in N.Y. for a week. He’s just back again. ... Barney (Shug) Sagerman, his wife, Mollie, and Mr. and Mrs. Dave Stern, sipping up the sunshine. Mr. and Mrs. Ron McGinnis of Chicago has opened his home here. First thing he unpacked, we hear, was his golf clubs. ... Sam Kresge laid up with an injured back. ... Ted Busch, out of town equipment in all types and a pretty fast buck from new and to trip to N.Y. Pack away his ears mufls and ruffles awaiting his next visit north.

"It’s What’s in THE CASHE BOX That Counts"
BETTER THAN 1 TO 1 WANT
MORE EQUITABLE COMMISSION BASIS

MAJORITY FOR THE CASH BOX’ “10c PLAY PLUS” 60-40 COMMISSION BASIS

CHICAGO—The operators’ beliefs, nationwide, seem to vary weekly. For the past few weeks it seemed that most ops preferred The Cash Box “10c Play Plus” minimum guaranteed from each location. (Minimum guarantee is also likened by many to “front money.”)

This week, as more and more ops continue to urge the courtesy of The Cash Box, offering their suggestions as to how they can arrange for a more equitable share of the gross intake, so badly needed by every salesperson and operator, the switch seems to be to “10c play plus a 60%-40% commission basis.”

A. B. Cooper of Atlantic Beach, N. C., urges that operators should obtain 10c play plus 60-40 commission basis. Walter Doviat of Bush Nyst, N.Y., agrees with him.

Automatic Amusement Co. of Trenton, N. J., also believes in 10c play plus 60-40 commission basis and urges an alternative to 10c play plus $10 per week front money.

W. M. Showalter of Harrisonburg, Va., is strictly for 10c play plus 60-40 commission basis. So is Jack Parr of East Orange, N.J., who is Michael Rimsy of Dunellen, N.J. So is Wilfred J. Bennal of Auburn, Me. So is T. K. Coleman Jr. of Jacksonville, Fla. So is Matthew Smutnest of Port Chester, N.Y.

John M. Porter of West Asheville, N.C., is also for 10c play and 60-40 commission basis but adds that ops also should obtain “1% per week of the cost of equipment.”

Edwin Kramer of West Englewood, N.J., is for 10c play plus $5 per week front money.

K. T. Grathwohl of Greensport, L. I., urges 10c play plus $10 per week front money for machines 2 years old or older. $15 per week front money for new equipment and $20 per week front money for 200 selection phoms. Ed L. Kelley of West Englewood, N.Y., suggests 10c play plus $10 per week front money for 100 selection phoms and $15 per week front money for 200 selection phons.

Clo Rosazza of Haledon, N.J., offers the following suggestions: 10c play plus either $15 or $20 per week front money for 200 selection phoms plus 15-25 commission basis. He says, “I believe that 25 percent commission is all that a location deserves.”

Benjamin Gottlieb of Brooklyn, N. Y., believes in 10c play plus $5 per week front money for “up to late 1954 equipment, 45rpm.” He urges $10 per week front money for 1955 machines. And 10c per week front money for all 200 selection phons.

Almerindo Sozio of Bristol, Pa., suggests 10c play plus $10 per week front money.

Stanley Cokas of Lynn, Mass., believes in either 10c play plus $8 per week front money or 60-40 commission basis. He writes, “As far as my territory is concerned (eastern Massachusetts) 10c play was a flop! People in stable old New England, he continues, “especially in small towns, where an economic doldrums is prevalent, will not pay 10c for one play.”

“Therefore,” he advises, “the answer to your question is a resounding NO! $11 and 88 so forth. Also places where I get front money of $11 and 88 and so forth. Plus also places where I insist on taking everything. I tell them the music system is an accommodation for them (and a good one) whereas it is my livelihood.”

Hot Springs Music Ops Pleased Over Change To Dime Play

HOT SPRINGS, ARK.—Music operators in this world-famous spa center are tremendously pleased with results from their phoms since changing over to 10c play.

Just a couple of months ago the men arrived, for an immediate and complete change over to 10c play. Ops are reported mighty pleased with an average of 30 per cent increase.

Rural Op Disagrees With 10c Play

FERTILE, MINN.—Duane Knutson of this little city in beautiful Minnesota, “Land of Lakes,” disagrees with 10c play.

“I disagree with 10c play,” Knutson advises. “Operating in strictly a rural area, with towns of 1,000 population or less and no dance or dime spots, makes it almost impossible. This is my best spot,” he reports, “are high school students meeting places. And they just don’t have the money for dime play. The small town is dying fast,” Knutson sadly of Rochestor, N. Y., adds, “and dime play would kill the business in my area where $10 a week gross is considered high.”

Marvel Preparing New 6 Pocket Pool Game

CHICAGO—Ted Rubenstein of Marvel Manufacturing Company, this city, announced this past week that the firm is preparing to release a six-pocket pool game in the very near future.

Stated Rubenstein: “Strong demand from distributors and operators for this type of pool table, at a reasonable price, decided us to go into the field. It is available in six heavy grades.

“The new six pocket pool game,” continued Rubenstein, “will be solidly built and beautifully styled. Some new features that we have been testing will be included in the new game.”

“We believe there is a big potential for such a game. With operators asking for a big money-maker at a low price, we feel convinced that we have a ready market available.

“Any game that is played on regulation pool tables can be played on our six-pocket pool game. In addition,” concluded Rubenstein, “players can enjoy Rotation, Kelly, 8-Ball and other popular games.”

New Exhibit Supply Games Acclaimed In Tampa Test

CHICAGO—Sam Lewis, vice-president and manager of Exhibit Supply Company, this city, reported this past week that the firm’s new products received instant, favorable reaction at the annual Florida State Fair, Tampa, Florida, held February 5-16.

The entire line of new Exhibit products was displayed at the fair in the stand of the Royal American Shows during the ten-day event.

“Extensive tests,” Sam Lewis advised, “which are the important requirements of all new games prior to putting them into production, proved that our diversified line of amusements is the most outstanding group of profit producers we’ve ever built.”


Harry Julius, who operates the arcades at the Royal American Shows, is said to have reported to Sam Lewis that:

“All Exhibit games held up unusually well during the ten days of the Florida State Fair. They were mechanically trouble-free. Every game is extremely easy to service. Adjustments were minor despite the heavy play. Earnings were exceptionally high in comparison with other equipment.

“These new games all received enthusiastic compliments from the public. The comments and preferences indicate a very successful line of products for all operators in the industry.”

Sam Lewis, commenting on the favorable results of the Tampa tests, stated, “Royal American Shows was so very much impressed that they have decided to order complete sets of all Exhibit products.”
PARTNERS?

LOCATION OWNER’S SHARE

45c

OF EVERY DOLLAR TAKEN IN
BY ANY MACHINE ON A 50-50 COMMISSION BASIS GOES
TO THE LOCATION!

OPERATOR’S SHARE

10c

OF THE VERY SAME DOLLAR
GOES TO THE OWNER AND
OPERATOR OF THE MACHINE

For a great number of years, and for some unknown reason, strangers, as well as members of the industry, have used the expression:

"The operators and their location owners are actually 'partners'!"

If that is the case, that the operators and their location owners are engaged in a partnership, then how come the partners split the intake from their business on a 45-10 basis?

For as many years as there has been an industry the dictionary has defined partners as:

"Members of a company or firm who share the risks and profits of the business."

Certainly, at least on the part of the location owner, there is no sharing the risks.

The location owner doesn't care one hoot whether the operator buys a machine that falls apart the very first time it's played.

The location owner doesn't care a damn if the operator invests in tools, trucks, supplies, labor, parts and other necessities he requires to do business, and they all burn up or disintegrate the very next minute after he pays for them, or even before he pays for them.

The location owner doesn't care about a single thing that the operator does, or how much he has to pay for a machine and for its installation in the location owner's place of business as well as for all licenses to do business in the location, except for his share of the gross receipts.

And if the gross receipts from the machine are being split on a 50-50 commission basis then the location owner is, most definitely and without any doubt whatsoever, not an equal partner "sharing in the risks and profits of the business."

Because the location owner actually nets 45c from every dollar the machine takes in and the operator, the owner of the machine, the man who pays all the overhead expenses and all costs of doing business, nets only 10c from this very same dollar.

The location owner and the operator are definitely NOT PARTNERS where the machine is being operated on a 50%-50% basis.

All the location owner risks is the cost of electricity when the machine operates.

The location owner can also add onto his share of the so-called 50-50 partnership whatever rental the space the machine occupies costs him as compared to the rent he pays per square foot.

AND ALL THAT DOESN'T EVEN AMOUNT TO 5c PER HALF-DOLLAR SHARE OF INCOME HE RECEIVES FROM THE MACHINE.

In short, the location owner has 45c from every half-dollar taken in by the machine as PURE PROFIT.

The operator, in turn, because he must pay for the machine (and pay at today's tremendously inflated prices), because he must also maintain a service organization, pay for supplies, parts, trucks, license fees, and all the many, many hundreds of other necessities required for him to just continue on in business, finds that from every half-dollar he takes in on a 50-50 commission basis that MORE, or at the very least 10c, goes for overhead expense.

The operator winds up with but 10c from his share of that half-dollar.

And from this 10c he has to be able to continue on progressively in business.

Assure himself his own, his family's, his employees' future welfare.

Be able to buy new machines. Be able to meet increased costs of parts, supplies, licenses, taxes, and everything else.

The operator, to assure himself continuing progressively in business, absolutely must arrange immediately for a MORE EQUITABLE SHARE OF THE GROSS INTAKE FROM ALL HIS MACHINES.

At least a REAL "partner's" SHARE!
SKEET Shoot
IDEAL FOR CLUBS
LITE-A-NAME
FEATURE "PLUS"
DOUBLE & SKILL FEATURES

SKILL BUTTON
LOCATION TESTED
NOW IN PRODUCTION

GAMES, INC.
661 NORTH WELLS STREET
CHICAGO 10, ILLINOIS
(Phone: Michigan 2-3011)

SPECIAL ANNOUNCEMENT

DUE TO WASHINGTON BIRTHDAY HOLIDAY, FRIDAY, FEB. 22
IT IS NECESSARY TO GO TO PRESS ONE DAY EARLIER FOR THE ISSUE OF
MARCH 2
CLOSING • Thursday—Noon DATE • FEB. 21
• ADS REQUIRING COLOR OR SPECIAL POSITION—WED., FEB. 20

The Cash Box
1721 Broadway
NEW YORK 19, N. Y.
(Phone: JUdson 6-3540)

NEW GOTTLES PARTS CATALOG READY

CHICAGO—Alvin Gottlieb of D. Gottlieb & Company, this city, reported this past week that the firm's new Parts Catalog is now available to all operators. The new 39 page Parts Catalog, according to Gottlieb, presents many new ideas, improvements and innovations, as well as the complete listing of parts. All operators may obtain a copy of the catalog at any Gottlieb distributor. The Parts Catalog may also be obtained by writing to the factory.

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

Through The Coin Chute

The New York State Department of Labor issues some information this week about economic conditions in the State. Employment in the State, they report, shows a year to year rise, but New York City doesn't shape up too well. Businesses off in the city, over the year, dropped off almost 30%, chiefly in the manufacturing industries... Abe Lipshot, Young Distributing, spending considerable time on the road. On Tuesday, he drove up to Conn. to see ops, and on Wed., he and Joe Young spent the day in Staton Island. At Automatic Amusement Machine Operators of Greater New York holds its annual dinner and election meet on Wednesday, Feb. 27, in the Skyline Room of the Sheraton Hotel... John Van Wyck, Nyack State Co., Nyack, N. Y., tells us he's about a week behind in filling orders for his special type slot, which requires holes in different places. Of course, he's also making the usual pool tables with live rubber which, John claims, gives it more life than it had originally. He's very busy at the moment... Larry Keeney will celebrate his birthday and that of his firm's anniversary with a big shindig at Town & Country, Brooklyn, on Mar. 24... Herb Chilone, C & L Amusement, Stamford, Conn., a visitor on coinoper. Herb leaves for an 18-day cruise to South American ports Feb. 21... Humbert Betti, Union City, back home from Italy this past Sunday, after quite an extended visit. Betti thinks he'll be around now for a half dozen months... It's finally settled: S. Silverstein, Peckskill, N. Y., due to slow recovery of his injured arm will leave on southern vacation after Harold Rosenberg returns. Harold to leave for a month on Mar. 2... Les Boyd, N. Y. and R. I. op, advises he has a fishing boat service running in Pt. Lauderdale, Fla. ... Meyer Parkoff, Atlantic New York Corp., out when we called, and with Murray Kaye busy with a customer, we chatted with Gene Brody. Gene should be the proud owner of an MG sports car when you read this.

Blackie Tsacopapp of the Tracy Sales Co., Tracy, Minn., is limping around these days as the result of an auto accident. Blackie's car slid on the icy pavement and into a ditch... In Le Fleur Lake, Le Fleur Jr. and wife of Do D. took some time to spend a week-end in the Twin Cities. It was all pleasure and no business... Clayton Norberg of the C & N Sales Co., Mankato, Minn., is strutting around a little these days since his bowling team walked off with the top honors in the Mankato bowling league. The home team the week after Monday evening, February 11th... Mr. and Mrs. Elmer Cummings of Brookings, S. D., spent a couple of days in the Twin Cities combining business with pleasure. Elmer stopped around and looked over the new bowling lanes... Don Harewood of Atlantic, Minn., was seen looking for a job... Bob Aherin and the missus of La Moure, N. D., rode into the Twin Cities with some friends and Bob took some time off to look over games for some route changes. Bob wound up being the chauffeur on the trip... Recent visitors to the Twin Cities scene were Julius Kees, Rushmore Amusement Co., Rapid City, S. D., George Mellem of Minot, N. D., Stan Baeder of Car- rington, N. D., Andrew Markfielder of Staples, Minn., Stan Woznak of Little Falls, Minn., and Joe Engel of Pine City, Minn.
MUCH discussion among game ops here relative to placing 90-40 commish arrangement into effect. While such discussions going on, some of the more progressive, and more realizable and more intelligent ops have already gone ahead and instituted more equitable commish basis with the installation of new games. These ops report that getting 90-40 practically eliminates practically no resistance on the part of location. These same ops also point out that operating at a split enables them to make payments to distrbs. And buy still more equipment to enlarge routes. Plus the fact, they state, that the mfrs benefit by being able to produce a lot more games at a time when other ops are contenting toward a secure, prosperous future thru 90-40 or better.

Bill DeSelm working out details of weekly and monthly United “Bowling All Star” trophies. Plan certain to inject pep into spots and jump collections even more, he says. Adds Bill, “Ops who want advance info please come to call me.” Al Thoelke in Seattle. John Casada in Nola. And Jack Minnick wins honorable mention—for spelling!

JOE ROBBINS

Sam Wolkberg and Sam Gensberg spending most of their days in the busy ChicoCoin factory, Ed Levin advises they’re preparing production lines, planning ways to speed production and figuring out how many more lettered-up 10-day truck orders to expect. Nor Secoy staying in town to answer all the phone calls, “each demanding to be first for loads of ‘Bowling League.’” Bally’s Bill O’Donnell on the phone constantly these days, trying to satisfy two major demands from all distrbs: “Send more ‘Bowling Lanes’” and “Ship more ‘Key West.’” Something hush-hush seems to be going on at Genco, Averon Gensberg, Ralph Sheffield and Al Warren just won’t say anything. But from all indications, they’re all hard at work producing a new line of bows. Promotion Pays Off in Philly. Of all bowling games provides beautiful lapel button inscribed “Over 250 Clubs. Location pin lapel button.”" Promotion earns players who score 250 and over. Names are listed on sign board headed “Over 250 Players.” Those who bowl perfect 300 winning trophy with his own name inscribed. This promotion also has created a “lunch time bowling league,” with reservations to play the game being made well in advance. Reports say resulting collections are phenomenal.

PAUL HOEBSCH

does advise that Keneey’s 500-Cap Venders really going strong among the bowling crowd. Also sounds plenty excited as he tells about firm’s new ball bowler, “True Score,” being almost ready to roll. In the meantime, Ed Johnson at Marsh’s Harold 3-Ball eyes can continue towards a 90-40 ‘partnership’ deal. Promotion Pays Off in Philly. Of all bowling games provides beautiful lapel button inscribed “Over 250 Clubs. Location pin lapel button.”" Promotion earns players who score 250 and over. Names are listed on sign board headed “Over 250 Players.” Those who bowl perfect 300 winning trophy with his own name inscribed. This promotion also has created a “lunch time bowling league,” with reservations to play the game being made well in advance. Reports say resulting collections are phenomenal.

AL WAREN

Wonder whether Rock-Ola execs Ed Ristau and Les Riche are going to answer the first at a chance on it? Whatever it was, Ed is heading for the southeast, Les for the southwest. Both are going to be on hand for the Chicago shows. Kurt Kneier confidenty says he will keep the home fires burning, Dorothy Kammel and Jack Barashall will be around to assist. Frank Conzorti, reseller new Williams and “Curly” Curland, have recently moved to Blueprints to fill big backlog of orders. John Stewart writes to advise that Bally Vending now opening new offices at 24th & George. John Bally to be worked out at a new location.

Wonder whether Rock-Ola execs Ed Ristau and Les Riche are going to answer the first at a chance on it? Whatever it was, Ed is heading for the southeast, Les for the southwest. Both are going to be on hand for the Chicago shows. Kurt Kneier confidenty says he will keep the home fires burning, Dorothy Kammel and Jack Barashall will be around to assist. Frank Conzorti, reseller new Williams and “Curly” Curland, have recently moved to Blueprints to fill big backlog of orders. John Stewart writes to advise that Bally Vending now opening new offices at 24th & George. John Bally to be worked out at a new location.

BEN COVEN

Man” John Watling celebrated 68th birthday and “freels like 48.” But judging from the way John gets ‘stacks ‘n stacks ‘n work done while he cracks jokes, recites poetry, sports philosophy and still maintains he can accomplish three times more than anyone else! … Empire’s Joe Robbins advises he’s getting plenty compliments on his big article in Feb. 16 issue of The Cash Box. Joe, by the way, is now a member of the Export Managers Club and looking forward to meetings so he can be better informed on foreign markets.

Way to maintain thatful confidence, Joe. Many such men believe in “building equipment for ops to operate as they think best, depending on conditions in each territory and on needs of each individual location.” Gottlieb, the player engraver, confirms this advice. The machine made readily adaptable for nickel or dime play, as well as 3, 4 or 5 for a quarter. … Art Werbl, of Wonderland, is on Stern sent with every game, “Curly” Curland of the new Williams products for the coming Spring season. … At Marvel, the “girls” brought in a special chicken sandwich for Ted Rubenstein when he blew his nose in the ice cream machine. … “Curly” Curland says, “Boy, we’re just one big happy family!” … Joe Caldron of Trans-World says his biggest problem this month. “Demand from Europe and other parts of the world is tremendous,” explains Joe, adding, “but the supply these days seems scarcer than ever.” … Frank Hagen, of Cal-Am, sputtering on the phone, “You don’t have to look too far, we’ve got ‘em! These are for The Cash Box,” said Herb. … From all reports received from players down in Miami Beach, there’s quite a collection going on for the brand new Hotel Americana. Proving coinball must be very good either.

Joe Kline and Wally Finke claim they gave Ed Levin of CoinChute largest order they ever placed for any game. “This is why the ‘Bowling League,’” asserts Joe, “is the game we ops want now to help pay taxes and make a lot of extra money besides.” Fred Kline reports that among one morning’s visits where local ops Bill O’Neill, Jimm Garrett, Iz Turshalski and Herman Klebba, Art Garvey of Balli discloses that Paul Calamari is conducting schools on all Bally games this past week in Cleveland and Buffalo. Ben Coven simply thrilled to have his dream come true at long last! Ben just ordered a 35, cabin cruiser built to his own specifications. With special gas tanks to keep the boat going 500 miles on either lake or ocean without stopping, Ben, incidentally, has a pilot’s license.… Talking this over with Stan Levin last week were Ray and Johnny of B&B Movers, Lou Shadrow of Reliable Coin and “Curly” Curland, Charley Nichols of Ohrad in addition adding John Frantz’ counter games, “AB Challenger” and “Kicker & Catcher,” to his diversified lines of pool, games, and bowling supplies.

Welcome to Glenn Sears, Davenport, la., who finally became a member of the “20 Year Club” this past week. Glenn is 27 years in the industry. … George Kozy of ABT to Wiss this past week, calling on vending machine men. And as many distrbs as time will allow. … Seen around town were Frank and Sam Florio of Bunny Music. … Coinmen here who dash off to any other state to spend vacations last year. They spent time, total $7,850 million.

Mutoscope's New "Voice-O-Graph" Gives Choice of Both 45 RPM and 78 RPM

Location Tests Show Bigger Collections

LONG ISLAND CITY, N. Y.—M. B. Rabkin, president, Interna- tional Mutoscope Corporation, this city, announced that after three years of research, development and testing, it is marketing its new "Voice-O-Graph" machine.

"After fifteen years' success with one-speed 78 rpm 'Voice-O-Graph,' we've introduced a two-speed vendor that offers a choice of 45 rpm or 78 rpm recordings, with optional added advantages of a ten-second musical in- troduction. The customer has a choice of five tunes: 'Happy Birthday,' 'Dixie,' 'Yankee Doodle,' 'Hail! Hail! The Gang's All Here!' and 'Race Track Call.' He dial his tune selection, the machine plays and records the tune, then he records his own message. The machine has the entire machine music in both musical introduction and cus- tomer's own voice, produces recording the finished six-inch recording. It also lends a record mailing envelope for an optional 5c.

"Our tests have shown us that the new 'Voice-O-Graph' grosses consider- ably more than the one-speed ma- chine" continued Martin, "because it attracts customers who own both older and new 'Voice-O-Graphs.' We have tried to make our machines to be usable recorders of the type of phonograph the recipient owns.

"With 63 years of engineering know-how, International Mutoscope has perfected the mechanism of the new machine so that every piece that it is ingeniously simple, sturdy and dependable. It is easy to the operator. The built-in, piler-proof microphone is highly sensitive, assuring quality re- production. Easy to install and serv- ice, the 'Voice-O-Graph' requires no specialized knowledge of recording technique.

The new "Voice-O-Graph" booth of aluminum, fiber glass, steel and wood, possesses a bed as high as its height and roomy. It holds two people comfort- ably, its ventilation is quiet, its inside noise, and is well ventilated. In- structions for the operation of the machine are clear and uncomplicated so even a child can make success- ful recordings. A large front and back view illuminated sign on the top of the machine compels attention from long distances.

Rabkin adds that the new "Voice-O-Graph" machines are now operating at such key spots in New York as the Empire State Building Observatories, Idlewild Airport, Pennsylvania Station, and in various Chain and Department stores, and that all collections have been high. These ma- chines are charging $50c for each re- cording in 10c units of the time and $3.50, and Rabkin reports that customer response has been excellent. He sugg- ests that the machines be operated as such, and he says "of many of their present machines. However, it is ad- mistingly easier to start a machine with a appeal of the new 'Voice-O-Graph' at rates would be to raise the price on old equipment.'

Speedy Suburban Growth Opens More Locations

CHICAGO—As was noted sometime ago by this publication, speedy sub- urban growth is opening a tremen- dous number of new locations for this industry.

The nation's suburbs have enjoyed a 30% population growth. Cities have only had a 5% population growth. And the suburbanites have gained over 55% in population.

In short, as far as operators and all this industry are concerned, the best locations are bound to be in the city fringe areas and in the suburbs.

What's more, this is sure to some- what lower the competition for the battle for city locations which have been en- ded by operators for years.

It will mean, as more and more lo- cations become available, that there may be a return to more logical and better business methods.

With competition eased to some ex- tent, by the continued growth of suburbs and city fringe areas, oper- ators will be in a position to obtain the kind of deals that are, today, ab- solutely required if they want to show a decent return on their investment in their businesses.

It is also well to note that, as the suburbs and city fringe areas gain in population, more and more of the trade businesses to these areas, that more and more operators will be moving their quinters to these locations so as to change their routes.

Many city operators have been ex- panding into the fringe areas and suburbs for sometime now. But with the greatest growth indicated for 1950, expansion moves made by oper- ators in the months of January and February, will begin to show greatest appreciation in a few years after such moves have been completed.

Export Biz Boom Cleans Used Market

18 Months Old Games and Phonos Considered "Late Models." But Even These Difficult to Obtain

CHICAGO — Where, formerly, games and phonos from the twelve months old were considered "late models," now phonos and games 18 months old and, in some cases, past two years, are still being considered "late models" by exporters.

But even these 18 to 24 months old machines are becoming ever more diffi- cult to obtain.

Not only have many leading ex- porters switched over to "wanted to buy" ads, but, have sent letters, spent much money on long-distance phones and are having their salesmen travel the byways of their areas in an effort to obtain even these older ma- chines for immediate export.

The majority of experienced ex- porters through the country advised that they are "backlogged" with or- ders from leading importers all over the world and eagerly seek late model used machines.

"In short", as one well known dis- tributing firm that does a very big" export business reports, "the export business boom that we have been enjoying for sometime has now cleaned out the used machines field."

It is also noteworthy to comment at this time how prices of used ma- chines have gone up to meet the growing demand. Many of the belief that, at this moment, many operators will be getting better trade-in prices than ever before and that this will allow them to modernize their routes at lower cost.

There is also a belief, among some of the distributors, that with the ad- vent of the spring season more trade- ins will come about. They believe they will. But, because this year it will fill some of the backlog of orders which has accumulated on their books.

Many of the exporters point to cables and letters asking for larger quantity shipments of late model used games.

"But", as one of these men asks, "where are we going to get them?"

Suggests Miami, Fla., "20 Yr. Club" Meet

BALTIMORE, Md.—Bill Burke of East Coast Music Company, this city, suggests that there be an annual get- together of the "20 Year Club" about the middle of February of each year in sunny Miami.

Bill reports that this is one time during the year when firms in the in- dustry have finished their inventories and all business for the past year has been pretty well cleaned up.

He believes that, at that time, about the middle of February, all will want to get together in Miami "just for old time's sake".

"It's What's in THE CASH BOX That Counts"
Ops Prepare For
Greater Playtime Season

CHICAGO—It is being reported that, instead of layoffs, many leading factories are planning to give labor earlier and extended vacations. This will give these large manufacturers the opportunity of clearing away accumulated inventories, it is believed.

If this comes about it means that operators can prepare for a greater playtime season a lot earlier than usual.

Instead of waiting for the heart of the summer vacation season, playtime action may start within a month or so and continue on throughout the summer and into the fall months.

Well located, attractive games and phonos are sure to get greater play action from people with time on their hands. And regardless of whatever conditions come about, it is generally believed, travel through the nation will be greater this year than ever before.

With a longer and greater playtime season in prospect it is best for the nation’s operators to be completely prepared with the kind of games and music equipment that is sure to attract the attention of the general public.

Many are of the belief that, with the public having more time on its hands, play action can zoom to new high marks. This is bound to come about for those operators who are fully prepared to greet the people with outstanding and attractive entertainment.

There is also a general belief that operating intake will be better than ever should earlier and extended vacations come into being soon.

CHICAGO—Reports from leading operators from all over the nation indicate that the collections-overhead gap is growing wider each week.

"Whereas", one well known op reports, "back in 1956, the gap was very narrow, and we were able to get along somehow, this gap has now widened to the point that, unless we do something quick to obtain a more equitable share of the gross intake as recommended by The Cash Box, we're going to run up against a lot of financial problems.

Collections, many claim, have remained more or less static. The majority agree that they have gone up to some extent. Some claim there have been gradual ups and downs for the past six years. But as far as overhead expenses are concerned, all of the operators advise that "Overhead has continued up steadily, while collections have not kept pace.

The chart above indicates just about the widening gap between collections and overhead expenses from 1950 to the present day, according to reports received.


"It's What's in THE CASH BOX That Counts"
### Classified Advertising Section

#### WANT

**WANT — Late model Shooting Galleries; Round World Trainers; Drive Mobiles; other late arcade machines. State condition and lowest price first.** ECONOMY SUPPLY CO., 577 TENTH AVE., NEW YORK, N. Y. (Tel.: Chickerick 4-8628).

**WANT — We are in the market for 50 Balls, every kind, Big Time, Gay Time, Miami Beach and all kinds. We will buy, sell, trade, so please call phone, T & I DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI, 14, O. (Tel.: Main 1-4751).**

**WANT — Used Bally Bingos and Gottlieb Pins. As is or shipped, send complete list and lowest cash price. GABE FARMAN, SANDY MOORE, INC. 250 EAST MERRICK ROAD, FREEPORT, L. I., N. Y.**

**WANT — Gottlieb Two Player Pins, Big Times, Broadway, I & II MUSIC AND DISTRIBUTING, 1626 WEST BOMBOY HILL, MILWAUKEE, ILL. (Tel.: Glaystone 4-2636).**

**WANT — Your used or surplus gal will be purchased by us. We buy all year round and pay top prices. No lot too large or too small. No absolutely free. BEACON SHOPS, 821 N. MALL, ILLINOIS, R. I. (Tel.: Union 1-7500).**

**WANT — Big Time; Variety; Surf Club. J. J. PINKER CO., 311 TUNK ST., SAN DIEGO 2, CALIF. (Tel.: G8ayson 4-2636).**

**WANT — Got a used or surplus coin machine? Maritime, Amusements, Inc., 830 L. W. 25TH ST., MIAMI, FLA. (Tel.: Miami 6-4205).**

**WANT — Music and Game Route, also Kiddie Rides and Used Records. BOB ZARFOG, 1721 BROADWAY, NEW YORK 19, N. Y.**

**WANT — Automatic, TOLEDO COIN MACHINE EXCHANGE, 314 SUMMIT ST., TOLEDO, OHIO.**

**WANT — Used American 12 ft. Rebound Shuffleboards also overhead units. Write for 6 ft. and 8 ft., all metal, used shuffleboard prices. WESTERN DISTRIBUTORS, 1623 W. 110TH ST., KANSAS CITY, MISSOURI. (Tel.: Garfield 3585).**

**WANT — 45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity. DANIEL F. GONZALEZ, 3120 W. TOLEDO BLUFF, WASH. (Tel.: Gary 3585).**

**WANT — Used records, 45’s or 78’s. All conditions. Bill8hill, Blue, 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.: Blenmont 5-2851).**

**WANT — Polka records, used or surplus, 45’s pay 20 each. Also used Juke Box records. BARNES RECORD COMPANY, 15 W. WHITE ST., SUMMIT HILL, PA. (Tel.: Lasfud 363-8).**

**WANT — Smart Record Man, Michael Anthony Records will help fill your coin machines. Contact at our expense. MICHAEL ANTHONY SURVEY RECORDS, 4100, $1.00, 1959, $2.00, a Baker’s Dozen, includes mailing and postage, 45 speed only, B. C. RECORDS, 2145 BURWELL STREET, WURFORD, CALIF.**

**WANT — AMI D-40 Selections. Late Bally Bingos. Quote condition and lowest cash price. PALME Trans., 4701 WASHINGTON BLVD., ST. LOUIS 8, MO. (Tel.: Forest 7-6750).**

**WANT — Used National Cigarette Vendors Models M and ML. SCIGOT N. Y., 1819 N. SEATTLE, 7th ST., PORTSMOUTH, OHIO. (Tel.: Elwood 3-4179).**

**WANT — Used Records, 45 rpm — From 6 months to 3 years old, Standard Labels, 50¢ per thousand. We buy yard, quality. Ship collected. C.O.D. SAM M. SCHNEIDER, 5 PEPPERMINT ROAD, LEVITTOWN, PENNA.**

**WANT — Used Records, 45 rpm — No later than 3 months old, $15 per hundred. We buy yard and any quality. Ship collected C.O.D. SAM M. SCHNEIDER, 5 PEPPERMINT ROAD, LEVITTOWN, PENNA.**

### FOR SALE

**FOR SALE — Records!!! $5 off wholesale, any label. Free title strips. Quick service. New accounts, token distributors. Lowest prices on surplus records, new unused only. BAYMAR SALES CO., 170-21 JAMAICA AVENUE, JACQUELINE, N. Y. (Tel.: Olympic 8-4012, 4013).**

**FOR SALE — Used Chicago Coin Sales 35th Floor, Chicago, Ill.: Bally 1500’s, 1958, 1959, 1015’s, all type Bongos. Write — C.O.D., DISTRICT DISTRIBUTING CO., 1007 E. 7th, TUCSON, ARIZONA. (Tel.: 3-8685).**

**FOR SALE — Bally, Juke Boxes, $95; United Ace Bowlers, $110; Bert Jones, $90; Bal KEY, $125, $180; Miami Shuffle (Floor Sample), $60; DONAN DISTRIBUTING CO., 5007 W. 31st AVENUE, CHICAGO 25, ILL. (Tel.: JU 8-5211).**

**FOR SALE — Used Records, Highest prices paid for 78’s and 45’s. We buy quantity too large or too small. We buy brand new LP’s, 33-1/3 3/13 RPM in quantities, $5.00 per 25 or more only. SEATON DISTRIBUTORS, 666 10th AVE., NEW YORK 36, N. Y. (Tel.: JU 4-2252).**

**FOR SALE — Attention: Distributors, Operators — We can use your entire inventory. Will buy in quantities — cash waiting. Bally & United Bingos; all kinds of guns and other coin games. WRITE, Wire, Phone. Now, BELGIAN AMUSEMENT CO., 334 N. WEST ST., PHILADELPHIA, PA. (Tel.: Locust 4-4415).**

**FOR SALE — To Buy — All kinds of Arcade Equipment — particularly Genoa 2 Player Baseball Games, and all makes of Guns. Please send complete information on machine — complete specs, CLEVELAND COIN MACHINE EXCHANGE, INC., 2029 PROPECT, CLEVELAND 15, OHIO. (Tel.: TOWER 1-6751).**

**FOR SALE — Non-warp Plyflex custom built Fibre-Glass Cues. Precision molded one piece construction giving accuracy, indestructibility — no warping, shatter, snap. Fully guaranteed, $12 each. Also large workmanship, defective, materials — (call in normal use for one VERNON SEAFOOD DISTRIBUTORS, INC., 5200 NORTH AVE., ELIZABETH, N. J. (Tel.: Binglew 3-5254).**

**FOR SALE — Seeburg, $175.90; AMI C, $85; AMI D-40, $145; 5400 $185; $195; Wurlitzer 1900, $200; 1950, $250; $200; Wurlitzer 1700, $645; Wurlitzer 1500, $785; $450; Wurlitzer 1000, $815, $850; Wallingford, $150, $200; United Mexico, $65; Exhibit Star Shooting Gallery, $50; Seeburg Wall Box. Distributors, $125. Special on used Seeburg Wall Box. BATTLESHY, $90; Battleshy Juke Box, $125; LEW JONES DISTRIBUTING CO., 5208 INDIANAPOLIS 2, I. (Tel.: ME 5-3193).**

**FOR SALE — One Double Header, like new, A1 condition. $475. LEWIS & FOLLETT MUSIC CO., SOUTH 100 HOWARD ST., SPokane 4, WASH. (Tel.: MA 8355).**

**FOR SALE — Williams Super World Series, $35; United Comet Targette, $125; Chicago Coin Super Frame Bowler, $175; Keyeco National Bowler, $150; Chicago Coin Double Sound Bowler, $25; Keyeco Club Bowler, $25; Chicago Coin Twin Hockey, $20; Wall Box Distributors, INC., 1000 PENNSYLVANIA ST., EVANSVILLE 8, IND. (Tel.: HA 3-4508).**

**FOR SALE — Big Time, $190; Variety, $110; Cassy, 85¢; Pixie, $225; Starlets, $250; Stanford, $310; United Super Distributor For AM-80, Gottlieb, Chico, J. H. Kennedy, STATE MUSEUM DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.**

**FOR SALE — Bingos in quantities. In stock. From $1.00 per thousand. J. A. Parades, Night Clubs, Broadway Dealers, Chicago, Ill. (Tel.: Big Time, Bally Super Distributor For AM-80, Gottlieb, Chico, J. H. Kennedy, STATE MUSEUM DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.**

**FOR SALE — Call us for a good buy on AM-80000 Pinders, $425; BILOTT DISTRIBUTING CO., 224 N. MAIN ST., NEWARK, N. J., or 1226 BROADWAY, ALBANY, N. Y.**

**FOR SALE — Bally Double Header, $400; Night Club, $375; Ice Frolic, $75; Palm Springs, $60; United Pixie, $175; Gravy, $252; Bally’s Juke, $160, $200. Write C.O. D. or Sight Draft. NAS-TASI DISTRIBUTING CO., 912 POYDRAS, NEW ORLEANS 12, LA. (Tel.: MA 6306).**

**FOR SALE — Locks of all kinds, Bally pinball locks, Wall Box locks, Music Box locks, like new. BELGIAN AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, IOWA. (Tel.: NE 3-1444).**

**FOR SALE — All types of used Pool Tables, junk and regular. Also Shelles Alleys. Will trade for AM-80, Jukes or Seeburg. Special price on ultra modern Balleys, 8 inch speaker. $7,500 GATEWAY DISTRIBUTING CO., 5622 W. NORTH AVE., CHICAGO 47, ILL. (Tel.: Dickens 2-1214).**
FOR SALE—Gargiolo Machines right column Rowe Crescorders and Eastern Elves Act to be auctioned on 25c operation, $80; Machines set for 25c & 30c operation, $70; Rowe Electric Diplomats, eight columns, on 25c & 30c operation, $50. Clean and ready for location. 2608 North 17th St., DEZ 1-2500.

FOR SALE—America's finest recorded phonographs and music accessories. Everyone of our reconditioned machines guaranteed in best condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PORTRAY AVENUE, DETROIT 21, MICH. (Tel.: University 4-0773).

FOR SALE—Muto-SCOPE K. O. Champ, $350; Williams DeLuxe B. B., $100; King Of Swat, $275; Rock and Roll, $85; Gladiator, $265; Marathon, $285; Broadway, $325; Nite Club, $400; Wurlitzer, $1800, $625. NEW ENGLAND EXHIBIT CO., NEWTON, MASS. (Tel.: DEzartur 2-1500).

FOR SALE—10 Kleenex Vending Machines, 6 New, 4 Slightly Used. $200 for the lot. KOEPPEL DISTRIBUTING CO., 927 MARKET ST., WHEELING, W. VA. (Tel.: WHEELING 4742).

FOR SALE—We have a large stock of reconditioned Five Balls, Shuffle Games and Bingo. Write for list. WESTERHUIS CO., 3726 KESSEN AVE., CINCINNATI, OHIO. (Tel.: Montana 5000-1-2).

FOR SALE—Reconditioned, Guaranteed, Wurlitzer 21 Record Hideaway Cellular Units, complete with Packard Adaptors, price $80. Williams, clean; $6; Wurlitzer 1000's, $75. FEDOR MUSIC CO., c/o GEORGE ThTRAVER & CO., 47 STATE ST., BINGHAMTON, N. Y.

FOR SALE—Export Buyers Attention! In-line Games, $35 & up; Pool Tables, $50 & up; Pin Games, $25 & up; Bally, $50, $75; Bally Riders, $100 & up; ASSOCIATED AMUSEMENTS, INC., 8 RUGG ROAD, ALLSTON 34, MASS. (Tel.: Stadium 2-4010).

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Glencoe, an AMI Machine, Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. (Tel.: Regent 6-3691).

FOR SALE—Billiard Parlor and Coin Machine Route. Uses Bally, Rin- gos, Music, Shuffles, Pool. Write BOX 287, BASIN, WYO.

FOR SALE—Commo—Extended Range Speakers and Fiddles. Quantity at most used price. Meritorious service duty satisfaction guaranteed or money will be refunded. Finished in Limed Oak, Natural or Mahogany. Pack two to a carton, $11.95 ea. COVEN MUSIC CORP., 3181-3 ELSTON AVE., CHICAGO 18, ILL. (Tel.: Independent 3-2210).

FOR SALE—AMI F-120, $675; AMI E-180, $700; American Coin Cailleau, $750; Seeburg 100G, $550; Wurlitzer, $1700, $875; Wurlitzer, $1800, $695. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO (Tel.: SU- perior 1-4600).


FOR SALE—Genco Hi-Fly, $250; Williams Four Bauger, $325; United Deluxe Bunco Gun, $260; Chicago Coin Blinker Blender, $235. SALINA MUSIC & AMUSEMENT CO., 121 N. 7TH ST., SALINA, KANSAS.

FOR SALE—Bingo's just out of location. Pixies, Gayety, Surf Club, Nevada, Dude Ranch, 2 Tahiti's, Beach Club, Riv. and Yacht Club, also 6 "Popcorn" Pop Corn Machines. Will sell one or all or trade for United Bowling Alleys, Seeburg, or AMI's. Make offer. PACIFIC KIDDEL DISTR. CO., 1212 S. TAMACOA AVENUE, TACOMA, WASH. (Tel.: Market 2317).

FOR SALE—Mr. Buyer: If you are looking for high class electronic machines thoroughly worked by top mechanics who will put their Initials on the Vending NEW YORK 36, N. Y. (Tel.: Circle 6-8939).

FOR SALE—Comet, $160; DeLuxe 5th inning, $200; Leader, $150; Manhattan, $135; Targum L. 100; Wurlitzer, $250; Lighting, $250; Triple Play, $225; AMI A, 78 rpm, $95; AMI D-40, 78 rpm, $225; AMI E-120, $495; AMI A, 15 rpm, $125; AMI E-110s, $25; AMI Distributors for AMI, United and Williams. Write for jobber's price. Write, wire or phone. CENTRAL DISTRIBUTORS, INC., 350 S. 1ST ST., LOUIS, MO. (Tel.: Main 1-3511) or 2805 MAIN ST., KANSAS CITY, MO. (Tel.: Harrison 1-4747).

FOR SALE—Keeley Deluxe Sportsman Gun, $195; Wurlitzer 1650A Hi Fi, 45 rpm, $325; Wurlitzer 1660, 45 rpm, $300; Wurlizer 1800, $795; AMI Model "A", $90; Seeburg Model "C", $425. UNITED FAIRBAIRNS, INC., F.P. O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANS. (Tel.: HO 4-611-4-3504).

FOR SALE—Williams, United and Chicago Coin Electric Front Pool Tables, $50 ea. WRITE: PENNSYLVANIA VENDING CORP., 1182 E. CARSON ST., PITTSBURGH 3, PA.

FOR SALE—Or Trade for AMI D. E. F. 80 Phones. Williams Gene; Chicago Coin Steam Shovel; Chicago Coin Blonde; Exhibits Spanish Pool; Bert Lane Goldie Horse; Bert Lane Stutz Cary Bert Lane; Chicago Coin Big League Bulls Eye; 300 Shuffle Alley. MILLER-NEW MARK DISTRIBUTING CO., 42 FAIRBANK ST., N. W. GRAND RAPIDS 2, MICH. (Tel.: CL 6-6807).

FOR SALE—Bowling Alley Conversion. "Do It Yourself" Kit. Ball Lift, Ball Return, Scoreboard, Balls, Ball Return and Easy Fast Easy Installation. Send for picture & Foot Gear, $194.50 WILLIAMS. Prompt shipment made. Send 1/3 deposit, balance C.O.D., WEST SIDE DIST., GLEN TENTH AVE., NEW YORK, N. Y. (Tel.: Circle 4-9146).

FOR SALE—22 Ft. American, Rock- Ola, National and Nationwide Shuffleboards. Complete with overhead electronic, 1000's sold to date. Price to 50, $125 ea. AMERICAN OPERATING CO., 416 S. 8TH AVENUE, MIAMI, FLA. (Tel.: TR 5-7365).

FOR SALE—Record collectors—"Twelfth Street Rag" Piano arrangement, played by original composer. Ender L. Bowman (78 rpm only). Limited supply, @ $1.00—while they last. NO COD's please. CASEY JONES MUSIC, 332 SO. JENNINGS AVE., FT. WORTH 4, TEXAS.

FOR SALE—Lowest prices Thunderbolts, Lightnings, $229.50 ea.; Hollywood Bowlers, $269.50; Chicago Coin Super Home Run, $179.50; Bingos, Pool Tables, trade for Kiddie Games, Amusement Equipment or write best cash offer. Ready for location. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, III. (Tel.: Canal 6-0293-4-5).

FOR SALE—Large stock of Bingos, Shuffle Alleys, Pool Games; Phonographs. If we don't have what you want, we will make an honest effort to get it. Distributors for United, exhibit, bowling, games, pin games or Kiddie games. Write for jobber's discount. DAN STEWART CO., 140 EAST 2nd SOUTH, SALT LAKE CITY 11, UTAH. (Tel.: Davia 2-2473).

FOR SALE—King Arthur, $35; Twen- ty Grand, $55; Dice Jockey, $75; Slam, $55; For Corners, $55; Game Queen, $185, $50; Game, $185, $50; Miami Beach, $235. Make offer on Bright Lights, Bright Spots, 3-4-3's, Long Beach, Circus, Stars, Want—Big Times. NOIRBECK, ELITY CO., 142 DORE ST., SAN FRANCISCO, CALIF. (Tel.: MA 1-5338).

FOR SALE—Bally: ADC Bowler, $395; Gold Medal, $250; Rock-Ola, $275. United: Top notch, $425; Top notch Special, $450; Capital Deluxe, $225; Clipper, $200, MO- HAWK, $54.50. GAMES 67 SWAGGERTOWN ROAD, SIC- ENEDARY 2, N. Y.

FOR SALE—Waiting Fortune Telling Scales, $60. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS 1, MO. (Tel.: Central 1-9292).
THE CASH BOX

"The Industry's Market Place"

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

Use This Convenient Form For Your Classified Ad

START HERE

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FIRM
ADDRESS
CITY ZONE STATE
TELEPHONE NUMBER

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX
1721 BROADWAY, NEW YORK 19, N. Y.

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CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as only 1 word. Minimum only accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with your classified ad it will be held for following issue pending receipt of your check or cash.

Notice to Firms Special Classified advertisers. You are entitled to a classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N. Y.

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CLASSIFIED ADVERTISING SECTION

FOR SALE—Coin operated Kiddle Rides, Guaranteed for two conditions: Boarding privileges. NATIONAL POP-CORN CONCESSIONS, 3218 W. MONTROSE, CHICAGO 11, Ill. (Tel.: Keystone 4-3355).


FOR SALE—Model C chrome pillar replacement, $17.50 pair. Numbered Pool Balls & Marked on sides—1 to 5, White and 1 to 5, Red; or numbered 1 to 10, $14.95 set. W. C. CORP., 2913 N. PULASKI RD., CHICAGO 41, ILL. (Tel.: Mulberry 5-3000).

FOR SALE—Special. Bally: Big Shows (slightly used), $355; Balls-A-Popin' (like new), Write, (Chicago, Ill.). Fun House: (4 player game), $284.50; Red-White-Blue, $145. United Monaco, $325. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. (Tel.: Canal 5306).

FOR SALE—Seeburg M100-A, $220; M100-G, $600; M100-D, $475; M100-W, $725; M100-B, $825; 3W1 Chrome, $67.50; Wurlitzer 1700, new, $795; 1400, $225; 1250, $150; 1100, $85; AMI E-80, $450; D-30, $350. MUSICAL SALES, 2934 N. OLIVE, ST. LOUIS 3, MO. (Tel.: CH 1-6561).

FOR SALE—200 Seeburgs, Write: 1845 Rock-Olas, Write: 1448 Rock-Olas, $665; Comet Rock-Olas, $450; 100G Seeburgs, $625. These machines are off our route and are like new, 1717 Rock-Ola Steppers, $30; Small Pools, $50; Long Pools, $75; Palen Braches, $40; Genco Sky Rocket Guns, $285; Sportsman Gun, $165; H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILLINOIS (Tel.: Moline 4-6703).

FOR SALE—New Rails for Pool Games. 32" x 48", $10; New Novely Top Pyramid Pool for $1.50 or $1-10 Rotation Balls, 32" x 48", $29.95; Cue Sticks 48" Brunswick, $1.69 ea., $10 doz. Quantity discounts. CHAMPION DIST. CO., 3533 W. DIVISION ST., CHICAGO 29, ILL. (Tel.: Albany 2-5272).

FOR SALE—100 Telecups, with film. Reconditioned, refined, ready for location. 5c or 10c play. Special price, $99.50. Write for quantity prices and list of other equipment.

CHICAGO NOVELTY CORP., 221 N. CHICAGO AVE., CHICAGO, ILL. (Tel.: Avenue 3-6818).

FOR SALE—3 Keeney Speedlines, Chicken Sam Rifle, Shuffle Bowlers, Guns, Are Pool Tables—all makes and models. For best buys, write or call, HY POLO AMUSEMENTS, INC. 1960 W. WILLSON AVE., CHICAGO 38, ILL. (Tel.: L Slide 1-3378).

FOR SALE—18 foot Rock-Ola Shuffle Board 5419.50; Shuffle Board game wax (12 oz.) $3.50; Fast wax case (12 cans) $4.50; Pucks (set of 8) $12; Fluorescent Lights (6) $22.50; Adjusters $15.50. PURVEYOR DISTRIBUTING CO., 4322 W. NORTHWESTERN, CHICAGO 16, ILL. (Tel.: Juniper 8-1814).

FOR SALE—Reconditioned Seeburg 10 Selection Wall-O-Matics, Model 3W1, Chrome $284.50; New concession Buttons, New Aluminum Instruction Plates, $57.50. Telephone or wire collect. S.Yracuse 73-1631. DAVIS DISTRIBUTING CORP., 738 ERBE BLVD., E., SYRACUSE, 3, N. Y.

FOR SALE—Attention export buyers! We have available unlimited quantities of Bally and United Bowling Alleys, low in price, high in quality. We are experienced and well equipped to handle export orders. Write, wire or phone. SHELDON SALES, INC., 81 MAIN ST., BUFFALO, N. Y. (Tel.: Lincoln 9106).

FOR SALE—Seeburg V-200, write: Seeburg 100-B, $690; 100-G, $600; 100-C, $490; 100-B, $400; United Regulations, $125; Chico Tripe Strike, $250. WANT—All late models 45 rpm phonographs. NA TIONAL NOVELTY CO., 183 E. MERRICK ROAD, MERRICK, LONG ISLAND, N.Y. (Tel.: Freeport 6-677-1).

FOR SALE—All Games Cleaned and in Working Order. Gatley, $79.50; Surf Club, $39.50; Variety, $94.50; Big Time, $200; Miami Beach, $200; Broadway, $325; Night Club, $400; Williams King O'Swat, $225; Williams Four Bagger, $325; Bert Lane Merry-Go-Round, $255; Exhibit Horse (pickup cash), $350. 1/3 Deposit, balance sight draft. Write—Wire—Phone Today! We are exclusive factory distributors for: Bally—Williams Rock-Ola. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND, OHIO. (Tel.: HE 1-7577).

MISCELLANEOUS

NOTICE—Cincinnati Operators your new Genco Distributor is UNIVERSITY COIN MACHINE EXCHANGE, 858 N. HIGH ST., COLUMBUS 8, OHIO (Tel.: Axxim 4-3529). SAM SOLOMONS—HARRY STEWARD.

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING COMPANY, P.O. Box 674. Phone. 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, I.A. (Tel.: ERonon 5-7976).

NOTICE—Diversification with no investment! Our program has already proven itself to leading operators. Make hundreds of dollars each week with our "Especially made for the profit" trade merchandising approach! in the specialty food field. A.B.C. MFG. CO., 3441 W. NORTH AVE., CHICAGO 47, ILL.

NOTICE—That idea you have can become a new coin operated device. Contact Bob Young for Development and Engineering advice. BOB YOUNG'S SERVING COMPANY, 2110 LONDMOD PL., LOS ANGELES 27, CALIF. (Tel.: NO 2-3254).

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Jullian 6-2640; The Cash Box, Chicago, Ill., D'Earborn 2-0845; The Cash Box, Hollywood, Calif., Hollywood 5-2129.
### A M I
4 Model B-46, 40 Sel., 78 RPM 70.00 125.00
1 Model B, 48, 40 Sel., 78 RPM 85.00 135.00
4 Model C, 50, 40 Sel., 78 RPM 100.00 165.00
4 Model D-40, 53, 40 Sel., 78 RPM 150.00 245.00
4 Model D-53, 53, 40 Sel., 78 RPM 275.00 350.00
2 Model E-40, 53, 40 Sel., 78 RPM 295.00 395.00
4 Model E-53, 53, 40 Sel., 78 RPM 350.00 450.00
4 Model E-120, 53, 120 Sel., 45 RPM 375.00 495.00
5 Model F, 84, 84 Sel., 45 RPM 350.00 450.00
2 Model F, 84, 45 Sel., 45 RPM 450.00 500.00
2 Model F, 84, 45 Sel., 78 RPM 565.00 675.00
4 Wm. Wall Box 5.00 10.00
4 SM or SL Stepper 10.00 15.00

### LOMANS
4 Mills Constellation, 37 Model 951, 40 Sel., 78 RPM 25.00 50.00
4 Constellation, 49, Model 115, 40 Sel., 78 RPM 75.00 100.00
4 Jubilee, 52, Model 246, 40 Sel., 45 RPM 100.00 175.00
4 Century, 52, Model 2945, 100 Sel., 45 RPM 200.00 250.00

### ROCK-OLA
6 1422, 46, 20 Sel., 78 RPM 25.00 65.00
6 1423, 46, Playmaster Hideaway, 20 Sel., 78 RPM 30.00 70.00
6 1424, 52, 20 Sel., 78 RPM 35.00 75.00
2 1423, 52, Magic-Glo, 20 Sel., 78 RPM 39.50 85.00
1 1422, 50, Rocket 50-51, 50 Sel., 78 RPM 100.00 125.00
1 1423, Same as Above, Converted to 45 RPM 110.00 135.00
2 1473, 53, Model 120, 50 Sel., 78 RPM 175.00 225.00
2 1473, Same as above, Converted to 45 RPM 145.00 250.00
4 1473, 53, Fireball, 120 Sel., 45 RPM 175.00 275.00
2 1463A, 53, Fireball, 120 Sel., 45 RPM 195.00 295.00
4 1474, 53, Fireball-E, 120 Sel., 45 RPM 395.00 465.00
2 1476, 54, Hi-Fi, 120 Sel., 45 RPM 395.00 450.00

### SEEBURG
5 1463, 46, Standard, 20 Sel., 78 RPM 20.00 40.00
4 1463M, 46, Master with Remote Attachment, 20 Sel., 78 RPM 20.00 55.00
5 1483, 52, Standard, 20 Sel., 78 RPM 20.00 55.00
4 1474M, 52, Master with Remote Attachment, 20 Sel., 78 RPM 20.00 60.00
4 1484S, 52, Standard, 20 Sel., 78 RPM 20.00 65.00
4 1484M, 48, Master with Remote Attachment, 20 Sel., 78 RPM 20.00 75.00
4 1484ML, 48, Light Cab, Master with Remote Attachment, 20 Sel., 78 RPM 20.00 90.00
4 1480A, 49, 100 Sel., 38 RPM 20.00 250.00
4 1480A, 54, 100 Sel., 45 RPM 395.00 475.00
4 1480BL, 51, 100 Sel., 45 RPM 395.00 480.00
4 1480C, 53, 100 Sel., 45 RPM 425.00 600.00
4 1480F, 50, 100 Sel., 45 RPM 395.00 575.00

### PRICES LISTED
- **TOTAL NO.** **TOTAL VALUE**

### THIS WEEK'S USED MACHINE QUOTATIONS

#### 18th Year of Publication
907th Consecutive Week's Issue

### HOW TO USE "THE CASH BOX PRICE LIST" (As also known as the "C. M. L. (Coin Machine Industry) BLUE BOOK")

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Price Lists" can be used as market prices as they are quoted. "The Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber is advised of the last known price. In this way the East Coast may think it worth but $75.00. Of course, style, appearance, demand, territory, etc., 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 the sold to the added cost of reconditioning.) "The Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

### FOREIGN BUYERS
To cover cost of packing, crating, shipping, etc., figure an additional $20 to $35 on Pin Games—and $25 to $30 on Phonographs.

#### CODE
- 1 Prices UP
- 2 Prices DOWN
- 3 Prices UP and DOWN
- 4 No change from last week
- 5 No Data listed last 2 to 4 weeks
- 7 No quotations 4 weeks or longer
- 7 Machines Added
- * Great Activity

### CONSIDERING SELLING PRICES

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the price brackets. Sometimes sellers of machines listed at from $10.00 to $25.00 ask from $50.00 up to $100.00 and even more for those very same machines. Purchasers of such equipment must realize that machines in the very low price category must be priced at these low figures. To completely recondition such machines, the reconditioner must add onto this price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of customs, duties and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $25.00 machine to anywhere from $50.00 to $75.00 and up. In the case of arcades and kiddie ride machinery these prices may even be higher in the fact that many of the parts have to be made by hand or contracted for at high cost for machineshop, 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, should realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics. These buyers will purchase machines as "is" at prices quoted by the trade at large and recondition the machines themselves to meet their own operating standards.

### WURLITZER

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### POUNDING GAMES

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- **TOTAL NO.** **TOTAL VALUE**
### PINBALL GAMES (Cont.)

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### SHUFFLES (Cont.)

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<td>United Comet Targette (11/51)</td>
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<tr>
<td>United Venus (5/55)</td>
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<tr>
<td>United Derby Roll (5/55)</td>
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<tr>
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### SHUFFLES (Cont.)

<table>
<thead>
<tr>
<th>Game Name</th>
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<tbody>
<tr>
<td>United 10th Frame</td>
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<td>United Super Bonus</td>
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<tr>
<td>Delux model</td>
<td>300.00</td>
</tr>
<tr>
<td>Top Notch Special</td>
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</tr>
<tr>
<td>United Rocket (11/51)</td>
<td>150.00</td>
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<tr>
<td>Delux model</td>
<td>350.00</td>
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</tbody>
</table>

### TOTAL NO. TOTAL VALUE

- 2. Bally Champion Horse  
- 3. Bally Moon Ride  
- 4. Bally Space Ship  
- 5. Bally Speed Boat  
- 6. Bally Time Bomber  
- 7. Bally Lucky Ribbon  
- 8. Bally King Pin  
- 9. Bally Rapid Fire  
- 10. Bally Undercover Raider  
- 11. Capitol Midget Movies  
- 12. Chicago Coin Soccer  
- 13. Chicago Coin Pinball  
- 14. ChiCoin Basketball  
- 15. ChiCoin 3-Player Derby  
- 16. ChiCoin Games  
- 17. ChiCoin Midget Slope  
- 18. ChiCoin Stitch  
- 19. ChiCoin Speedway  
- 20. ChiCoin Twin Pinball  

### ARCADE EQUIPMENT

- 21. Chicago Coin Slope  
- 22. Chicago Coin Targette  
- 23. Chicago Coin Targette  
- 24. Chicago Coin Targette  
- 25. Chicago Coin Targette  
- 26. Chicago Coin Targette  
- 27. Chicago Coin Targette  
- 28. Chicago Coin Targette  
- 29. Chicago Coin Targette  
- 30. Chicago Coin Targette  

### TOTAL NO. TOTAL VALUE

- 1. ABB 6 Gun Range  
- 2. ABB 6 Gun Range  
- 3. ABB 6 Gun Range  
- 4. ABB 6 Gun Range  
- 5. ABB 6 Gun Range  
- 6. ABB 6 Gun Range  
- 7. ABB 6 Gun Range  
- 8. ABB 6 Gun Range  
- 9. ABB 6 Gun Range  
- 10. ABB 6 Gun Range  
- 11. ABB 6 Gun Range  
- 12. ABB 6 Gun Range  
- 13. ABB 6 Gun Range  
- 14. ABB 6 Gun Range  
- 15. ABB 6 Gun Range  
- 16. ABB 6 Gun Range  
- 17. ABB 6 Gun Range  
- 18. ABB 6 Gun Range  
- 19. ABB 6 Gun Range  
- 20. ABB 6 Gun Range  

---

According to the document, the Price List section provides details on various entertainment products, including pinball games and shuffle machines. The prices range from $20.00 to $475.00, with some notable games such as "Bally Champion Horse," "Bally Moon Ride," and "Bally Space Ship." The list also includes arcade equipment like pinball machines, shuffle machines, and other gaming devices.
## ARCADE EQUIPMENT (Cont.)

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>4 x Genco Wild West Gun (2/55)</td>
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<td>4 x GenCo Sky Rocket</td>
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<td>4 x GenCo Champion Baseball (5/55)</td>
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<tr>
<td>4 x GenCo Quarterback (10/55)</td>
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<td>2 x GenCo Hi-Fly Baseball (5/55)</td>
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<td>4 x Genco State Fair Rifle Gal. (6/56)</td>
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<td>4 x Jack Rabbit</td>
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<td>4 x Jungle Joe</td>
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<td>4 x Keeny Air Raider</td>
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<tr>
<td>4 x Quizzers</td>
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<td>4 x Rockola World Series</td>
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<tr>
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<td>4 x Set Shot Basketball</td>
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<td>4 x Telequin</td>
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<tr>
<td>4 x Un. Team Hockey</td>
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<td>6 x Wms, Box Score 12/47</td>
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<td>4 x Wms, Big Leagues Baseball (2/54)</td>
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<td>4 x Wms, Sidewalk Engineer (4/55)</td>
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<td>4 x Wms, King Of Swat (5/55)</td>
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<td>4 x Wms, Four Bagger (6/55)</td>
<td>325.00</td>
</tr>
<tr>
<td>Total No.</td>
<td>330.00</td>
</tr>
</tbody>
</table>
NOW!  SET UP YOUR OWN BOWLING CENTER!... CASH IN ON BIG PROFITS FOR YEARS!

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chicago coin's

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BALLY ABC BOWLING LANES is now a bigger money-making bonanza than ever. New "E-Z-3" easy-to-handle 3-piece construction simplifies installation, opens thousands of additional gold-mine locations to record-smashing earning-power of ball-bowling.

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