Si Waronker, Bobbi Dieterle and Jack Ames look over some of the new albums which will be released in conjunction with Liberty Records' second anniversary. Founded on February 22nd, 1955, the West Coast label in two short years has emerged as one of the leading independent companies in the industry. On March 9th and 19th, Liberty will host a sales convention in Hollywood for its distributors from all over the country and on the 10th, the anniversary will be officially celebrated with an all-day open house at Liberty's new Hollywood studios.
springing up on RCA Victor... 8 big ones
It's an astounding fact, but true, that album sales today account for 60% of the popular record market.

This tremendous upsurge in packaged goods sales has taken place in a comparatively short time—the last couple of years—and has found record companies large and small taking a new look at their merchandising methods.

Whereas formerly companies put the vast majority of their efforts into the single field and thought of albums as a nice base to have, today the thinking obviously is to develop the album business and if a pop single hit should come along also, that would be fine. Don't misunderstand, we're not saying that record companies are neglecting single records. That would be quite shortsighted of them for the gravy still lies in a pop single hit. But most companies are putting efforts into the album field which they never expended before.

Firms which had a large album catalogue have enlarged it tremendously and other firms, which in previous years would not even have thought of issuing albums, are now bending every effort to create a strong catalogue themselves.

A measure of the seriousness with which album merchandising is being attacked is the development of the jacket in recent years. Today almost every company issues albums with four-color jackets and art work which is knowingly designed to sell.

In addition, various dealer plans have stimulated interest in albums among the retailers themselves and have made them highly aware of the profit to be had from such sales.

Adding to the increased public interest in albums has been the general price reduction which has taken place in the last few years. Albums have come within the reach of almost everyone price-wise. So much so that only last week two double record albums came into The Cash Box Best Selling Pop Albums list. This means that among the top 25 albums in the country are two which the public has paid twice the price it would normally pay for an album. It's obvious therefore that today albums are priced to sell to a mass market.

As far as albums are concerned, the future couldn't be brighter. All sorts of projects are in the planning stage for albums which will continue to hold the public's interest and capture the huge public which has not yet become buyers. Naturally, singles will always be with us and most companies will continue to strive to capture that elusive single hit, but albums today play, and will continue to play, an increasingly important part in the entire pop record picture.
"Mr. Million

PAT

"WHY BABY WHY?"

Dot

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

BOONE

"I'M WAITING JUST FOR YOU"

..15545

In Canada — Quality Records

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

ROBBIN’S 1st SMASH
THE ORIGINAL RECORD

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

YOUNG LOVE
SONNY JAMES—TAB HUNTER (Tie)
CA-13665—Sonny James
DO-15531—Tab Hunter

DON’T FORBID ME
PAT BOONE
DO-15532—Pat Boone

TOO MUCH
ELVIS PRESLEY
VI-39-47-6400—Elvis Presley

BANANA BOAT (DAY-O)
HARRY BELAFONTE
VI-20-47-6771—Harry Belafonte

THE BANANA BOAT SONG
THE TARRIERS
61712 (F-61712)—Steve Lawrence
DO-15537 (A-15537)—Fantone Sisters
GL-249 (A-249)—Tummies

SINGING THE BLUES
GUY MITCHELL
CO-40769 (4-40769)—Guy Mitchell

MOONLIGHT GAMBLER
FRANKIE LAINE
CO-40750—Frankie Laine

BLUE MONDAY
FATS DOMINO
IM-5417—Fats Domino

LOVE IS STRANGE
Mickey & SYLVIA
GR-0173—Mickey & Sylvia

MARIANNE
TERRY GILKYSON — HILLTOPPERS
CD-40817—Terry Gilkyson
DE-30217—Burt Bacharach

M-G-M RECORDS
THE GREAT NAME IN ENTERTAINMENT

THE CASH BOX, MUSIC

March 2, 1957

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

Carol Jarvis

"MY HEART HAS A MIND OF ITS OWN"

Bally 1029 (7-1029)
Already Accepted as a Hit!

Bally RECORDS "THE HOME OF LIVING PERFORMANCE"

IN CANADA: SPARTON OF CANADA, LTD.
"It's What's in THE CASH BOX That Counts"
### The Cash Box TOP 50

**Best Selling Tunes on Records**

**COMPiled By The Cash Box From LEADING RETAIL OUTLINES**

<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>Too Much</td>
<td>Elvis Presley</td>
<td>Decca</td>
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<tr>
<td>2</td>
<td>Young Love</td>
<td>Jukebox</td>
<td>Columbia</td>
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<tr>
<td>3</td>
<td>Dreamed</td>
<td>The Four Feathers</td>
<td>Decca</td>
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<td>4</td>
<td>I Don't Want To Be A Teen A-Go-Go</td>
<td>Dovetail</td>
<td>Mercury</td>
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<td>5</td>
<td>Don't You Want Me</td>
<td>The Shirelles</td>
<td>Columbia</td>
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<tr>
<td>6</td>
<td>Round And Round</td>
<td>The Hollies</td>
<td>Liberty</td>
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<td>7</td>
<td>Might Have You</td>
<td>The Four Preachers</td>
<td>Decca</td>
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<tr>
<td>8</td>
<td>Walkin' After Midnight</td>
<td>The Platters</td>
<td>Mercury</td>
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<td>9</td>
<td>Who Needs You</td>
<td>The Foundations</td>
<td>Decca</td>
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<td>10</td>
<td>Singing The Blues</td>
<td>The Clovers</td>
<td>Decca</td>
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<tr>
<td>11</td>
<td>Moonlight Gambler</td>
<td>The Persuaders</td>
<td>Decca</td>
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<td>12</td>
<td>Wrangle</td>
<td>The Turtles</td>
<td>Decca</td>
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<td>13</td>
<td>She's My Baby</td>
<td>The Clovers</td>
<td>Decca</td>
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<td>14</td>
<td>I'm Stickin' With You</td>
<td>The Clovers</td>
<td>Decca</td>
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<td>15</td>
<td>Since I Met You</td>
<td>The Clovers</td>
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<td>16</td>
<td>Walkin' After Midnight</td>
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<td>18</td>
<td>She's My Baby</td>
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<td>19</td>
<td>I'm Stickin' With You</td>
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<td>20</td>
<td>Since I Met You</td>
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<td>21</td>
<td>Walkin' After Midnight</td>
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<td>22</td>
<td>Rock-A-Bye Baby</td>
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<td>23</td>
<td>Almost Paradise</td>
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<td>24</td>
<td>Can I Steal A Little Love</td>
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<td>25</td>
<td>I Dreamed</td>
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<td>She's My Baby</td>
<td>The Clovers</td>
<td>Decca</td>
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<td>28</td>
<td>Since I Met You</td>
<td>The Clovers</td>
<td>Decca</td>
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<tr>
<td>29</td>
<td>Walkin' After Midnight</td>
<td>The Clovers</td>
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<tr>
<td>30</td>
<td>Little By Little</td>
<td>The Clovers</td>
<td>Decca</td>
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**Compiled By The Cash Box From Leading Retail Outlets**

The Cash Box is a weekly music trade publication that compiled and distributed charts of popular music recordings. The TOP 50 chart is one of the most well-known music charts and has been in publication since the 1930s. The chart is based on sales data gathered from retail outlets and reflects the most popular songs at the time. The chart is compiled using a variety of methods, including sales data from record stores, radio airplay, and other sources. The chart is used by music businesses to keep track of the most popular songs and is often used by artists and record labels to gauge the success of their music. The chart is also used by radio stations to decide what songs to play on their airwaves. The Cash Box has been published for over 80 years and is considered one of the most权威的音乐排行榜之一.
GREAT NEW HITS FROM 

JOE VALINO
sensational follow-up
to "Garden of Eden"

"IN THE ARMS OF MY LOVE"

GISELE MAC KENZIE
An Inspiring Ballad of Faith

"HE KNOWS"

JOE VALINO
sensational follow-up
to "Garden of Eden"

"IN THE ARMS OF MY LOVE"

GISELE MAC KENZIE
An Inspiring Ballad of Faith

"HE KNOWS"

published by
SPINA MUSIC
2232 Vista Del Mar Place
Hollywood 28, Calif.
106 Charles St., N. Y.

published by
IRIS TROJAN MUSIC
37 W. 57 St.
New York, N. Y.

"It's What's in THE CASH BOX That Counts"
MONIA LITER ORCH. (London 1715)

B "THE FLIRT" (3:03) [Kasner ASCAP—Silvertone] Monia LITER, a gifted newcomer to the London label, makes an impressive debut with a heartfelt musical portrait of a flirt. Extremely colorful, light-hearted, and sweet-sounding voice that will do big things in the next few months.

B "BLUE FANDANGO" (2:30) [Kasner ASCAP—Colway] An attractive Latin rhythm backup that shows the string-filled aggregation on this lovely record. Very good.

ANITA ELLIS (Epic 9204)

B "MAN WITH A HORSE" (2:55) [Crystal ASCAP—RCA Victor, Jenny, de Lange] Anita Ellis, a highly talented singer with an exciting jazz voice, comes up with a sparkling new record that should boost her up the standards. Potent stylist, Anita, will make vocal jockeys will enjoy this. This will make the grade.

FORGOTTEN FRUIT (2:19)

B+ [Bill & Joanne BMI—Sing] Tom Swift is an exciting guitar-filled rock and roll backing for this woman's voice. Swings hard in the rhythm and makes the crowd feel. Must buy.

TICKLE, TICKLE (1:58) [Anita BMI—Manning] Colorful Lyric with an authentic quality. Just produce more of these.

CONNIE BOSWELL (RCA Victor 20-47-813)

B "DON'T BLAME IT ON ELVIS" (2:28) [Antillean BMI—Manning] Very good for a share of the popular Calypso business with a slight novelty about the much publicized pelvis shake of Elvis. Side has a powerful beat and a swinging sound. Boys should do well with this one.

TICKLE, TICKLE (1:58) [Anita BMI—Manning] Another colorful Calypso ditty with an authentic quality. Lyric sounds like a laugh.

GIANNA MIA (2:40) [Schirmar ASCAP—Fink, Hancock] The veteran songwriters come up with a catchy rhythm treatment of another top draw standard. Colorful new arrangement will be spinning often.

DAVID CARROLL ORCH. (Mercury 70513)

B "LIL' STEEL BAND" (2:5) [Geo, Pincus ASCAP—Lampert, Gluck, Jr.] Some clever instrumental work is displayed by David Carroll's orchestra as the crew glides thru a happy novelty with a steel band sound, so popular today, a great music cue to bounce with the chorus joining in occasionally.

C "CUPPLEL A LITTLE CLOSER" (1:56) [Witmark ASCAP—Harrach, Hoshaw] A swinging, soft-beat beat treatment of a wonderful oldie, is presented in a warm, resonant context. Arrangement features sound effects of the sand-shuffling, soft shoe dancer of old.

The Cash Box

Disk of the Week

WHY BABY WHY (1:57)

[Winneton BMI—Dixon, Harrison]

B "WHY BABY WHY" (1:57) [Lips BMI—Leigh, Glover]

P: Pat Boone has blossomed into one of the record industry's top stars in less than two years, and there seems to be no end to his potential in all fields of entertainment.

FAITHFUL AND TRUE (2:53) [Geo, Paxton ASCAP—Ackers, Skylar]

THE DIAMONDS (Mercury 71060)

"FORTY CUPS OF COFFEE" (2:30) [Are BMI—Overcash]

HOLE, LONE AND SINNER (2:32) [Valleymark ASCAP—Haley, Hough, Bonner]

BILL HALEY & HIS COMETS (Decos 30214)

B "HOOL, LONE AND SINNER" (2:32) [Valleymark ASCAP—Haley, Hough, Bonner]

The amazing Mr. Haley continues to chromatize records on his tour outside the U.S. In Australia he's been heard as 'em and had them begging for a return visit. In England he's playing to sell-out audiences and seems to be one of the hottest performers. All the hits to date.

For his American Fantasia, Haley invites another jittering sideman that should have the kids hopping around the clock. "Forty Cups of Coffee" is a wild, raucous-, with that indubitable Haley drive from start to finish. Swing arrangement of a tune that rode the R & B charts for a number of weeks in '56. This one should make the pop hits in short order. Equally engaging are the companion ditties "Hook, Line and Sinker" and his torrid rockers with guitar, drums and sax. Haley's international following will flip over this twin threat.


C "I NEVER HAD A WORRY IN THE WORLD" (2:12) [Harmsworth BMI—ASCAP—Morrie Kent] Monley and the chorus bounce thru a light, happy ditty with a charming old-fashioned flavor. Good community-sing deck.

JUDY HOLLOWAY (Decos 30078)

B "FULL OF LIFE" (2:37) [Columbia Bies ASCAP—Dunne, Quine] The feeling of two-ten from the last hit in which Judy Holloway is starred, is tenderly handled by the vocals and the chorus that assist Judy with a warm background. Touching side that could make the grade after the pie hits the local theater.

THESE WILL BE THE GOOD OLD DAYS (2:45) [General ASCAP—Fulton, Steveton] Light and dandy glides thru a corry ear pleaser and a very pleasant-Calypso shoe beat.

MITCHELL TOROK (Decos 30230)

B+ "PLEDGE OF LOVE" (2:10) [Lois BMI—Manning] Love song from the new flier in which Judy Holloway is starred. This one is highly exciting. Tune will appeal strongly to the pop market teenagers. Lovely melody with a commercial beat and a top notch arrangement. Watch this sleeper, Could make a big splash in the pop market.

C "WHAT'S BEHIND THAT ORANGE DOOR" (2:16) [Trinity BMI—Moor] Offers a sequel to the recent hit "Green Biscuit." A nice new tune with the same beat and a similar arrangement, he tells what went on behind the "orange door." Pleasing ditty that'll garner doe jay play because of the gimmick.

JOHNNY DEE (Colonial 438)

B+ "SITTIN' IN THE BALCONY" (2:16) [Remick ASCAP] A novelty, the label to introduce "A Rose And A Baby Ruth," has another contagious tune with great teen appeal. This one features Johnny Dee with a catchy, filled jump ball. It's a catchy ditty with some clever lyrics about a guy and a gal smooching in the balcony. Kids'll love it.

C "A PLUS IN LOVE" (2:40) [Bentley BMI—Dek] The songster does a fine job on another of his own compositions. Rhythm romancer.

DEAN MARTIN (Columbia 50141)

B "THE MAN WHO PLAYS THE Mandolin" (2:55) [Fred Raphael ASCAP—Bergman, Fuchs] A wonderful new Italian flavored romance from the MGM film musical "Anchors Aweigh." sung excellently fashioned by the warm, breezy tenor of Dean Martin. Touching song about the mandolin player who's always winning a girl for another. Vocal is choice with a gal who is a ball. Lovely ballad that could develop into a hit.

C "CAPTURED" (2:16) [Boar ASCAP—David, Carr] The whirling dervish gets a 15th best hit on this emotional love tune. Moody love story with a dramatic lyric.
JUST RELEASED LAST WEEK AND "OOPA-OOPA" *

CRAZY! WILD! ZANY! WIERD!

LITTLE DARLIN'

BY THE

DIAMONDS

PLUS

A GREAT NEW BALLAD

"FAITHFUL AND TRUE"

MERCURY 71060

* THE GIMMICK THAT'S SELLING IT TO A SMASH!

MERCURY, RECORD CORPORATION • CHICAGO, ILLINOIS
**The JAYE SISTERS**  
(Decca 3026)  
**B** "HAYE YOU EVER BEEN LOVELY" (2:33) [Sparrow-Bern-stein ASCAP—DeDe, Brown] Decca Brothers comes up with an exciting new find—the Jaye Sisters. The girls have a wonderful style and a smooth, exciting harmony which comes over beautifully on this easy-going revival of a hit from the thirties. You'll be hearing them often.

**B** "BLACK, BROWN, OR BLUE EYES" (2:16) [Songsmiths ASCAP—Girard, Marsala] The girls display their versatility on a catchy interpretation of a good rock and roll beat ballad. Pretty tune.

**WELLY FAIRBURN**  
(Space 83)  
**B** "MY HEARTS ON FIRE" [Crossroads BMI—Myers] Country songster Welley Fairburn, currently a member of the popular rock band, makes a two-song recording aimed at the heart of the market. The second cut, a rockabilly association, belts out an exciting rock and roller that swings. Solid teen stuff.

**C** "SPEAK TO ME BABY" [Crossroads BMI—Myers] Another fine-freeing rhythm opus tailor-made for the teenagers who like their music for dancing.

**COUNT BERNADINO & HIS SPACE LIGHTS**  
(Mardi-Gros 1031)  
**B** "10 RUM BOTTLE" [—Tradic- tional] The Mardi-Gros label, best known for its hits in the cha-cha-mambo field, joins the cajoleys fold with an exciting, fast-moving tradition-  
ally excellent fashioned by Count Bernardino and his boys. Wild beat and delivery. Commercial stuff that could break.

**C** "HOME COOKIN’ MAMA" [An-teana Music—Manning, Smith] This pace is slowed up a bit for this catchy cajoleys novelty colorfully styled by the band. Big solid sides with an authentic sound.

**EDDIE COCHRAN**  
(Liberty 7-957)  
**B** "SITTIN’ IN THE BALCONY" (1:57) [Bentley BMI—Dee] Eddie Cochran makes an exciting debut on Liberty with a catchy rhythm romancer about a guy making love to his girl in the balcony. Solid new rhythm item aimed directly at the teenager. Potent version that'll bite off a share of the sales men.

**C** "DARK LONELY STREET" (2:20) [Simon Jackson BMI—Goehran, Cayehart] A sentimental ballad is chanted by the deep voiced soneter on this end. Side has a folksy sound.

**LES BAXTER’S ORCH & THE BEACH TWINS**  
(Capitol 3653)  
**B** "RAIN ON MY WINDOW" (2:21) [Kahl BMI—Abrams, Reid] Les Baxter's orch and chorus supply a light and colorful instrumen- 
tal backdrop for the Nilson Twins' cute delivery of this catchy romantic, Catchy arrangement of a trickily worded love sentiment to watch.

**B** "I DANCE WHEN I WALK" (2:07) [Criteron ASCAP—Hoff- man, Manning] A cute cha cha beat accompanies the lilting, breezy rhythm and catchy romancer nolyly.

**THE CASH BOX**  
(Sleeper of the Week)

**THE CASH BOX**  
(Sleeper of the Week)

**WALTER SOLEK ORCH.**  
(Done 2116)  
**B** "40-20 POLKA" [—Dana, Dana] With a polka novelty with a cute title and a hilarious tune, Walter Solek and his orchestra show off their male vocal in the spot- light. Good Juke fare.

**B** "YES, YES, YES, POLKA" [—Dana, Dana] Another high stepping dancer full of life from the effect to the conclusion. A vocal is again featured.

**GENE PAC**  
(Jodec 103)  
**B** "STORYLAND" (2:15) [Donny ASCAP—Bennik, Schoeman] Newcomer Gene Pace makes a strong showing as he lends his rich, polished voice to a pretty ballad employing the lines from a number of nursery rhymes as a lyric. Good fish-bait tune that could catch.

**JOSEPHINE PREMICE**  
(GNP 118)  
**B** "SIESTA" (2:20) [E. B. Marks BMI—Manning] With the nation so depressedly conscious, GNP issues a coupling of cute calypso novelty from Josephine Premice's I.P. of such catchy stuff that could catch on in today's market.

**C** "HOLLYWOOD CALYPSO" (2:00) [Ardmore ASCAP—Holt] Hollywoodians are kicked in the ass by this catchy cajoleys novelty. Should get a fair share of air play.

**TONI CARROLL**  
(MGM 12425)  
**B** "I WANTCHA TO KNOW" (2:41) [Hampshire House ASCAP—Nagy, Nelson, Jr.] With the aid of a chorus, Toni Carroll shuffles thru a catchy up-beat love tune. Lively rhythm opus.

**C** "IT WAS SO THRILLING" (2:56) [Arthur BMI—Hunter, Otis] This duet makes the songbird on a slower-paced love song. Good fish-bait will appeal to the teenage set.

**ALFREDITO ORCH.**  
(Tino 365)  
**B** "CHINESE CHA CHA CHA" [—Lang, Goldner] Alfredito gets an oriental sound from his vibes as he handles a catchy cha cha ditty that should appeal to the hoosiers. Smooth, easy-going instrumen- 
tal.

**C** "WONDERS OF CHA CHA CHA" [G. Barry ASCAP—Jorrin] This side features a faster tempo plus a Spanish vocal by the boys. Another excellent dance deck.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
there’ll be other versions but... the one with the magnificent voices and strings is

The Ship That Never Sailed

with dynamic narration by FRANKLYN MacCORMACK

DAVID CARROLL

MERCURY 71069

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

From the Fabulous

FATS DOMINO

"I'M WALKIN"

"I'M IN THE MOOD FOR LOVE"

No. 5428

IMPERIAL RECORDS

"It's What's in THE CASH BOX That Counts"
Columbia Names Avakian
Director Of New Popular Album Department

NEW YORK—The appointment of George Avakian as Director of Columbia Records' newly created Popular Album Department, has been announced by Goddard Lieberson, President of Columbia Records.

Avakian will head a department consisting of Paul Weston and Lowell Frank on the West Coast; Irving Towne, Pat Shapiro, Al Han and Calvin Lampley on the East Coast.

Lieberson pointed out that although Avakian is best known in the record industry as a Jazz Artist and Repertoire producer and authority, he has also achieved extraordinary success as a producer of popular material. It was Avakian who developed Columbia's program for a 19-inch popular "LP" catalog. The major portion of this catalog has been recorded under Avakian's personal direction.

Associated with Columbia Records since his undergraduate days at Yale University, Avakian joined the company in 1946.

2 Volume Dorsey Tribute Released By RCA Victor

NEW YORK—As a memorial to Tommy Dorsey, RCA Victor this month released a special two-volume "Tribute to Dorsey," both albums contain Dorsey classics which previously had not been released on long-playing records—52 numbers chosen span the recording history of Tommy Dorsey on RCA Victor records from 1929 to 1946. This tribute, both volumes being released in separate single record packages, is another important addition to the RCA Victor catalog.

Volume I contains four numbers by Dorsey's famed Cambiaso Seven, a jazz group he used at dances, concerts and recording dates. Such numbers as "Rhythm Saved the World," and "You're a Sweetheart" are presented by this group. Big band arrangements of "Liebestraum" and "Loose Lid Special" are featured as well as a vocal on "Everything Happens to Me" by Frank Sinatra.

In Volume II Frank Sinatra is heard on five numbers, Jo Stafford contributes two vocals while Connie Haines and arranges for two. Harry James is featured on "Song of Songs," with his Milt Jackson trumpet, and "Chloe" is offered on this disc. The liner notes list the complete personnel for each number. Such names as Bunny Berigan, Charlie Shavers, Ziggy Elman, Buddy Rich, Dave Tough, Bud Freeman, and a host of others, are represented in the volumes.
The heck with modest claims!

THIS IS A GREAT MOVIE...AND JUDY'S GOT A GREAT RECORD!

DECCA presents

Judy HOLLIDAY

singing

FULL OF LIFE

from the columbia picture
DECCA 9-30216

A NEW WORLD OF SOUND

"It's What's in THE CASH BOX That Counts"
## OPERATORS RETAILERS DEEJAYS

**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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**Bill Kelso (KOP-Phoenix, Arizona)** is now doing his nightly show from his home and would appreciate it if all records and record info were sent there. The address is 3801 Calle Fernando, Tucson, Arizona. The population of Tucson, according to Bill, has now reached a quarter of a million. In addition to his 3 hour "Night Trick", Bob Burns (WHAM-Rochester, N.Y.) has a show called "Rockin' On Record" which is devoted entirely to rock 'n roll.

Ed Ferland (WHEC-Rochester, N.Y.) ran a dance on WHEC that features "under 21" groups and has had two records picked by high school students in Ed's area as "most likely to succeed" recently were "Round and Round" by Perry Como (RCA Victor) and "He's Got Time" by the DeJohn Sisters (Columbia).

In a contest involving Elvis Presley, the "March Of Dimes" obtained $2,061. The contest was held by Bob Stevens (KTSA-San Antonio, Texas); Roy La Mont (WDVA-TV-Richmond, Va.), who won the "Age Dance Party" on WDVA-TV, reports a big mail response in a contest among his listeners regarding their preference on new disk releases. Eddie Litchfield (WPEF-Taunton, Mass.) guested a show on "Latin Serenade" show a short while ago. Ed regularly features a theme on Saturdays, this being the big bands." Next scheduled guest on Ed's stent is Pee Wee Hunt. Further news from WPEF is that John McCarthy is stepping into the spot formerly held by Al Roberson. Al is moving over to WAGM-Fresno, Calif. 

Several of the newer singers are drawing "socko reactions" in Mike Gavin's (WCCM-Lawrence, Mass.) area. These artists include Ethel Ennis (Atco), Tommy Sands (Columbia), and the Harvey Boys (Cadence).

**A. L. RADAK (KFRE-Fresno, Calif.):** tells us of a singer, Robin Robinson, who Al thinks is a great find. The vocalist's first effort is "I Promise You" on Antler. Frank Roberts (WBOF-Virginia Beach, Va.,) writes that, in about a month, all of the juke boxes in the resort area of Virginia Beach will carry a WBOF top selection. "Latin Fiesta" has been re-released on WSBI-Baltimore, Md. with Bill Mullen as emcee. Bill tapes an hour of "Latin Fiesta" for WSB, the Catholic radio station in the Baltimore V.A. hospital. Bill would like to make this a national service and would like to know what the "National Council Of Disc Jockeys" thinks of the idea. Singer Billy Paix's deejays 5 shows for WSBM, "Midday Medley," Monday thru Friday, and "Rhythm In Review" on Saturday. Billy and Kelson Fisher alternate with "Music For You" on Sundays. Fisher runs a 6:00 thru 6:30 show at 5:00 and Paix with 6:00 thru 7:00 a.m.

Steve Hood (WFIG-Summer, S.C.) has begun a new program on WFIG. It is a rating show where a panel rates the new record releases. Steve writes that WSBP could use more new record releases on the program and he would appreciate it if WSBP could do it. He also added a new program to his schedule at WSBV. "Deep Valley Download" which is heard from 1:00 until 1:15. Steve programs only albums and, says Walt, the response has been wonderful. Walt is a junior at Union College in Barbourville.

Wrong Match: In the Feb. 24th "Flatland Spotter," we printed an item, given us concerning two lock-alikes: Johnny Michaels of WDGY-Minneapolis and Johnny Michaels of WOWY-Wichita, Ks. The Michaels from WOWY think the Michaels from WDBG are in error. "The only one mad man Michaels," writes the Michaels of WOWY.

The top disk jockey talent from Portland and Maine's four radio stations stood up late for the benefit of the "Heart Fund" on Feb. 21st. With Ray Mercier of WCHS as general chairman, the 6 PM to midnight "Heart Fund Hop" was aimed at the teenagers (there was no school the next day, WAGM features "Heart Day Party," and WAGM's Heart "Night special was in the air. In the affair included Bob Arnold of WCHS; Dee Card and Arnie Kuent of WGAN; Howie Leonard and Jack McDermott of WGBL; Ken Garland and Mike Norton of WFOF. A King and Queen of Hearts were chosen during the evening.

**ALAN FREDERICKS (WGGB-Freeport, L.I.,) runs his "Big Nighttime Show" show Sunday from 4 to 6 and Monday thru Thursday from 8 to 10. Due to a reported "terrific reaction," Alan "King Ko-Ko Saunders" (WVNN-Jennings, N.J.) three weeks old "The Carnival Show," has been extended from a daily 20 minute segment to a full hour on WVNN. The program will be heard from 8 to 9 PM Monday thru Friday. Mickey Short (WXNS-Detroit, Mich.) now has a dinner show on WXNS where he hosts "Mickey's Record Room." Pulse gave Ed Studney's (WDDC-Washington, D.C.) 12 Noon to 1 PM on WON, "Lunch Hour Special," first since the entire hour... John Adkins, formerly of WAVE-Baltimore, Md., is now with WBGI-Greensboro, N.C.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE HOTTEST COMPANY IN THE BUSINESS

WITH THESE SIZZLING SIX THAT ARE GOING TO THE TOP

TERRY GILKYSON
and The Easy Riders
MARIANNE
c/w
GOODBYE CHIQUITA
4-40817 • 40817

FRANKIE LAINE
MOONLIGHT GAMBLER
c/w
LOTUS LAND
4-40780 • 40780

JO STAFFORD
WIND IN THE WILLOW
b/w
KING OF PARIS
4-40832 • 40832

TONY BENNETT
SOLD TO THE MAN WITH THE BROKEN HEART
b/w
ONE KISS AWAY FROM HEAVEN
4-40849 • 40849

FOUR LADS
WHO NEEDS YOU
c/w
IT'S SO EASY TO FORGET
4-40811 • 40811

EILEEN ROGERS
THE WALL
b/w
THIS DAY
4-40850 • 40850

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

**TWO NEW HIT ALBUMS**

- LES PAUL and MARY FORD
  - TIME TO DREAM - T-902
- "THE FIVE KEYS ON STAGE!
  - Orchestra Conducted by Van Alexander
  - "THE FIVE KEYS" on stage!
  - Record No. 3649

**New Hits!**

- LORD FLEA
  - and His Calypsonians
  - SHAKE SHAKE SONORA
  - THE NAUGHTY LITTLE FLEA
  - Record No. 3650

- DICK HAYMES
  - C'EST LA VIE.
  - NOW AT LAST
  - Record No. 3662

- JERRY REED
  - IT'S HIGH TIME
  - FOREVER
  - Record No. 3657

**Tommy Collins**

- ALL OF THE MONKEYS AIN'T IN THE ZOO
  - DON'T YOU LOVE ME ANYMORE
  - Record No. 3655

**Mickey Katz**

- HEY! JEALOUS LOVER
  - BARMITZVHAH
  - Record No. 3654

**Dick Haymes**

- LOUIS PRIMA • KELLY SMITH
  - BABY, WON'T YOU PLEASE COME HOME
  - SENTIMENTAL JOURNEY
  - Record No. 3653

**Margaret Whiting**

- TIPPY-TOE
  - SPRING IN MAINE
  - Record No. 3656

**SMASH HITS RIDING HIGH**

- "King" Cole • "Rat's Nest" (Columbia)
  - Report No. 3653

- Nat "King" Cole • "You Are My First Love"
  - Balladina • Record No. 3659

- Bing Crosby and Grace Kelly • "True Love b/w"
  - "Well Did You E'Nough?" • Record No. 3657

- "Tennessee" Ernie Ford • "The Watermelon Song, One Suit"
  - Report No. 3649

- The Four Preps • "Dream Eyes, Fool'll Be Fool's"
  - Report No. 3656

- "Hank Thompson and His Brazos Valley Boys" • "Rockin' in the Congo, I Was The First One"
  - Record No. 3623

- "Ron, Howdy" • "Gone, Missing Persons"
  - Record No. 3628

- Sonny James • "Young Love, You're The Reason I'm In Love"
  - Record No. 3652

- Les Paul and Mary Ford • "Cinco Robles (Five Dials)", Re-Ro-Redo-Boxhousing
  - Record No. 3612

- Frank Sinatra • "Can I Steal A Little Love"
  - "Your Love For Me"
  - Report No. 3658

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**The Records Disk Jockeys Played Most**

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

1. **Young Love**
   - Sonny James (Capitol) — Tab Hunter (Dot)

2. **Too Much**
   - Elvis Presley (RCA Victor)

3. **Marianne**
   - Terry Gilkyson (Columbia)

4. **Don't Forbid Me**
   - Pat Boone (Dot)

5. **Butterfly**
   - Charlie Gracie (Cameo)

6. **Banana Boat (Day-O)**
   - BARRY BELAFONTE (RCA Victor)

7. **Who Needs You**
   - Four Lads (Columbia)

8. **Teenage Crush**
   - Tommy Sands (Capitol)

9. **Banana Boat Song**
   - Tarriers (Glory)

10. **Blue Monday**
    - Fats Domino (Imperial)

11. **Love Is Strange**
    - Mickey & Sylvia (Groove)

12. **Moonlight Gambler**
    - Frankie Laine (Columbia)

13. **You Don't Owe Me A Thing**
    - Johnny Ray (Columbia)

14. **Cinco Robles**
    - Russell Arms (Era)

15. **Singing The Blues**
    - Guy Mitchell (Columbia)

16. **I Dreamed**
    - Betty Johnson (Columbia)

17. **Almost Paradise**
    - Roger Williams (Kapp)

18. **Can I Steal A Little Love**
    - Frank Sinatra (Capitol)

19. **Jim Dandy**
    - Lavern Baker (Atlantic)

20. **Wringle Wrangle**
    - Bill Hayes (ABC-Paramount)

   **Fess Parker (Disneyland)**

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**March 2, 1957**

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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
WITH EITHER SIDE...YOU WIN!
EVERYONE PREDICTS IT'S A "TWO-SIDER"

FEBRUARY 23, 1957
THE BILLBOARD

• Review Spotlight on...

GEORGIA GIBBS... Mercury 71058... PRETTY, PRETTY
(E. B. Marks, BMI)

SILENT LIPS... Mercury 71058... [Gil, BMI]
Her Nibs has come up with a pair of potential winners. The two tunes, the top a smart ballad job, with the flip on a groovy rhythm kick, are handled in the gal's best crisp, driving style, and the ack backings go all the way with her. A novelty that can put the thumb back at the top of the chart heap. Watch these.

THE CASH BOX

DISK OF THE WEEK

"PRETTY, PRETTY" (2:07)
(E. B. Marks, BMI—Kugeman, Ludwig)

"SILENT LIPS" (2:11)
(Gil, BMI—Ochs, Corso)

GEORGIA GIBBS
(Mercury 71058)

"Her Nibs" never sounded better than she does on this top-notch two-sider that'll earn a heap of cash for all concerned. Both are as different as day and night yet both have many hit characteristics.

"Pretty, Pretty" stars the familiar rhythmic Georgia on a terrific dance lark that'll have the teenagers hopping around the juke boxes. Swinging handclapper showcased by a driving Glenn Oster accompaniment. The track does a complete turnabout for the companion piece and hands in a brilliant performance on a touching ballad tagged "Pretty, Pretty." It's a tender multiple voice melody set to a drifting Latin tempo accompaniment. Unusual love song that has it from the first groove right thru to the last. Georgia puts her best foot forward for '57.

SIDE ONE

SILENT LIPS
71058

SIDE TWO

PRETTY PRETTY
71058

GEORGIA GIBBS

MERCURY RECORD CORPORATION • CHICAGO, ILLINOIS

"It's What's in THE CASH BOX That Counts"
NO ONE GREATER!  
2 New Sides

MAMA LOOK AT BUBU  
b/w  
DON'T EVER LOVE ME

RCA Victor 20/47-6830

PORTLAND, ORE.—Meier and Frank, Portland's leading department store, recently devoted an entire corner window to one album, Charles Gould's "White Satin & Black Velvet" on the Vik label. Gould, originally from Seattle, toured the Northwest with his new album and then embarked on a tour of the country that will eventually cover 60 cities. The window shown above, used mannikins to duplicate the original cover art work.

3 NEW RELEASES  
HI FI DYNAMITE

JON and SONDRA STEELE
FM45-103—You'll find it hard to say which will be the big hit ... "THE RICH FOLKS OF TEXAS" or "HOLD OUT YOUR HAND TO THE LORD."

THE STYLEMASTERS
FM45-111—They're NEW ... and they're NEWS! "CUTIE OF THE KITTEN CROWD" backed by "I WANT A SWEETHEART."

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Flair X Extends Bows to:

... BELLTONE STUDIOS
for the use of studio on Dec. 14, 1956

... RCA VICTOR Custom Division
for pressing and shipping as early as Jan. 27, 1957

... KELLY OWENS for arranging
and conducting

... RALPH STEIN for his A & R work

... the writers HERB ZANE & LEE PINES for the material

... LOCAL 802 for use of musicians

... PICCADILLY MUSIC the Publisher

... THE WANDERER for a great vocal

to the OPERATORS,
DJS, DEALERS who
have helped us make
it the FIRST and
the BIG ONE.

Kappy

"THE MAN IN THE
PHONE BOOTH"

PART 1
"HELLO BABY"
PART 2
"HELLO MAMA"

by
THE WANDERER

FLAIR X-5003

FLAIR X-5003

1650 BROADWAY
NEW YORK CITY, N. Y.
(KAPPY JORDON, Pres.)

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

MONEY - MAKERS

NOW 3 IN A ROW FOR BILL DOGGETT
RAM - BUNK - SHUSH
BLUE LARGO

KING 5020

These 2 Standards by DOGGETT will sell like fire!!

"Honky Tonk"

"Slow Walk"

KING - 4950

KING - 5000

SPECIAL RELEASE!! OTIS WILLIAMS and H.T. CHARMS

WALKIN' AFTER MIDNIGHT
I'M WAITING JUST FOR YOU

SURPRISE RELEASE! EARL BOSTIC

AVALON b/w TOO FINE FOR CRYING

KING 5025

BUBPER JOHNSON'S GREATEST !!!

BUTTERFLY b/w TOO MANY HEARTS

KING 5014

ANNIE LAURIE - A HIT!!

IT HURTS TO BE IN LOVE

SPECIAL RELEASE by HERB ZANE

DE LUXE 6107

THE MAN IN THE PHONE BOOTH

BIG DADDY — KING 5013

BACON FAT b/w BAD BOY

FREDY AND LITTLE EVA — KING 5010

LOVE IS STRANGE b/w AINT' GOT NO HOME

JIMMY DUGGAN

I'M ON THE OUTSIDE (LOOKIN' IN)

(b/w THE PRICE OF LOVE

KING 5028

THE MIDDNIGHTS — FEDERAL 12288

LET ME HOLD YOUR HAND b/w OOH BAH BABY

THE QUARTER NOTES

COME DE NIGHT b/w LONELINESS

DE LUXE 6116

DISTRIBUTED BY KING RECORDS

KING - FEDERAL - DELUXE

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

RKO Reactivates Britton Music, BMI Affiliate

NEW YORK—Martin Machet of RKO has announced the reactivation of the BMI publishing firm, Britton Music. Machet has met with about ten days where he will set up the West Coast office for RKO Music with Milt Stein as the West Coast representative.

Dee Jay plans to have the office organized and operating before his return to New York.

Irv Leitch, general professional manager of RKO Music will make an announcement shortly naming the professional manager of Britton, Inc.

Several applicants are being considered at present.

Belafonte Forms Publery

NEW YORK—Harry Belafonte has formed his own music publishing firm, Clara Music, for the purpose of unifying and developing American and international folk material. The firm is expected to eventually be named vice-president and general manager with headquarters in Los Angeles. "Clara" will publish all of Belafonte's songs in addition to tunes for other artists.

Liberty Signs Dick Kallman

HOLLYWOOD, CAL.—Dick Kallman, former Decca artist, has signed a long-term pact with Liberty Records. Liberty vice-president Jack Ames announced last week.

Kallman figures prominently in the future plans of the firm which has made a name for itself with the records of such personalities as Merle Travis, Ray Price, the other half of the Ben Weisman partnership, Jerry Reed, and the group called "The Little Angels." Kallman will record both singles and LP's.

Among the more recent additions to have attracted considerable attention for their recording work on Liberty are David Seville, Donna Feller, Claude Gordon, Mark McIntyre, Margie Rayburn and Eddie Cochran.

Jerri Adams To Shaw Artists

NEW YORK—Shaw Artists Corp. has just signed Columbia recording artist Jerri Adams, formerly with FAL, to a pact. The task will make her first appearance with the Shaw firm at Clubby's in Garden for a week from March 18 through 24.

Shaw also have added Charlie Mingus, Teddy Charles and Demsey Cot-tello to its roster.

Mike Sidof of the Shaw Agency, last week, announced a shift in personnel. Walter Thomas has moved from the New York office to Shaw's Chicago offices, and Jerry Johnson has taken Thomas' place in New York.

Judy Valentine On ABC-Par

BOSTON—Judy Valentine, wife of Boston deejay Sherm Feller, debuts on the ABC-Paramount Records label with two songs from Disney's "Cinderella"—"A Dream Is a Wish Your Heart Makes," and "Bibbity, Bobbity Boo!"

At the same time, Paramount will issue a recording of a new tune, published by Feller. Titled "Somewhere a Stranger," it features vocalist Dick Roman.
**2 Fabulous Instrumentals**

**"ALMOST PARADISE"**

with

**LOU STEIN**

his piano and orchestra

RKO UNIQUE 385

**RKO**

**UNIQUE**

**385**

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**THE CASH BOX**

**Disk of the Week**

---

**A BILLBOARD**

**RECORD SPOTLIGHT**

OU STEIN . . . RKO Unique 385  ALMOST PARADISE

---

**"... charming latin beat . . . delightful arrangement . . . wonderful dance deck . . . could develop into another 'Petticoats of Portugal' . . . from 'Excellent Rating.'"**

THE CASH BOX

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

BOB CORT

and his skiffle group

IT TAKES A MAN WORRIED TO SING A WORRIED BLUES

DON'T YOU ROCK ME DADDY-O

POPULAR

“AROUND THE WORLD IN 80 DAYS” — Music From The Sound Track—Decca DL 5406 (1-12" LP)

The story caused by Michael Todd's star-studded "travelogue", "Around The World In 80 Days", is certain to make this pressing of the sound track score a good seller. Written by the late Victor Young, the music is definitely descriptive of the places the picture encounters ("Paris Arrival", "India Country Side"). The film's principal theme, "Around The World", is woven through the disk, and its sweeping melody made effective scoring when the camera panned the scenery. Important stock item.

“MUSIC OF LEROY ANDERSON” — Frederick Fennell Conducting The Eastman-Rochester Pop Orchestra—Mercury MG 3400 (1-12" LP)

BISTRO SUITE; SLOTH; HOME SWEET HOME; LULLABY FOR DAISY FRED; A TRUMPETER'S LULLABY; THE PENNY-WHISTLE SONG; SANDPAPER BALLET; BUGLE'S FOLIAGE.

Conductor Frederick Fennell, who has been giving the public worthy recordings of light and serious band works, has a delightful disc containing six invigorating melodies by Leroy Anderson plus the composer's "Irish Suite", a gay orchestral piece based on six famed Irish melodies. Mr. Anderson's lend themselves particularly well to hi-fi treatment which is exactly what they get in this fine pressing. Strong pop-semi-classical market.

“HEART AND SOUL” — The Music Of Hoagy Carmichael—Sung By Alan Dean With Richard Maxwell, His Hope And His Orchestra—EMI E 346 (1-12" LP)

HEART AND SOUL; I GOT ALONG WITH YOU; VERY WELLS, HOW LITL WE KNOW; THE HARDSHIP OF YOU; MY RESISTANCE IS LOW; BALTIMORE CHORUS; STARFISH; IF YOU DON'T LOVE ME; SKYFALL; JUDY; BLUE ORCHIDS; ONE MORNING IN MAY.

Hoagy Carmichael, who has an impressive collection of evergreens to his credit, is handsomely represented in this LP featuring singer Alan Dean and harpist Robert Maxwell and his org. Dean, who scored with a single, "Lam Roan", provides a deft romantic feeling to the items, still swinging lightly to the up-tempo selections. Robert Maxwell's harp support is soft and, at times, slickly light-hearted. Excellent times, professionally performed with charm.

“MY BLUE HEAVEN” — Gene Austin—Decca DL 8433 (1-12" LP)

MY BLUE HEAVEN; CAROLINA MOON; I CRIED FOR YOU; JEANNINE; RAINBOWS; MUSIC MAKES ME FEEL PLEASANT; IF I CROWN YOU, THEN, YOU BELONG TO ME; FORGIVE ME; IF I HAD MY WAY; CHINA BOY; I'M IN A MELLOW MOOD.

A pioneer among crooners (and one of the most successful), Gene Austin is heard in 12 songs closely associated with him in this entry from Decca, Suave and possessing a smooth delivery, Austin covers such favorites as "My Blue Heaven", "I'm in a Mellow Mood" and "Ramona". Those who would enjoy Austin in his prime will be grateful for the chance to hear the entertainer again via this package.

“NIGHT LIFE” — Larue Hunter—Manny Albam And His Orchestra—Vik LV 10601 (1-12" LP)

GEORGIA ON MY MIND; WHAT A DIFFERENCE A DAY MADE; HAVE YOU MET MISS JONES; MAMBO; AUTHOR OF THE MAMBO; IN THE BEGINNING, IT'S THE TALK OF THE TOWN; GENTLEMAN FROM RAGUIN; PRICE; I COULD HAPPEN TO YOU; MOONLIGHT; SUNDAY; LIKE SOMEONE IN LOVE; THIS TIME THE DREAM'S ON ME.

Vik has a winner in this pressing featuring stylist Larue Hunter. Bright ork support and a respectable collection of standards are two elements that form a sturdy foundation for Ms. Hunter to apply a soft pill in the upcoming tempo delivery. There's a notable blues voice too on "Georgia On My Mind" and the one new song on the bill, "Night Life". Dependable vocal sessions.

“TWO-A-DAY AT THE PALACE” — Benny Fields And Blossom Seeley—Mercury MG 303224 (1-12" LP)

THAT'S ENTERTAINMENT; I LOVE A PIANO; THE SOFT SHOE SONG; LADY PLAY YOUR MANDOLIN; ULLA ULLA OF BROADWAY; TOO TOOT TOOTISHE; THAT'S MY RAZO, SONG AND DANCE MAN; JUNE, THERE'S NO BUSINESS LIKE SHOW BUSINESS.

Nostalgia comes in easy-to-take doses on this Mercury pressing of 11 numbers by the famous vaudeville husband-wife team, Benny Fields and Blossom Seeley. The set opens and closes with two recent tributes to show business, "That's Entertainment" and "There's No Business Like Show Business" and between those takes memory lane takes over with such palace pieces as "I Love A Piano", "Too Toot Slgo Goodbye" and Fields' own specialty, "Lullaby Of Broadway". The two performers sound as if they relish the material. The package should be greatly enjoyed by those who recall the team's heyday.

“WILL SUCCESS SPOIL ROCK-MANINOFF?” — Rosa Linda, Piano—Era EL 20010 (1-12" LP)

WILL SUCCESS SPOIL ROCK-MANINOFF? PRELUDE IN C MINOR; 98 KEYS (STUDY); PRELUDE IN G MINOR; 16TH VARIATION ON A THEME FROM PAGANINI BY RACHMANINOFF; RAPHAEL ON A THEME FROM PAGANINI BY RACHMANINOFF; J. GREEN GIVES TO TOWN (QUARTET FROM RIGOLETTO); CARMEN HAS A BITZ DAY (GYPSY DANCE FROM CARMEN); A RHYTHMIC DANCE ON TWO; MARIZA IN A PLATZ; ROCK-MANINOFF'S SAPPHIRE.

With a clever title as the lead, this package from Era is a meeting of two up-and-coming distinct areas of music, pop and classical. Pianist Rosa Linda has arranged 11 classic melodies in a sorted-up, rhythmic style. The results are refreshing and witty sessions by the keyboard artist. In between the numbers ("18th Century Variation On A Theme From Pagani By Rachmaninoff") Miss Linda plays the material, in part or whole, straight and with a good deal of sensitivity. A trio supporting Miss Linda dig these remodeled classics the most. Novel and commercial idea.

“SII! SII! NO! NO!” — Machito And His Orchestra—Tico LP 1038 (1-12" LP)

SII! SII! NO! NO! ADIOS, FREEZELANDIA; SAMBA; CONTIGO IN LA DISTANZA; MAMBO PARA TUMI; CAPITAN A LA LAVOY; HAY QUE RECORDAR; BEBEEBE HAY; HOLIDAY MASMO; NEGRO MANAMOBO; CAMARJOLCA.

Cha-cha-cha's ever increasing audience can obtain another disk spotlighting the polished cha-cha-cha antics of Machito and his orchestra. In a package that contains several vocal efforts, Machito, working on mostly originals, is once more the exciting and colorful interpreter of the Latin dance sensation. Solid value to those in the know.

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
"INSTRUMENTAL TREASURES OF STEPHEN FOSTER"—Florida Concert Society Under the Direction of Raymond Carlisle—Request LP 10605 (1-12" LP) A SOLDER IN THE COLORED BRIGADE; NELL AND I; I'LL BE HOME TOMORROW, WHY NOT; LOVE SONGS; POLKA; LITTLE ELIZA; VILLAGE BELLS POLKA; OLD COUSIN REDDIE; I SEE PEG BY STILL IN MY DREAMS; SANTA ANITA'S RETREAT FROM BUENA VISTA; LOUISIANA BELLS; VIGIL FESTIVAL. Known mainly for his songs, Stephen Foster was also a prolific writer of instrumental numbers. Request records has issued a package containing 15 Foster instrumentals performed by the Florida Concert Society under the direction of Raymond Carlisle. The pieces consist of marches ("A Soldier In The Colored Brigade"), love songs that include the beautiful "Nell And I" and polkas ("Village Bells Polka"). The orchestra is engagingly effective in bringing these rich samples of early America out in the open again. Approximately seven prints on the Center Carrier and Stephen Foster will carry much of the set's sales weight on dealer shelves.

"A TRIBUTE TO TOMMY DORSEY"—Maury Laws Orchestra and Chorus—Featuring Hi-Lo And The Dame—GMS LP 5000 (1-12" LP) GET THIS IN YOUR MIND OVER YOU; RODGIE WOODIE; SONG OF INDIA; THIS LOVE OF MINE; WILL YOU STILL BE MINE; ONCE IN A WHILE; YES, I'VE SUNRISE OF THE Day; I'LL BE HERE; PLEASE, SWING OVER JAZZ; THEN SHIRLEY THERE ARE SUCH THINGS; OPUS NO. 11; MANEY; ROYAL GARDEN BLUES. This is another disk tribute to Tommy Dorsey. A combination of narration and orchestra performances, the effort is an entertaining and comprehensive essay on the man and his music. Sixteen of Dorsey's most well-represented pieces have been recorded with fidelity to the music and a particular band arrangements. "Hi-Lo-Jack And The Dame," in their role as the "Pied Pipers," backed by their vocals (i.e. "I'll Never Smile Again" and "On The Sunny Side Of The Street") effectively. Thoroughly polished performances.

CLASSICAL

GERSHWIN: Rhapsody In Blue—Concerto For Piano And Orchestra In F—An American In Paris—Variations on "I Got Rhythm"—Second Rhapsody For Piano And Orchestra—Cuban Overture—Symphonic Suite From Of The Bees—Three Preludes For Piano—Andante Cantabile—The Pro-Musica Symphony Orchestra Of Hamburg—Conducted By Hans-Jurgen Walther—MGM 5 EJ (6-12" LP) MGM has released a 3-disc Gershwin omnibus containing seven of the great composer's piano and orchestral works plus Robert Russell Bennett's excellent "Symphonic Suite From Of The Bees." The Gershwin staples are all here, "Rhapsody In Blue," "An American In Paris," and the "Concerto In F." Making rare waxing appearances are such Gershwin jazz-inspired items as "I Got Rhythm," "Three Preludes For Piano" and the "Second Rhapsody For Piano And Orchestra." The piano soloist is Sondra Bianca, who performs with sensitivity and excitement. Also in step with Gershwin is the Pro-Musica Symphony Orchestra Of Hamburg under Hans-Jurgen Walther's direction. Beautiful sound. The lure of the serious Gershwin all in one release will attract the purchase. JAZZ

"IMPROVISATIONS OF THE DON SHIRLEY DUO"—Don Shirley, Piano—Cadence 1015 (1-12" LP) SOMETIMES I'M HAPPY, BUT NOT FOR ME; TENDERLY; WHAT IS THERE TO SAY; AUTUMN LEAVES; ANIMAL SONGS; RUSSIAN BLUES IN B FLAT; WHEN I FALL IN LOVE; OVER THE RAINBOW; LET'S FALL IN LOVE; WALKIN' BY THE RIVER. Cadence's front line jazz pianist, Don Shirley, has another issue of jazz interest and significance. If one can use the term "classical" jazz, this is the boy that makes the most of it. Reading material (in this instance all standards with the exception of "Atomic Oggetto In B Flat") with the rambles and lyricism of a classical piece, Shirley probes with brilliance and uncanny invention. Bassist Richard Davis is Shirley's only support. Many remarkable jazz facts here.

"BARTON SAP LARS GULLIN"—Ardatc 1246 (1-12" LP) SUMMERTIME; MINGA, A FOOGY DAY; FERNTZ; ALL OF ME; MEAN TO ME; SO WHAT. Lars Gullin is one of the better known jazzmen hailing from Europe. His baritone sax has been heard on several available-in-America recordings; this one from Atlantic catches Gullin in a fine creative light, brooding impressively over at least one selection ("Summertime") and swinging heartily throughout most of the album. Gullin is well backed by musicians from his native land, Sweden. Solid sax work.

"JOHNNIE PATE AT THE BLUE NOTE"—The Johnnie Pate Trio—Salem SLP 2 (1-12" LP) DANCING ON THE CEILING; WHAT A DIFFERENCE A DAY MADE; IT MIGHT AS WELL BE SPRING; FALLING IN LOVE WITH; ALL THE TIME; OLD DEVIL MOON; I SURRENDER, YOU TAKE THE ME FOR.; HOPPIES FROM HEAVEN; CARNABY'S CHAOS; LAUGHTER ON 10TH AVENUE. Salem's first package release, offers an appearance of The Johnnie Pate Trio at Chicago's familiar Jazz itinery, the Blue Note. This smooth functioning outfit headed by bassist Johnny Pate takes on 10 standards and a swiss in two Pate originals ("All The Time" and "Carnaby's Chase"). Included is a rare trio item, a sensitive sission of Rodgers' "Slaughter On 10th Avenue," Floyd Morris (piano) and Wilbur Wyne (guitar) are Pate's two other crew members.

"IT'S WHAT'S IN THE CASH BOX THAT COUNTS"
Entire Cast Revamped On "Hit Parade"

NEW YORK—Beginning next Fall, a completely new cast will headline one of TV's top musical shows, "Your Hit Parade."

Newcomers to the program will include Jill Corey, Columbia recording artist; Tommy Leonetti, Capitol songwriter, and Virginia Gibson, a featured singer in the Broadway musical, "Happy Hunting." The new musical director will be Don Walker, who has done orchestrations for numerous Broadway musicals, including "Most Happy Fella."

Those who will be dropped by "Your Hit Parade" in June, are Duwayne Collins, Snooky Lanson, Russell Arms, Raymond Scott and Girole Mackenzie. Miss Mackenzie announced earlier that she did not plan to continue after her contract expired in June.

The decision to change the cast was made by the American Tobacco Company, owner of the program, and its ad agency B.E.D.&O. The Old radio version of the show frequently made cast changes in order to stimulate new interest in the program.

Jill Corey Disk To Be New Ford Commercial

NEW YORK—Jill Corey's new "I Love My Baby" record, which has been making noise in a number of territories, is being turned into a commercial. Jill's record will be adapted for Ford's new TV and radio commercial.

Jimmy "Jiggs" Carroll, who orchestrated the original pop record for Columbia, will also do the new commercial.

Jo Ann Tolley says it's "KISSIN' TIME"

so also get "HER FIRST CORSAGE"

on Jubilee #5267

JOLLY JOYCE AGENCY

234 W. 48th ST., N. Y. C.
1001 CHESTNUT ST., PHILA., PA.

March 2, 1957

ARCHIE BLEYER

ANDY WILLIAMS' BUTTERFLY is the one with the "clappin' and the snappin'."

1308

By the way, dealers, be sure you are stocked on Andy's LP ANDY WILLIAMS SINGS STEVE ALLEN CLP 1018

Some cities like the CHORDETTES' "COME HOME TO MY ARMS." some like (FITI'S) WALKIN' THE POODLE. Either way it looks like a hit, 1307

The HARVEY BOYS have really smashed through in Philadelphia with NOTHING IS TOO GOOD FOR YOU and it is starting to spread. 1306

The BARRY SISTERS singing 12 all time YIDDISH FAVORITES is a most unusual item—and one that I am very proud is a Cadence LP CLP 1017

DON SHIRLEY remains a strong consistent LP seller. His latest is just wonderful THE DON SHIRLEY DUO CLP 1015

I'll have some interesting news for you next time... Andy Williams Sings Steve Allen CLP 1018
Barry Sisters—Yiddish Favorites CLP 1017

The Don Shirley Duo CLP 1015
Andy Williams—Butterfly 1308
Chordettes—Come Home To My Arms—(Fit'i's) Walkin' The Poodle 1307
Harvey Boys—Nothing Is Too Good For You 1306

"It's What's in THE CASH BOX That Counts"
NEW YORK—The designation of Jo Ranson as Director of Advertising, Promotion and Publicity, a newly created post, has been announced by Arthur Tolchin, Director of Station WMGM. Prior to his promotion, Ranson was in charge of press relations for the station.

Ranson was radio editor of the Brooklyn Eagle for more than a decade before joining the Metro-Goldwyn-Mayer station in 1946. He has written several books on broadcasting and is an instructor in radio and television at the College of the City of New York.

Roulette Signs Pearl Bailey

NEW YORK—Hugo Peretti and Luigi Creatore announced this week that they are planning an extensive LP catalogue in both the Pop and Jazz fields. The boys are currently negotiating several artist contracts and the first to be inked is Pearl Bailey, who will start to record a series of albums for the Roulette label in three weeks, after her return from her current European jaunt.

BMI To Concentrate On Legit Musical Field

NEW YORK—Broadcast Music, Inc. is enlarging its scope with the organization of a new department designed to introduce affiliated authors and composers to the legitimate musical field. Allan Becker, formerly with the musical comedy division of Chappell will coordinate the activities of the new department and composer-conductor Lehman Engel will serve in an advisory capacity.

The new division will be devoted to developing untapped talent; soliciting book authors to collaborate with BMI affiliates for the purpose of arranging complete musical packages; searching for properties that lend themselves to musicals; refreshing writers in the technique of song-and-dance stage by having Broadway producers, directors and others conduct discussions; and arranging auditions whenever specific talent warrants this move.

MGM Records Has Three

NEW YORK—Excitement is running high at MGM Records with the disk company reporting fast sales action on three strong selling recordings.

The single disks creating the sales activity are Robert Maxwell’s “Song Of The Nairebo Trio” (Solfeggio), David Rose’s “Calypso Melody” and Connie Francis’ “No Other One”. The Maxwell record is reported by MGM to have broken wide open in Detroit and has carried over into Chicago, Cleveland and Pittsburgh while the David Rose disk is said to be enjoying sock sales in all distribution points.

The Connie Francis record, out only a week, has racked up an unprecedented sale, according to MGM brass, which also adds that interest in Connie’s disk at the dee jay level has been tremendous.

Arnold Maxim Named Epic A & R Head

NEW YORK—Goddard Lieberson, president of Columbia Records, this week announced the appointment of Arnold Maxim as a & r head of Epic and Okeh pop department. Max Holtzman, whom he replaces, left to take advantage of one of several offers not yet revealed.

Maxim entered the Columbia family less than one year ago as assistant to Holtzman. His duties included assisting Holtzman in the Epic sessions and taking over full responsibilities for the Okeh releases. He had immediate success with Okeh, the two most prominent records being Screamin’ Jo Hawkins’ “I Put A Spell On You” an r & b hit, “Shin ley” and “Please Say You Want Me” by The Schoolboys.

Lieberson also announced the appointment of James S. Fogleston to the post of Epic and Okeh director of pop albums and he will report directly to Maxim. Fogleston was formerly the music editor of Epic Records.

Holtzman stated that he was considering several flattering offers and has not yet made his decision. He states that it was definitely in the music field and that he will be cutting records.

Holtzman, during his tenure, introduced Roy Hamilton, Something Smilt and the Redheads, The Delohn Sisters (who have now moved to Columbia Records), The Four Coins, and a host of others.


**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.

![Listed Alphabetically]

* Indicates first appearance on Territorial Tips

**ONE MORE DANCE**
Harold Barrage (Cobro 5004)

**ONLY**
Sam Peas (Flip 320)

**OPERATOR**
Bob Goodly (Old Town 1031)

**ONE IN A MILLION**
Flatters (Mercury 73071)

**OVER AND OVER AGAIN**
I KNEW FROM THE START
Mackормa (Encino 1034)

**PARTY DOLL**
Buddy Knox (Roulette 4002)

**Pretend**
Tab Smith (United 205)

**PUT YOUR ARMS AROUND ME**
Wanda Crawley (Savoy 1964)

**Why Can't You**
Buddy Charles (Chess 1647)

**RIB JOINT**
Son Price (Savoy 1565)

**RIGHT FROM WRONG**
Billy Tals (Pacheco 1687)

**SHIRLEY**
Please say you want me to stay
Peggy Thomas (Price 5000)

**Should I Ever Love Again**
Yvonne Carr (Savoy 3890)

**Somebody Somewhere**
Gene Allene (Decca 30185)

**Symbols Of Love**
Gene Allene (Decca 30185)

**Teenage Crush**
Tommy Sands (Capitol 3639)

**Teenage Love**
Lyman & Teenagers (Gio 1032)

**That's What I Wanna Do When I Saw You**
Shirley & Lee (Adelade 3316)

**The Chicken**
Kenny Rogers (United 205)

**The Wall**
Brook Benton ( Epic 1999)

**The Way You Look Tonight**
Jaguar (R-217)

**Tricky**
Gas Jenkins (Funk 115)

**Ubangi Stomp**
Warren Smith (Savoy 250)

**Understanding**
Bull Moose Jackson (Enrica)

**Walking Along**
Solitaires (Old Town 1034)

**Walking By Myself**
Jimmy Rogers (Chess 1463)

**What's The Reason I'm Not Pleading**
Fats Domino (Imperial 4577)

**Will The Sun Shine Tomorrow**
Little Willie King (King 300)

**You Can Run But You Can't Hide**
A Picture of You

**You Can't Catch Me**
Havana Moon

**You Don't Know**
I Talked The Morning B.B. King (RPM 486)

**You Gave Me Peace Of Mind**
Spanish (Vee Jay 235)

**Your True Love**
Carl Perkins (Sun 261)

**NICK NICKSON**
WESF—Rochester, N.Y.
1. Blue Monday (F. Daniel)
2. Since I Met You Baby
3. Party Doll (S. Lawrence)
4. I Miss You Already
5. I'm Gonna Get My Heart Back
6. Love Is Strange (Mickey & Sylvia)
7. Baby I Love You
8. Without Love (C. McPhatter)
9. Knock On Your Door
10. Rudey's Reel (B. Hales)

**BILL DIXON**
WFTC—Kinston, N. C.
1. Blue Monday (F. Daniel)
2. Love Is Strange (Mickey & Sylvia)
3. Jem Daytona (L. Baker)
4. Ain't No Love
5. Only One Love
6. Since I Met You Baby
7. Blueberry Hill (F. Daniel)
8. Broken Heart Song (Terror)
9. On My Word Of Honor
10. On My Word Of Honor

**HOPPY ADAMS**
WANN—Annapolis, Md.
1. Just Because (L. Price)
2. Ain't Got No Love (Henry)
3. In The Chapel (A. Cole)
4. Man In Phone Booth (Warner)
5. Lucky Lips (B. Brown)
6. I Love You (Mama Cease)
7. Jim Daytona (L. Baker)
8. Love Is Strange (Mickey & Sylvia)
9. Can't Get It Right
10. Girl Can't Help It (Richard)

**WAYNE HANNAH**
WMAR—Baltimore, Md.
1. In A Tear (S. Lawrence)
2. Party Doll (B. Knox)
3. Lucky Lips (B. Brown)
4. Little Darling (Gladis)
5. Come On With Me
6. That's My Desire (Spiders)
7. It Hurts To Be In Love (C. A. Laurie)
8. The Wall (B. Bonfils)
9. You Got That True Love (P. Carr)
10. Thousand Miles Away

**BIL KELSO**
KOPO—Tucson, Arizona
1. Blue Monday (F. Daniel)
2. Butterfly (C. Price)
3. Bad Boy (Jim Boothen)
4. Shirley (Skeepsnow)
5. Little By Little (M. Brown)
6. True Givin' (B. J. Hunter)
7. When I Saw You
8. Shirley & Lee
9. Reason For Your Love
10. Let's Do The Stop

**MILLIE**
WKBX—Detroit, Mich.
1. Driftwood (E. Cooley)
2. Blueberry Hill (F. Daniel)
3. I Miss You Already
4. Without Love (C. McPhatter)
5. Ain't Never Gonna Love You
6. Since I Met You Baby
7. Love Is Strange (Mickey & Sylvia)
8. Ain't That Love (B. Charles)
9. Goodview (My Love Belin)

**SAM BLESSING**
KOSI—Aurora-Denver, Colo.
1. Blue Monday (F. Daniel)
2. Jem Daytona (L. Baker)
3. I Miss You Already
4. On My Word Of Honor
5. Ain't Got No Home (Henry)
6. Love Is Strange
7. Little By Little (M. Brown)
8. Stompin' (Pharmer)
9. I'm Gonna Get My Heart Back
10. That's It (R. Brown)

**GERRY MERRYS**
CKDY—Ontario, Ont., Can.
1. Love Is Strange (Mickey & Sylvia)
2. Red Bay (B. Carr)
3. Party Your Arms Around Me
4. Time (B. Charles)
5. Big Boy (J. Hunter)
6. Little Lips (R. Brown)
7. Butterfly (C. Russell)
8. I'm Gonna Get My Heart Back
9. Crazy Walks (T. Smith)
10. Watch My Signals (Jackson)

**R&B DISK JOCKEY R & B REGI ONAL REPORT RECORDS**

**LOOK TO ORDER FROM**

**DISK JOCKEY REPORTS DISTRIBUTOR, INC.**

**2802 South Michigan Avenue**

**Chicago, Ill. 60609**

**ALL PHONES: 2-8873**

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

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
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<th>Number</th>
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<tbody>
<tr>
<td>&quot;I'M WALKIN'&quot;</td>
<td>Fats Domino</td>
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<td>&quot;I'M IN THE MOOD FOR LOVE&quot;</td>
<td>Fats Domino</td>
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<tr>
<td>&quot;NEXT TIME YOU SEE ME&quot;</td>
<td>Little J. Parker</td>
<td>Duke 164</td>
<td>2/2</td>
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<tr>
<td>&quot;JUST BECAUSE&quot;</td>
<td>Lloyd Price</td>
<td>ABC-Paramount 9792</td>
<td>2/23</td>
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#### ATLANTA

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### Hot!

Amos Milburn

"Rum And Coca Cola"

Sugar Boy

"She's Gotta Wobble"

"You Gave Me Love"

#### San Francisco

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#### Two Big Ones!!!

**"LITTLE "I'M THE MAN"

(Who knows what goes on behind the green door)**

The GLADIOLAS

AL FERRIER

EXCELSO 2101

NASHBORO RECORD CO., INC.

177 3rd AVENUE (Phone: Chapel 2-2215) NASHVILLE, TENN.
R & B Reviews

A & SLEEPER  B  VERY GOOD  
B+  EXCELLENT  C-  GOOD

C  FAIR  D  MEDIocre

THE CASH BOX

Award of the Week

"LUCILLE" (2:21)
[Venice BMI—A. Collins]

"SEND ME SOME LOVIN'" (2:16)
[Venice BMI—Marasciano, Price]

LITTLE RICHARD (Specialty 398)

R & B Best Bets

"HEAD SNAPPIN'"
Red Prysock
Mercury 14628

"TOO FINE FOR CRYING"
Earl Bostic
KING 5025

THE CASH BOX, Music  Page 36  March 2, 1957

THE BUCKEYES (Deluxe 6119)

B+ "BY ONLY YOU" (2:09) [Jay & Cee BMI—Frank Brunslen] The Buckeyes team in potent manner as they bounce the middle beat ditty with an inimitating delivery. Light, swinging side.

B "SINCE I FELL FOR YOU" (2:15) [Advanced ASCAP—Buddy Johnson]. They drift through a slow paced moody ballad. Moving lead performance gives the tune a "blue" mood. Easy to take wax.

DUKE JENKINS (Cairo 5029)

C [Arm] BMI—Duke Jenkins Duke Jenkins and his aggregation turn in a torchy instrumental rendering of a rhythmic middle beat bounce blues, with a sharp lead violin.


THE HURRICANES (King 1919)

B "FALLEN ANGEL" (2:34) [Wayne Springer] The Hurricanies sing a slow, moody story, of the fallen angel. It is a tender tune offered with a delicate treatment. Drifty, pretty wax.

B+ "I'LL ALWAYS BE IN LOVE WITH YOU" (2:14) [Shapiro Bernstein] Two of the Hurricanies blend in good style as they dish up this quick beat bouncer with a tasty performance. Light hearted, springy wax.

RED PRYSOCK (Mercury 14619)

B+ "HEAD SNAPPIN'" (2:47) [Norby Music BMI] Red Prysock's band respects one bar throughout the entire side, embellishing it with handclaps and a wailing horn and you have "Head Snappin". Exciting rhythm the kids will cotton to.

B+ "POG WOG" (2:36) [American Jazz BMI] Prysock rocks on this side, swinging a middle beat syncoped instrumental, Deck is alive and provides a solid Lindy beat.

LITTLE HUDSON (Job 1015)

C+ "ROUGH TREATMENT" (2:59) [Lawn BMI—Showers, Brown] Little Hudson singa a real down home slow beat blues. It is for the deep south and should find good treatment in those markets. Authentic delivery and aching lead.

C+ "I'M LOOKING FOR A WOMAN" (2:28) [Lawn BMI—Showers, Brown] Little Hudson sings the tempo on this side. He turns in a quick beat effort wailing his story of looking for a woman who "ain't got no name". Another deep south entry.

DALE COOK (Specialty 596)

B+ "Lovable" (2:22) [Venice BMI—Cook, Harris] Dale Cook does a fine job on a middle beat bouncer with a light, winning touch. Cook has an individual style that makes the deck all the more inviting. Could find some strong attention concentrated on this deck.

B+ "FORBIDDEN" (2:53) [Venice BMI—A. Tyler] Cook works just as smartly on this middle beat rhythmic ditty, but the overall effort fails to meet the acceptance of "Lovely".

LARRY WILLIAMS (Specialty 597)

B+ "BECAUSE OF BECAUSE" (2:45) [Tampico BMI—Price] Williams covers the label Price item now stirring up a bit of dust. Williams handles the inflections tune in a manner very similar to the oldies. Ok wax that should pick up action, especially the areas where Specialty is strong and in those markets where rhythm is top.

B "LET ME TELL YOU, BABY" (2:59) [Venice BMI—L. Williams] Williams dishes up a middle beat jump with an infectious vocal. Williams tells the tune with "a nice and strong" beat. Good rocking side.

JIMMY RICKS (Raton 236)

B+ "BAD MAN OF MISSOURI" (2:45) [Roosevelt BMI—Singleton, Dixon] Jimmy Ricks makes his debut on the Baton label with a rhythmic folk story of Billy the Kid. Quick beat bouncer that the deep, rich Ricks voice does things to. Good listening that should get lots of plays.

B+ "I'M A FOOL TO WANT YOU" (2:54) [Lawn BMASCAP—Wolf, Herron, Simnatre] Ricks turns to the ballad on the flip and is good in its sensitive treatment of the moody pretty. Another fine performance.

THE BELTONES (Vegas 200)

B+ "I TALK TO MY ECHO" (2:45) [Keel BMI—Andrew Pope] The Beltones have an unusual sound as they team for delivery on this slow beat ballad. Pretty tune, turned out with an effective blend of voices. Good exposure could grab some action on the side.

B+ "OOP-GOOF" (2:15) [Keel BMI—Andrew Pope] The Beltones go into an up tempo swing and up tempo reading. The fellas turn it out in this moody style making it a potent two-sider.

LEE JACKSON (Columbia 570)

B "FISHIN' IN MY FOND" (2:31) [Arm} BMI—Wille Dixon] Lee Jackson sounds a slow, bluesy blues that is for the southern markets. Appealing, different type wax.

B+ "I'LL JUST KEEP WALKIN'" (2:15) [Arm BMI—Lee Jackson] Jackson wails a slow beat blues in which he tells of his troubles. Down home stuff with a strong beat.

THE HOODOS (Down 226)

A+ "RALLY" (1:40) [Coliseum BMI—Darwin, King] The Hoodos dish up a driving quick beat wax that goes along the whole way. Cute ditty and cute sound and treatment. Infectious side that could grab a big piece of attention.

C+ "SOMEWELL WE'LL MEET" (1:50) [Lively Arts BMI—Howell, King] The Hoodos turn mellow on this side and do a fair turn. The overall appeal falls to meet that of "Rally".

EARL BOSTIC (Kings 603)

B+ "TOO FINE FOR CRYING" (2:47) [Earl's Music BMI—Bostic, Trestler] That Bostic horn is back on wax and the situation's terrific. This is a fine slow beat beat blues with an enjoyable vocal by Bill Jones. Good, deck loaded with feeling. Selling points of action.

B+ "AVALON" (2:55) [Remick BMI—DeSylva, Johnson] Bostic's horn takes this side over completely, giving the famous oldie the Bostic touch. Delights in treatment that should give the instrumental lovers something to shout about. Two solidly commercial sides.

*Only those records best suited for commercial use are reviewed by THE CASH BOX*
THE NATION’S

R & B

TOP 20

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Title</th>
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<td>BLUE MONDAY</td>
<td>Fats Domino</td>
<td>Imperial 5417</td>
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<tr>
<td>2</td>
<td>LOVE IS STRANGE</td>
<td>Mickey &amp; Sylvia</td>
<td>Groom 0172</td>
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<td>3</td>
<td>JIMMY DANDY</td>
<td>L ISSUE</td>
<td>Atlantic 1116</td>
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<td>SINCE I MET YOU BABY</td>
<td>Ivory Joe Hunter</td>
<td>Atlantic 1111</td>
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<td>5</td>
<td>WITHOUT LOVE</td>
<td>Clyde McPhatter</td>
<td>Atlantic</td>
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<td>6</td>
<td>A THOUSAND MILES AWAY</td>
<td>Heartbeats</td>
<td>Roma 216</td>
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<td>7</td>
<td>RAM-BUNK-SHUSH</td>
<td>Bill Doggett</td>
<td>King 5630</td>
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<td>TOO MUCH</td>
<td>Elvis Presley</td>
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<td>9</td>
<td>THE GIRL CAN’T HURT THAT</td>
<td>Little Richard</td>
<td>Specialty 5911</td>
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<td>AIN’T GOT NO HOME</td>
<td>Clarence “Frogman” Henry</td>
<td>Argo 5239</td>
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<td>11</td>
<td>LUCKY LIPS</td>
<td>Ruth Brown</td>
<td>Atlantic 1175</td>
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<td>12</td>
<td>AIN’T THAT LOVE</td>
<td>Ray Charles</td>
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<td>13</td>
<td>BACON FAT</td>
<td>Andre Williams</td>
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<td>14</td>
<td>BANANA BOAT (DAY-O)</td>
<td>Harry Belafonte</td>
<td>RCA Victor 20-6771</td>
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<td>15</td>
<td>BAD BOY</td>
<td>Palmer &amp; Jive Bombers</td>
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<td>17</td>
<td>YOUNG LOVE</td>
<td>Tab Hunter</td>
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<td>18</td>
<td>YOU’VE GOT ME DIZZY</td>
<td>Jimmy Reed</td>
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<td>ON MY WORD OF HONOR</td>
<td>Lead Belly</td>
<td>Mercury 71011</td>
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<td>20</td>
<td>FOOLS FALL IN LOVE</td>
<td>Drifters</td>
<td>Atlantic 1123</td>
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W.O.V Donates 40,000 Disks To Salvation Army

NEW YORK—Radio Station W.O.V in New York is making a "double" donation to the Salvation Army. The initial gift consisted of 40,000 records from the W.O.V library—enough to stock a new department in the Army's 123rd Street Service Store and to reach around to the Army's other local stores as well. Then this week as the sale began (all proceeds to benefit Salvation Army projects) W.O.V donated a heavy schedule of announcements to promote the event.

The announcement is as follows: "Friends, here's your chance to take your pick of 40,000 terrific records from the W.O.V record library at 10 and 15¢ each! W.O.V has donated to the Salvation Army 40,000 records from its record collection and most of them are being sold at the Salvation Army store in Harlem at 123rd Street and Eighth Ave. If you want to fill in your own record library with choice jazz, vocals, rhythm and blues, Latin beats, show tunes, and dance combos to the Salvation Army store at 123rd Street and Eighth Avenue without delay. All proceeds from this sale go to the Salvation Army. Hurry up, first come, first served!"

S.F. Symphony Sponsors Dixieland-Ragtime Jamboree

SAN FRANCISCO— On Sunday, March 3, 1957, the San Francisco Symphony will sponsor the first Dixieland-Ragtime Jamboree at the San Francisco Civic Auditorium, beginning at 8 p.m., the concert which will benefit the Pension Fund of the San Francisco Symphony features an all-star cast.

Producer Charley Stern, who was the originator of this idea has arranged for the following Dixieland bands and individual artists to appear: Rob Scobey will perform together with his Fricco Jazz Band, which features Clarence Hayes, Ralph Sutton and Lizzie Miles.

Earl "Fatha" Hines and his "All Star" band also have been signed to appear in addition to Wally Rose and his Dixieland Band, the Bay City Jazz Band, Joe Swan and his Boys, possibly Kid Ory, who will appear if the date does not conflict with a forthcoming concert tour. In addition to all the Jazz Artists who will be performing on March 3, the entire San Francisco Symphony Orchestra is going to join the fun.

A jazz and television personality from Los Angeles, by the name of "Hawthorne," will act as master of ceremonies. He is current-ly on KKYA Radio and Bay Area TV.

W.O.V. 1957

W.O.V releases 1957

The Big One for 1957: "THE MAN IN THE PHONE BOOTH" by Big Man Kornegay (The Happy Wanderer) N-495

Heading for the Charts! "HAPPY TEARS" by Al Savage

Brooking Richmond, Norfolk, Baltimore, Boston

"SEND ME A PICTURE BABY" by The Starlarks L-1013

Watch It Hit The Charts! The new 3 SATINS' "OH HAPPY DAY" (RPM 1125)

A BOMBSHELL!!

GUIDED MISSILES
THE CUFF LINKS
# 409

EXPLODING IN PHIL-
LA-SF-NY & NJ!

DOOTO RECORDS

FLASH RECORDS

623 East Vernon Avenue - Los Angeles, California

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

Arnold Maxim, who came out of Philadelphia, less than a year ago to assist Mary Holtzman as a & r at Epic and Okeh, now moves into the top spot as Holtzman moves into another job (not yet announced). Arnold's baby, when he moved into the Columbia family was the practically defunct Okeh label.

After a short period of feeling his way about he started putting out r & b disks that stirred up some action and brought Okeh its strongest sales figures in some time. Screamin' Jay Hawkins brought the first solid selling wax with his wild "You Put A Spell On Me." Okeh now has a two sider by the Schoolboys, "Raggedy" and "Pleaze Say You Want Me," hitting both r & b and pop. Many rumors are flying about a return of Broadway re Mary Holtzman's next job. Mary savs he first expected to go into an independent venture, but so many wonderful offers have been made that he is studying several of them and expects to make an announcement shortly. . . . Bob Rosen, Herald Records, on the record with Lenny & Carol and Herald releases, all of which are raking up tidy sales. Of course, the biggest excitement is centered around Big Bob Korneray (The Happy Wanderer) and his "Man In The Telephone Booth." Two decks in particular, that are on offer for the Caribbean, are a Friday for the "Short & Sweet Baby" by the Starlites, on Ember, and "Happy Tears" by Al Savage on Herald. Al Silver is reluctantly releasing the new 5 Satins "Oh Happy Day." Silver was still selling "Wonderful Girl" in healthy quantities, but the 5 Satins are out on a star studied package that tours the country and distracts the new disk to work on. "Oh Happy Day" is the tune of several years ago that created so much excitement, lifting Don Howard to stardom for a brief span. . . . Phil Rose, Glory Records, did so well with "Banana Boat" that he can now forego travelling on banana boats and vacation instead on luxurious liners. Phil took off for the Caribbean last Friday for a much needed vacation. Lou Sprung, holding down the fort, advises the Tarriers will soon be out on the market with a 12" lp. Lou also states Vince Marin's "One, Two, Three, Four Anyplace Road" and "Katie-O" are both bringing in steady reaction and as yet neither have been given a big promotion. The Four Fellows are also starting to move with "Give Me Back My Broken Heart" and "Loving You Darling." . . . Says Rocky Grove (WFEC-Miami, Fl.): "We really have a winner in King Coleman. In King we have the top man in the country in blues. He is starting quite a trend in blues here in Miami. It has been a natural for a man with a natural talent." . . . Over at Atlantic the three smashers and a half a dozen other top-notch selling disks have the label hopping. Ruth Brown's "Lucky Lips"; Lavern Baker's "Jinx Dandy"; and Ivory Joe Hunter's "Since I Met You Baby" are zipping merrily along.

CHICAGO:

Letter from Marty Salkin, Decca, giving the big nod to Sammy Davis, newie, "The Golden Key" b/w 'Long Before I Met You.'" See Marty, Sammy's new one is a natural for any show and a natural to be one of his best selling disks." . . . Vic Faraci, M. S. Distrib, picking Clarence Henry's "I'm A Country Boy" to top Henry's Argo smash, "Aint Got No Home." Vic went further out on the limb in picking Glass diskerno, "Say" by Oscar McLairie to hit, but big. . . . Thanks to Mike Ovary for the nice card from the sunny south-west. . . . Visiting local manufacturers this past week was Stan Lewis of Stan's Record Shop and One-Stop, Shreveport, La. . . . Don Powell, Russell Distribs, thrilled to pieces over Lloyd Price's ABC Par waxeroo, "Just Because." "But that's not all," stated the most happy fellow, "Bobby Scott's 'Driftwood' on ABC Par and Colonial's 'Hospitality Blues' are zooming in sales and local play." . . . From the office of Paul Glass, All-State Distrib, comes, "Right now is the hottest we've been in the history of the company. There are at least ten tunes on our roster that are potential pop and R&B hits." Dan Osto explains, "Roulette's Jimmy Brown with 'I'm Stickin' With You', Atlantic's Ruth Brown doing 'Lucky Lips' has been invaded by Imperial. This is 'The Mood For Love' are all going like crazy." . . . Session notes on Anita Ellis' deck "Forbidden Fruit," read like an all-star gathering with Sam "The Man" Taylor, Mickey Baker, and Bob Didlyche, all directed by Joe Roy Kirkland. . . . The Cottage Grove Headquarters of Chess/Checker jumping with new releases, titles soon to be announced. "We're letting them out one at a time," states Len. Chess. "This week we released The Moonlight's 'I Am Afraid The Masquerade Is Over' b/w 'Don't Say Goodbye.' The deejay reaction was fantastic. One fellow even played a broken record in order to say he played it first." . . . Little Walter and Clarence Henry are booked for sessions this week. . . . Carl Turrentine's 'Sweet Chimes' are booked show booked into the Opera House for 3/9. Count Rosie backs up the swing with the guitar on John Joe's "I Told You So." Thrush is hitting right off with Otis Rush did both his and the discer's first release some time ago. The Fabulous Fats Domino has done it again with his new Imperial release of "I'm Walkin'" and "I'm In The Mood For Love" already a hit across the country after being released for one week. . . . Abe Diamond reports a smash &R hit for his Diamond Distributing in Buddy Knox's "Party Time" on the Roulette label. . . . New artist, Aggie Dukes is out on the Aladdin label with a first release of "Swing Low, Sweet Cadillac" Parts 1 and 2. . . . Donna Hightower in town for a short rest after a successful Eastern tour. Manager John Barnette has lined up a Far Eastern tour for the singer to start the middle of March. . . . Lew Chud, president of Imperial Records to New York for conferences with new artists in both the pop and Broadway fields, and to line up special promotions for Fats Domino. . . . Louis Jordan's latest Calypso recording "Morning Light" is off to a terrific start in the Philadelphia market for his hits. . . . Miscellaneous enjoyable new arrivals are "Stone Cold Dead In The Market." The Platters return to the coast after the end of their engagement at Sciolas in Philadelphia. Group will record several sides for Mercury here, before taking off for an European tour. . . . Robin Robinson to Sun Evangelist, "I'm on the side of "I Promise You." . . . Earl Bostic into the 54 Ballroom this weekend. . . . Jean Bennett in the East working on promotion for the various artists signed to the Personality Productions office. . . . RPM Records have signed new artist, Darel Glenn with his first side of "Hello Baby" and "Zing-Zango" released this week. . . . Sugar and Spence have a good one in their new Mercury release of "Strawberry Shortcake."
WALK
I’VE
WAS
I’M
LOSING
I
these
2
8
9
10
11.
Stolen
Moments.
12. I WALK THE LINE
13. I’m Coming Home
14. Yearning
15. Poor Man’s Riches
16. Crazy Arms
17. The Same
Two Lips
18. A Good Looking Blonde
19. I’m Gonna Live Some Before I Die
20. Loving You
21. Repenting
22. Bring Me a Bluebird
23. You’re the Reason I’m in Love
24. Wasted Words
25. Gone
26. Fourteen Karat Gold
27. Golden Boat Song
28. It’s My Way
29. Go Away With Me
30. Rockin’ in the Congo
31. Sugar Beet
32. Don’t Forbid Me
33. Buttermatched
34. Don’t Laugh
35. According to My Heart
36. Walkin’ After Midnight
37. There Goes My Love
38. I Was the First One
39. Searching
40. Um Um
41. No Playing
42. Keeps
43. Auctioneer
44. Blue Echo
45. Fraulein

CHICAGO—WHFC deejay Salkowicz gets a surprise when Master-Beat singer Lanny Ross offers two record libraries to Sig’s women audience. That day, the honor Ladies’ Club was the Good Counsel H. S. Mothers’ Club, some 800 strong. Other guests celebrities Sig has interviewed lately are Helen Traubel, John Breinfild, Salvatore Baccalone, Sid Stone and others.

Fidelitone Completes Sweeping Package Change

CHICAGO—Bill Anton, Vice-President in charge of Sales of Permo, Incorporated, has announced a sweeping change in the packaging of Fidelitone Phonograph Needles.

“The new Fidelitone ‘dress’ is the latest and most dramatic step in our needle merchandising program”, said Anton. “As of March 1st, all Fidelitone Phonograph Needles will be supplied in these sparkling new plastic boxes, conceived by one of the nation’s leading designers. The needles themselves are now clearly visible through the transparent box cover, and are mounted on attractive plastic foam blocks—code-colored in accordance with the needle speed.”

Simultaneously, Anton announced a “Dress-Up” contest keyed to the introduction of the New Fidelitone Package.

“All qualified Dealers—and Dealer Personnel—are invited to participate in this contest,” said Anton. “There are no strings to entering—no box tops—not gimmicks—and each Dealer may send in as many entries as he likes, subject, of course, to the contest rules outlined on the entry blanks. First prize, in keeping with the contest theme, is a complete new wardrobe valued at $900.00. Other valuable prizes will also be awarded.”

SMILEY MONROE
“RUBY; RICHES; OR FAME”
by
“THE SNAKE SONG”
 Vita at 1:45
VITA RECORDS
1486 N. Fair Oaks, Pasadena, Calif.

The Country Records
Disk Jockeys
Played Most

1. Young Love
2. I Am Losing You
3. Stolen Moments

1. SONG
2. WALK THE LINE
3. I’m Coming Home
4. Yearning
5. Poor Man’s Riches
6. Crazy Arms
7. The Same
8. Two Lips
9. A Good Looking Blonde
10. I’m Gonna Live Some
11. Before I Die
12. Loving You
13. Repenting
14. Bring Me a Bluebird
15. You’re the Reason I’m in Love
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31. Searching
32. Um Um
33. No Playing
34. Keeps
35. Auctioneer
36. Blue Echo
37. Fraulein

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

Webb Pierce Off Opry

NASHVILLE, TENN. — Country singer Webb Pierce is off the WSM Grand Ole Opry.

Director Dee Kilpatrick announced last Tuesday that Pierce was no longer associated with the 32-year-old radio and television program or its affiliates.

Pierce’s unwillingness to conform to long-established rules and regulations was given as the reason for his release.

“Pierce failed to comply with the standard laws which govern the payment of commissions to the WSM Artists’ Service Bureau”, Kilpatrick explained. The WSM Artist Service Bureau operates as the station’s booking and publicity agency for personal appearances of Opry talent.

For these reasons, Kilpatrick pointed out, and for the use of the name “Grand Ole Opry”, the WSM Artists’ Bureau receives a commission from all the Opry personal appearances.

“It was on the latter which Pierce and the Opry came to the parting of the ways”, Kilpatrick stated, adding, “We parted friends”.

Capitol Signs Robert Mitchum

HOLLYWOOD — Robert Mitchum, major theatrical box office attraction for many years, last week signed a five-year contract with Capitol Records, calling for his exclusive recording services. The announcement of this addition to the Capitol label came from Glenn E. Wallicks, president.

Mitchum’s first recording date has been set for this week, with Lee Gillette producing the session. Date of Mitchum’s first record release is expected to be announced shortly, after which the artist hopes to make an extensive disk jockey swing around the nation, plugging the initial platters.

Meanwhile, Mitchum, is slated to be seen as star of two new motion picture films shortly, “Heaven Knows Mr. Allison,” and “Fire Down Below.”

Outline Your Message

It’s Country! It’s Great!

Wilma Lee & Stoney Cooper
HICKORY-1058

It’s Country! It’s Great!
Country Best Sellers

DOLPH HEWITT
On Ka-Hill Records
Sings
"BLUE TENNESSEE RAIN"
White Oak Music—BMI

Country Reviews

BULLSEYE
A
B

B+EXCELLENT
B

C
G+GOOD
C

D
MEDIOCRE

EMERY BLADES
(Foby 120, 45-120)

THE ROCK AND ROLL CAR

C+P+ENTER

(2:27) [Rural Rhythm Boys—E. Blades] Here's a catchy, light-hearted ditty about a chap who bets out a rock 'n roll rhythm on the 2nd of its. Emery Blades knocks out no- in fetching fashion.

I'M LEAVING YOU THE KEY

C

BEHIND THE MIRROR

(2:32) [Dandelion BMI—L. E. Smith] Here's a versatile song that captures the duet spin in winning fashion. Keep close tabs on this one.

JOHNNY BOND

B

HONKY-TONK FEVER!

(2:09) [Tree BMI—Clarence, Or-

dal] Johnny Bond is a guy who really likes to paint the town red and be tastefully about it on this quick beat ditty that bounces merrily along in gay style.

LAY IT ON THE LINE

B

BADLyny Bond steps up to the plate here as he glides over a high-lying romantic piece that deals with a gal who is constantly changing her mind about love, but manages to keep musical back- drop on both sides.

DOLPH STEWART

B

A NEW LOVE

(2:19) [Central BMI—J. Walton, W. Stewart] A new sweetie has come along to completely reverse Wynnt Stewart's sad outlook on life. It's a fast paced pleaser with a swinging set of lyrics that the vocalist decks out in fast class manner. Side has the goods. Could be a hit.

HOLD BACK TOMORROW

B+

(2:31) [Fairway BMI—Pie- cer, Walther, Stew & Sams] Wynnt Stewart slows down the tempo on the flip as he expressively renders an emotion-packed, moder- nized romantic weeper. Two fine, multiple-record performances, Watch 'em both.

SUNDOWN

(1:45) [Arden BMI—Wein, Key- es] "STEP IT UP AND GO" (1:43) Gallatin BMI—A. M. Wiseman

Mac Wiseman celebrates his being named to head up Don's country bid as a backing- band chief with a brand new two-sided that rates love as the theme. On the top half of this double-barreled entry, "Laudnedown," is a cap- tivating, Latin-tempo, pop-flavored blues that the chanter treats to a top whiz LONG-TERM slide with the shelf- choral and instrumental assist on a lead that has the potential to skyrocketch with some of the main country and pop markets. On the lower side, "Step It Up and Go," Mac receives another attractive backdroop by the chorus and bar as he playfully rocks his way through a rhythm-and-lyric item tailor- made for the teenage hopsters. Give, here's your chance to latch on, to two real winners.

SMILEY MONEHO
(Vite 149; 45-149)

"RUBY, RICHES OR NAME" (2:20) [Vidor BMI—R. Hart] Smiley Monroe, along with a pleasant vocal delivery, is no slouch with a curry, pouring out his devotion for the love of his life. Monroe is a "People's Choice Award" winner, and is the singer to win the soul of a million ladies this year.

COUNTRY ROCK" (2:29) [Piper BMI—B. King] Here is a contagious novelty item that deals with the plight of the lovely retiree. Country gals, beware! Bongos on the songer knocks out in easy-on-the-ears fashion.

JANIS MARTIN
(RCA Victor 20-6832; 47-6832)

LOVE ME OR PIECES" (2:05) [Arden BMI—B. King] The "Singing The Blues" cover, Mel- vin Franklin supplies Janis Martin with a tantalizing piece of novelty material and the chimp proposes to work it up in soul-wise recording style. A bouncy, quick beat refresher that could make loads of noise, country and pop-wise.

HANK HORNBY
(MGM 4242; 47248)

"POTS AND PANS" (2:40) [Oceanic BMI — Hornsby] The jocks are gonna have a picnic with this pairing. Hank Hornsby, a sort of "fast talkin' Andy Griffith," makes his debut on the label with two rib- ticking performances. His outfit wear the turntables thin. On this half the artist tells about a husband-wife tiff.

"COTTON" (2:30) [Oceanic BMI—Hornsby] Here is a delectable yarn about a guy who has had more than his share of cotton, Dandy fluffing.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The recently renamed Fuzzy River Boys, the Marksmen, are slated to appear as special guests on the television show of the Denver Times Ford NBC-TV show February 19th, in Hollywood.

In order to undertake additional responsibilities in the expanding activities of Crossroads TV Network, the group's director, Dale Maddox, has resigned as program director of KWTO, Springfield, Missouri, in which he succeeded the late Lou Black in 1956. The redhead will continue to manage the network's newsmen John Mahaffey and E. E. "Bill" Siman, Jr., in addition to announcing KWTO's Chemical Radio Network twice a week on Monday and Thursday nights and serving as "The Orkaz Jubilee" on ABC Television. Slattery's replacement at KWTO is Jim Kendrick, an employee of the station since 1951.

Carl Smith and Goldie Hill guest, Feb. 23, on Don's "Red Foley Show," an ABC Radio Network show. On Saturday, March 2nd, the Maddox Boys will appear on ABC Radio Network's "Midnight Special." Ezekiel Lee will headline at the annual Kansas City Automobile Show, along with Teresa Brewer, Bob Crosby, Bill Lindungan, and the Torrers. Red Foley underwent minor surgery at Mercy Hospital on Mon., Feb. 18th. Mary Rainwater's latest, on: "Oink Bluebird," looks like his biggest one to date according to the charts.

A new voice and a new program will be heard on the "Family Station," WABC-Arlington, Va., I'll be Don Ashby's "Sunday afternoon show," featuring Ray Price and Miss Wanda Davis. Dusty Phillips is a new voice in his career with his Capitol, country-pop million seller, "Young Love," can also be heard via his initial Capital LP, "The Southern Great," later this month. Veteran showman, Ed McMorrow, is Sonny James' personal manager.

Cliff Rodgers, WHKX-Auburn, Ohio, notes that arrangements have just been finished for the next "Great Old Opry" show at the Akron Arena on March 3rd. Included in the cast are Ray Price, Ferrin Huskey, Jean Shepard, Haskawhawk Hawkins, and a host of others. From WTVW-Hopkinsville, Ky., comes interesting information on the western swing music of Hank King, Blue Moon Boys, Sons of the Pioneers and Hank Thompson & his Brazos Valley Boys.

From the Big "D" Jamboree's Artist Service Bureau in Dallas, Texas, comes interesting news of Cliff Rodgers, WHKX-Auburn, Ohio, notes that arrangements have just been finished for the next "Great Old Opry" show at the Akron Arena on March 3rd. Included in the cast are Ray Price, Ferrin Huskey, Jean Shepard, Haskawhawk Hawkins, and a host of others. From WTVW-Hopkinsville, Ky., comes interesting information on the western swing music of Hank King, Blue Moon Boys, Sons of the Pioneers and Hank Thompson & his Brazos Valley Boys.

**STUART HAMBLEN**

**ROBBY GREGORY & HIS BLUE CATS**

**Hank King, Blue Hen recording artist is heading for Florida this week**

King's latest is "Atomic Bomb Heart."

**Bobbi Gregory & His Blue Cats who recently cut 6 sides for the Gregorian label, have sent out 2,500 records to 1,000 radio stations. The songs are, "Lucky Lizzie" & "Don't Mistreat Me Mama," "Hobo Blues" & "Hobo Express," "Mighty Blue" & "Mean Man." The other tracks are published by American Music Pub. Co. New York.**

In line with his expanded activity in both the outdoor and arena fields, Jimmy Wakely is set to host the annual Lake Charles, Louisiana. In addition, Wakely, who is breaking in his brand new Cadillacs on the trip, scouts over to Red Foley's domain on March 2nd to visit his many friends and do a return guest star appearance on ABC-TV's "Orkaz Jubilee."

**The Sunshine Boys Quartet has returned to WVA-Wheeling, W.Va. This group is particularly familiar to the many listeners to the "Family Station" and the WWA-Jamboree. The group is comprised of Ed Wallace, Fred Daniel, and the "Black and Blue Boys."**

**Dave Rich, young RCA Victor wax artist, whose current release is "Tugtin On My Heart Strings" and "Our Last Night Together" has been on tour in the South for the past few weeks. Dave is in Alabama and Tennessee. Dave's career is gathering more recognition every day.**

**Carl Smith, whose current chart contenders are "That's Why I Like You The Best" and "You Can't Hurt Me Anymore" is still out on the Philip Morris Caravan. The big show pulled 2 full houses at the 5000 seat Robinson Auditorium in Little Rock, Ark., on Feb. 10th, according to word from Ken Parmelee of WSM Nashville.**

**After the show Bill Benny, Cliff Collie and Bonnie Brown dropped in to visit with Parsons. Fans in Ken's area are eagerly taking to both sides of the Brown's new hit, "Money." Its Top 10 with "A Long Green Grass" and "Double Shot." Also showing surprising interest is George Jones Starday oldie "I'm Ragged But I'm Right." since Ken rescued it from the blues.**

**Justin Tubb, appearing on the wax scene this week on "The Big Boy Show," is "High T" and "High Heels." A Big Boy Now," was on tour during the entire month of January and held down WSM's "Saturday Night Jamboree," which father Ernest does from the record shop in Nashville each Saturday night.**

**Lee Sutton, WWVA-Wheeling, W. Va., informs us that Admiral Records are out with 4 discs featuring the WWVA-Jamboree stars. The artists and titles are Dusty Owens' "Hey, Honey" and "Our Love Affair," "Ray Anderson's "Loving You," and "Loving Me Too Pieces," a Melvin Endesley tune, and "Two Long Years." Don Reno & Red Smiley and the Texas Troubadours took part in the Jamboree Party on Saturday morning, and "Lovelme Too Pieces." They sold 10:30 to 1:00 every night. Currently showing up on the deejay charts is the story-waxing of "Loving You," by WWVA's Wilma Lee & Stoney Cooper with daughter, Carol Lee. Also showing excellent is Rusty & Doug and Al Furry's Hickory waxing of "Money."**

**Rec Pine, WWVA-Richmond, Va. reports in his "Old Dominion Barn Dance" newsletter that everyone's excited over the Feb. 25th appearance of the famous Bongo Air Force. From everywhere in Virginia, there will be a two-hour show with special guests appearing on the show, and the show will make its way through the various clubs and theaters in the area.**

**Hank King, Blue Hen recording artist is heading for Florida this week**

**March 2, 1957**

**Sunshine Boys Quartet**

**WSPR-Clearfield, Pa., is now airing "Country Jamboree" cleared through WWVA-West Virginia. The show is heard each Saturday from 2:30 till 3:30. The show headlines Bud Moore, Tommy Mayresky, Delbert Black, and Jack Bonds, plus other artists. The show has been putting on guest artists who happen to be coming through. Cowboy Howard Yokes was a recent guest. Other stations to air A.F.M.A. members are WWC-Berwick, PA., and WTRN-Tyrone, PA. Bud Moore head of the A.F.M.A. tells us things are in full swing, and a release on his American Folk label will be out soon. Bud is willing to hear from those interested. His address is 20 High Street, Clearfield, PA.**

**Deputy Jim Thompson is now heard on KQV-Pittsburgh, Pa., each Saturday from 6:00 to 8:00 PM.**

**CHIEF CHARLES FEATERS**

**Dale Carson, The Sunset News, San Diego, Calif., states that the master "Country Jamboree" management on WSPR-Clearfield, PA., has been putting on guest artists who happen to be coming through. Cowboy Howard Yokes was a recent guest. Stations to air A.F.M.A. members are WWC-Berwick, PA., and WTRN-Tyrone, PA. Bud Moore head of A.F.M.A. tells us things are in full swing, and a release on his American Folk label will be out soon. Bud is willing to hear from those interested. His address is 20 High Street, Clearfield, PA.**

**Attention: Please address any information concerning Country music and talent to Ivy Howard, Country Editor, The Cash Box, 1721 Broadway, New York 19, N.Y.**
advantages of the Select-O-matic mechanism

* Easy accessibility greatly simplifies changing records.
* Even when playing, the records never completely leave their individual storage compartments.
* The lightweight, spring-tension pickup of carriage assures longer record life.
* The Select-O-Matic “200” is the most efficient, trouble-free mechanism ever offered in a coin-operated music system.
Headline Reasons For:

"10c PLAY PLUS"

46 OF 48 STATE LEGISLATURES IN SESSION THIS YEAR SEEKING GREATER REVENUE. MANY REPORT LICENSE FEES DEFINITELY ON WAY UP.

PRICES OF RAW MATERIALS AND COMPONENTS ON WAY UP MEANS HIGHER PRICES FOR NEW MACHINES.

INCREASED LABOR COSTS ADD HEAVILY TO OVERHEAD.

CONTINUED CREEPING INFLATION, LOWERING VALUE OF DOLLAR, CUTS DIME TO ABOUT 4c PURCHASING POWER.

GENERAL OVERHEAD EXPENSE CONTINUES RISING AT AN UNPRECEDENTED RATE UPSETTING ANY POSSIBLE PROFIT FROM INCREASED PLAY ACTION.

COST OF SERVICING EACH LOCATION NOW RANGES ANYWHERE FROM $5 TO $10.

KEENER COMPETITION, SHRINKING PROFITS, WHILE COSTS RISE, REASON FOR Growing NUMBER OF BUSINESS FAILURES.

It won't take any operator very much time to realize, reading the above headlines, why he simply must change to: "10c Play Plus Front Money and/or A More Equitable Commission Basis."

With overhead expenses increasing at an alarming rate. With constant creeping inflation lowering the value of the dollar and, therefore, cutting the dime down to a very thin 4c in purchasing power. With prices of all new machines definitely on the way up, for manufacturers can no longer continue to absorb increased prices of raw materials and components and higher labor costs. With keener competition shrinking profits, while all costs rise and causing an ever growing number of business failures. With the cost of servicing each location now anywhere from $5 to $10.

There is only one economic readjustment for the operators. That is to obtain a more equitable share of the gross receipts from all equipment, whether music or amusement.

Very, very few businessmen, if any, can work on 10 percent. But that is just what the operator, who splits the take on a 50-50 basis, is doing.

He winds up, from his 50% share, with but 10% for himself, after he pays his overhead expenses.

The location owner, in turn, winds up with better than 45% of his 50% share. All the location has to pay is for the cost of electric current used while the machine was in operation.

Since, by working on a 50%-50% basis, the operator actually proclaims his location his partner then, surely, the location should be treated as a partner and stand for half the overhead cost of operation, before any profit can be divided between the two.
How To Boom Business: MUSIC OPS WORK WITH LOCATIONS TO STIMULATE PLAY PATRONAGE

Closest Possible Cooperation Coming Into Being Between Ops and Locations as Both Seek Ways and Means to Bring More People into Locations and Thereby Stimulate Greater Play Action

CHICAGO—If the present trend continues there is no doubt, many believe, that the nation’s music operators are on their way to boom play action up and above any high point it ever before reached.

Cooperation between operators and location owners is closer today than has ever before been the case.

This has been brought into being by the p.m., big of that intake before up as JUSIC Many and most Chicago shipping both have frankly that for fashion from above owners.

Frankly, that many operators have found that air conditioned businesses were bringing in a continuous stream of customers during the torrid months.

This air conditioning project, as certain operators advised this manufacturer, was helping them to keep up their gross collections, even during the hottest months.

But much more than even this is required, operators believe, to assure their locations enjoying more business which, as they explain, means more business for a longer period.

Perhaps one operator puts it best for all when he said:

"The big problem today, for all operators everywhere, is to discover a method of how to assure greater play action on all machines."

"This," he concluded, "would mean more money to the location owner and more money to the operator."

"With the location owner happy and satisfied, the operator then has a finer and more progressive business future assured him."

Many plans are being proposed and just as many methods are being tested.

For example, just a few years ago, one well-known manufacturer put out that, from letters received from operators, these operators were actually cooperating with their locations to air condition the places.

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"With the location owner happy and satisfied, the operator then has a finer and more progressive business future assured him."

CHICAGO Coin Unveils New Bowler Features

CHICAGO—Chicago Coin Machine Company, this city, in announcing the shipping of its new "Bowling League," long alley type bowler, emphasized the introduction of added new features.

"Besides the well-known playing features, we have incorporated features like genuine bowling alley type gutters," said Samuel Wolberg, president of the company.

"Plus handicap scoring button, which enables a player to handicap his own score, the same as in real league play."

"Then," he continued, "we have engineered the bowler to contain all the mechanism in the backrack. A feature we know will certainly please the operator."

The "Bowling League" bowler is being featured in two-size cabinets: 14 foot 8 inches long, and another 11 foot, 11 inches long. It is being shipped in 3 sections for easy handling.

Game features regulation scoring, ball return rack, 3-inch hard rubber balls and comes equipped with a National slot rejector coin chute.

First Coin Mach. Celebrates Seventh Anniversary Mails Brochure to Trade Offering Closeout Sale. Also Offers Coupon Worth "20 Bucks" Additl Allowance on Closeouts to Readers of The Cash Box

CHICAGO—Wally Finke and Joe Kline of First Coin Machine Exchange, this city, announce this past week that the firm is celebrating its seventh anniversary beginning February 18.

"In celebration of our 'lucky 7th' anniversary," stated Wally Finke, "we are running the biggest closeout sale of brand new games in our history. Prices on all new closeouts have been reduced far below the manufacturers' costs."

"Not only did we want to make this a tremendous money-saving event for all our executives of the Wurlitzer firm to be present at the Wurlitzer Centennial Club members in our area.

"In addition," Covens stated, "we have arranged many outstanding surprises for all who will attend.

"We expect more than the sixty Wurlitzer Centennial Club members from our distributing area to be present.

"In fact," he added, "we have invited executives of the Wurlitzer firm to be present and also expect some of the Wurlitzer Centennial Club members to be present."

Covens will act as host and hostess at this affair. Several of the prominent in this city are already members of this well-known, private club and report that the amount of this nearest to the house and also want to be at the Covenant Club on this date."

Ben and Mrs. Trudy Covens will act as host and hostess at this affair. Several of the prominent in this city are already members of this well-known private club and also arrange to be present at this affair.

"This is going to be one of the happier affairs ever seen in this area," Ben Covens said.

Coven Party For Wurlitzer Centennial Members

CHICAGO—Ben Covens of Coven Music Corporation, this city, announcing this past week a star-studded gala affair for all the Wurlitzer Centennial Club members in his distributing area on Sunday, March 10, at the Famed Covenant Club here.

There will be a cocktail party at

SAMUEL WOLBERG

Ben Covens, Coven Music Corporation, Chicago, Illinois, announces that the company will celebrate its seventh anniversary with a closeout sale of new games.
Through The Coin Chute
HOUSTON HAPPENINGS

Operator Bill Williamson, owner Williamson Music Co., Huntsville, in the city for a supply of new equipment, reported fair business in his area. Steve Poncio, mgr. United Record Distributors, added considerable glimmer (and intelligence) to his business when he lined up young and blonde Pattie Stewart as bookkeeper. Local operator Jules L. Laird, Cities Music, Amusement and Vending Service, a practical booker in diversified operations, ... H. M. Croce, owner Zone Record Distributing Co., has expanded once again with the addition of Disneyland and Simon & Schuster labels. ... Shannon Howell, just tried to position of traveling sales representative for Ha stan offices of Kin's, has expanded once again with the addition of Disneyland and Simon & Schuster labels. ... Shannon mentioned that "Blue Larp" backed by "I'm Bank-Shish" by Bill Doggett continued a fast seller. ... Bumpino's music operator A. C. Bystrom Ayo as he came out of Steve's place loaded to the chin with new records. ... Phil Weinberg, Dallas regional sales rep, spent a few days in the city on account of his local games distributor, back from travels to key cities over the State and reported things rather quiet everywhere he went. ... Congratulations to music operator J. E. Halie and wife Anabel on their twentieth wedding anniversary. Incidentally, Anabel is a co-worker in her own right; was secretary of Lone Star Music Co., when she first met J. R. then with the same firm.
**More Women Members Of “20 Year Club”**

(P.S.- Some Male Members Too)

CHICAGO—The ladies, bless them, are entering into the “20 Year Club” in greater numbers.

Every day there are many of the ladies who have been actively engaged in the industry for 20 years or longer learned that they, too, were definitely acceptable for membership, their numbers have continued to increase at a very outstanding rate.

It seems that, in any future meetings of the “20 Year Club”, a definite whiff of perfume, a sly rustle of silk, and a discussion of the “very latest thing in dresses and furs” won’t be amiss. In fact, it may become the most outspoken topic among the ladies who are members of The Cash Box “20 Year Club”.

So from now on, it won’t be incorrect to address the gathering as “Ladies and Gentlemen” or to state: “Madame Member”.

Here are some of the ladies who have just become members:

- Mrs. Josephine Walsh, New Orleans, La. (27 years)
- Mrs. Millen Gore, New Orleans, La. (28 years)
- June E. Dobson, Urbana, Ohio (21 years)
- Mrs. L. D. Dobson, Jr., Hialeah, Fla. (22 years)
- Mrs. Herbert Englehart, Flint, Mich. (20 years)
- Mrs. Pauline R. Bagnall, Thomasville, Ga. (20 years)
- Mrs. Ethel Janssen, Shreveport, La. (25 years)
- Mrs. Anita Payne, Shreveport, La. (30 years)
- Mrs. Mary Nastasi, New Orleans, La. (24 years)
- Mrs. Anna Perez, New Orleans, La. (27 years)
- Mrs. Blanche Neumann, Baltimore, Md. (24 years)
- Doris Shapiro, Miami, Fla. (22 years)

- Mrs. Sylvia Solway, Ste. Agathe Des Monts, Que., Can. (26 years)
- Mrs. Minnie M. Gregory, Madison, Wis. (28 years)

Oh, yes, by the way, there were some new members among the male gender who have just entered into the “20 Year Club”;

- Lewis Paulakos, Johnstown, Pa. (21 years)
- Joseph Vumbico, Shamokin, Pa. (21 years)
- Norman Morton, Pawtucket, R. I. (20 years)
- W. R. Parrish, West Columbia, S. C. (25 years)
- Kenneth T. Grathwohl, Greenport, N. Y. (21 years)
- Samuel Klein, Philadelphia, Pa. (33 years)
- Joseph Dimitrcoff, Allentown, Pa. (25 years)
- Joseph Vinski, Turtle Creek, Pa. (27 years)
- T. F. Robertson, Tampa, Fla. (37 years)
- Joseph Fleca, Torrington, Conn. (25 years)
- C. O. Temple, Tope, Ark. (21 years)
- G. B. Wells, Texarkana, Tex. (21 years)

**More Statewide Ops’ Associations**

Foresayt Growth of Statewide Operators Associations. Many Will be Composed of Operators Who Have Mixed Routes

CHICAGO—“The trend is to statewide associations of operators”, stated one well known leader here. This definitely seems to be the case. The young, West Virginia association is a very potent example. So is the South Dakota association. The Wisconsin operators’ organization continues to grow with each meeting. Other states are also realizing that the time has come when they should form together into statewide organizations.

In most cases, the statewide associations are composed of operators with mixed routes. In West Virginia, the operators have amusements, vending and other lines, yet all belong to one statewide association.

One well known leader stated sometime ago, “If it were only possible to get a Board of Directors composed of one leader elected from each of the 48 states, we could then put together the greatest organization for the greatest possible good of all the ‘national operators’.

There is a call from among the nation’s operators to have one nationwide board of men who would represent the operators. One man to each state. Each man elected by his state organization to this post.

“For example”, this same leader stated, “as in the case bodies of the able depreciable arrangement for all, equipment, as has been suggested by The Cash Box for many years, it is necessary for a truly national body to meet with the Ways And Means Committee of the House, and Appoint, Please, the Senate to get such action under way.”

He also points out that in many other national matters, a board composed of all the 48 states, would prove invaluable to the industry.

**Tom Sheldon Letter To Al Schlesinger Re: Trade Assoc.**

NEW YORK—Tom Sheldon, Sheldon Amusement Company, Fayette, Idaho, writes The Cash Box: “Due to the correspondence I have received concerning my article printed in the February 9 issue of The Cash Box, urging the operator association and better business relations, I am writing a letter to Mr. Al Schlesinger, managing director of National Coin Machine Distributors. In appreciation, in answer to the letter and sending a copy to you. It is in answer to other correspondence I have received and other comments concerning the items carried in the article.”

The letter to Al Schlesinger by Sheldon reads:

“Thank you for the letter received from you dated February 4, 1957, with reference to my article published in The Cash Box concerning my belief that the entire coin machine industry is in dire need of a trade association, by which genuine business and trade ethics of a good sound high standard can constantly be maintained throughout the entire industry at all times.

“Any do not in my mind what your organization is a step in the right direction as far as the associations themselves are concerned. However, it is my feeling after 24 years in the coin machine business that the great problem at the present time is of coordinating the operating and sales procedures—such as publicity, business relations, etc. among the operator, manufacturer, and distributor.

“It seems to me (regardless of their desire to accept or not) we, the operators and partners of the distributors and manufacturers. And it surely is to their advantage for us to operate our business by the use of good sound methods.

“The manufacturer at times has seen fit to over-produce and thereby force their distributors to oversell the operator, creating a poor financial picture in our coin machine industry. Sales quotas set up by manufacturers is good business as long as the distributor is meeting his quota of sales through good sound sales and promotions. My reasoning for this is that if we, the operators, will have a tendency to back down operating percentages, just in order to obtain locations to operate equipment that he had no need for in the first place.

“We are resolved to the fact that we no doubt have a few undesirable in the coin machine industry, and it is by personal responsibility that the good operator, distributor and manufacturer to seek these people out, expose them, and expel them from the industry. This action can lead to no more to help public relations than any move we could consider as a trade association.

“The day of the rackets, flourishing and flourishing around, his boisterous attitude towards life, must go from the scene of the coin machine industry. He must be replaced by the honest hard working, civically minded solid citizen type of person. This action will in turn give us our day before city, state and national legislative bodies on a basis that we can reap better results concerning taxes and policies of operation.

“In closing my letter to you, I certainly hope that they and I have met with your approval and I do sincerely urge your organization to keep up the good work you no doubt are accomplishing. Please let me know if it can be merged with the operator and manufacturer, and by all the teams of the industry working together, I think we will, and can, make this a bigger and better industry for all concerned.”

**“It’s What’s in THE CASH BOX That Counts”**
CIAA Studies "10¢ Play Plus"

Execs of Chicago's Amusement Ops' Association Study Hundreds of Returns Received by The Cash Box on "10¢ Play Plus" to Decide on Best Plan to Use

CHICAGO—The Chicago Independent Amusement Association executives, namely: Sam Greenberg, president; David Brody, treasurer, and Edward Mohill, secretary, met this past week to study the hundreds of letters to the Cash Box has received from operators all over the country to find that they believe will be the best "10¢ Play Plus" plan for the amusement operators here in the Chicagoland area.

As Dave Brody stated, "Well, we're over the biggest bump anyway. All the games in the Chicago area are in dime play. "Some operators", he continued, "on the new large bowling games, especially, are already obtaining 60%--80% commission basis. In my case", he added, "I have some locations on a better basis than this."

"But", he added, "unless the operators turn to a more equitable arrangement with their locations they just won't be able to stand up under the tremendously increased expenses they are now paying."

Brody also came forth with the following suggestion, "When I was in the nickelodeon business", he advised, "one of the manufacturers here made a most thorough financial study of my operation to learn exactly what the overhead and costs were against income."

"I hope that one of the manufacturers of games will again make such a thorof survey of one of the routes here. This will definitely prove to the operators the need for The Cash Box '10¢ Play Plus plan.'"

Sam Greenberg, president of CIAA, remarked while going thru the hundred pages of answers from operators, "The Cash Box received from operators:

"As far as The Cash Box is concerned, we consider everyone of its suggestions, from '10¢ play' to '10¢ Play Plus', the greatest and most constructive in the history of the industry."

"We want everyone of our members to make sure that they are subscribers to The Cash Box."

"These hundreds of letters from operators from all over the U. S. and Canada, and many other countries", he added, "is convincing proof of itself that the operators realize they must arrange for a more equitable share of the gross proceeds from their equipment."

"The higher costs of games, the increased overhead expenses, the many other costs we are paying every week, all force the operators to do something, and do it quick, if they are to survive present conditions."

Edward Mohill is a great believer in a more equitable arrangement of the gross intakes between locations and the operators.

"Where the gross is of such a nature that the 60-30 can remain and still be appealing to the operator", he says, "then this should remain in effect."

"But", he advised, "the fact remains that the great, great majority of locations, better than 80%, are of lower intake. It is absolutely necessary for the operator, if he wishes to remain in business and progress on ahead, to immediately arrange for a more equitable division of the gross income from all of his equipment."

"Ed Mohill takes time out to state, "As far as we are concerned, The Cash Box has the one and only trade magazine in our industry."

"Pictured herewith, going thru The Cash Box return box are: (standing, I to r): Joanne Penta, office secretary and Edward Mohill; (seated, 1 to r): David Brody and Howard Freer; (seated at the desk): Sam Greenberg; and (standing at extreme right) Bill Gersh.

Chi Phono Bowling League

CHICAGO—ABC No. 2 took two from Coral Records to start off the evening. High for ABC was Les Taylor and his 501 score. Coral's Eddie Walker was high with 489.

Owens swept the East and Novelties to jump into first place. John-ny Oonens was high for his team with 671, which was also high for men. Fred Fries was high for B&B with 486.

Western Automatic took two from Atlas Music. Paul Brown was high for Western with 494. Atlantic, Bud Holler, was high with 445.

Coven Music took all three from Deec Records to knock Decca out of first place. Charley Pier's 506 and Harry Wolfe's 504 were high for Coven. Tony Ignodo was high for Decca with 502.

Gillette Distributing won two from Pascheke Phonograph. Robert Holland was high for Gillette with 484. Bobby Gillette's 475 was high for Pascheke.

Galgame won two from M. S. Distributors. Charlie Allen's 507 and Ed Tooke's 521 were high for Galgame. Lowell Scott was high for M.S. with 520.

Singer swept all three from Star Music. Harry Julian's 570 and Red Lozano's 550 were high for Singer. Les Sochacki's 486 was high for Star. Mercury Records won two from A. B. C. No. 1. Mary Jones was high for Mercury, as well as high for women, with a 476 score. ABC's Al Rice was high with 484.

Phillip Solomons Dies

COLUMBUS, O.—Phillip Solomons passed away this past Sunday, February 17, after undergoing surgery in a Pennsylvania hospital. He was 78 years old.

He was the beloved father of Sam Solomons, well known in the industry and the owner of University Coin Machine Exchange, this city.

Phillip Solomons' body was brought here to be buried in the home town where the family, friends and neighbors attended the last rites.

A tremendous number of wires and verbal condolences came from members of the industry all over the country.

Here is Your "Cue" To Greater Earnings! FISCHER'S NEW SIX-POCKET POOL

DIMENSIONS: 72" x 41" x 32" Exclusive Distributors In ILLINOIS, INDIANA, MICHIGAN AND E. IOWA

PRICED RIGHT! IMMEDIATE DELIVERY!

"It's What's in THE CASH BOX That Counts"
March 2, 1957

**The Cash Box**

**Page 48**

**Favor More Equitable Division**

CHICAGO — Every week more and more operators advise The Cash Box that they definitely must arrange for a more equitable division of the gross intake from all of their machines with their locations. Hundreds of such letters have already been published. These have attracted tremendous attention and very great interest.

Open discussions among operators, regarding the many of the letters that have already appeared, have led many to the opinion that these equitable arrangements between operators and their locations is becoming effect faster than many operators believe is the case.

Some amusement and music operators in this city, where dime play has been in effect for some years now, report that they are obtaining from money. Others report they are obtaining minimum guarantees. Some state that they work on a 60%-40% commission basis. One well known operator reports that he has "locations on 65%-35% basis."

The drive for more equitable division of the gross intake between the operator and the location owners is under way. From various parts of the country reports have arrived that entire associations are studying what working system is best for them.

Here in Chicago, the membership of such organizations as the CIAA (Chicago Independent Amusement Association) and the IMBSA (Recorded Coffee Amusement Association) has been bringing up the question of what method to obtain an equitable share of the gross intake.

For example, just the other day, the following letter written in to The Cash Box to advise what they thought of the system:

Edward L. Herman of Branchville, N. J. is a firm believer in dime play plans. He has an arrangement with his operators for billing each location.

The Cochet brothers of Jeannette, Pa., believe they can get a more conservative in their belief. They think that 10c play plus 50% of 25c play front (minimum).

Harry J. Bennett of Belle Vernon, Pa., believes that operators should get 50c plus $5 per week front money.

These are only just a few of the hundreds of letters that have arrived at the offices of The Cash Box.

The fact remains that this tremendous interest shown in a more equitable division of the gross intake proves the need by and of itself.

**Jersey Mystery Writer**

CHICAGO — The Cash Box has received a letter from a N.J. "mystery writer" who forgot to sign and add his firm name.

"There was a new style and fast rule," the Newark, N.J. mystery man writes, "as regards 10c play and commission on front money. It must vary according to the machine in operation and the amount of business a place is doing."

"As regards the machine in operation," he continues, "you don't need to have as much front money for a machine that is three to five years old as for a brand new machine that has been fronted for money."

"Sometimes," he advises, "it is more profitable to get 50c of a collection than $5 minimum guarantee."

"For instance," he explains, "it is better to have $30 a week in a 25c machine that is doing $50 gross than to get $15 or so front money in a place that is doing $25 a week gross."

"Generally speaking," he adds, "I have found that $5 minimum on the first $15 of business and 50% commission on any amount over $15 seems to appeal to operators more than any other way of fronting money. If a place consistently does $50 a week and insists on a straight split, I feel that it is a different system. This publication congratulates all the operators arranged for a more equitable share of the gross intake from all of their machines on the basis that is most suitable to them and to their location owners."

**Williams Now Delivering:**

**"STAFIRE"** 5-Ball Novelty

**"CROSSFIRE**" New Gun Game

**Williams MANUFACTURING CO.**

4242 W. Fillmore St., Chicago 24, Ill.

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**Through The Coin Chute**

**CALIFORNIA CLIPPINGS**

Business along Pico Boulevard this week continued on the upgrade in all lines with sales topping the same period last year. The one-stops report an increase in business during the week, as did the chains. The public's demand for these selections is ever increasing. — Mary, Kay and Claire Solle report that last Monday was no "blue Monday" for them. They are able to pick up their record orders. The girls also received word from Barbara Chandler, the Record Office in San Bernadinon, that they will ship their "Capybara Dance" by Ray Anthony on Capitol has started to take off. Claire believes "I'm In The Mood For Love" by Fats Domino on Imperial will be another hit for them.

At Minthorne Music Company, Hank Tronick reports they are sending out new Album Music decals to be used on the Seedburg "200" phonographs which prove to be a hit. He has sold many of these phonographs. He had a new order to see Fred Gaunt trying to go in the new and used game department. Fred says a shipment of Chicago Coin's Deluxe "Skull Ball" was received and shipped out the same day, filling the last order. — Charley Robinson keeping the wires busy to Chicago ordering more of United's "Bowling Alley" to fill the mounting orders he received at C. A. Anderson. Coin will be Bettman busy with used game sales which are running high for this time of year. — At California Music Company, Gabe Orland and Sammy Nicklin were visited by Bernie Steen, Vassil, Von, and Samy. Sammy is going back to his very interesting trip through South America. Sammy and Gabe report their out-of-state operators are content to remain at home and see what happens since the move into their new building. Sammy was introducing Ted Hook, who has joined the staff at California. Martha Delgado says "Our lady operators are literally looking forward to the release of the McGuire Sisters "He's Got Time" on Coral has started to take off with the operators. Betty Williams says the Harrah's; the Simpsons, the 1P Allen's are all tops this past week. — The many friends of Joe Martin, well known Los Angeles operator, were saddened by his death this week.

Bob Bear, sales manager; A. D. Palmer, advertising manager; Gary Sinclair, Western representative; and Walt Peteo, factory engineer, (Wurlitzer execs) were on hand for the Sales Clinic hosted by the Wurlitzer Company for sales representatives of the distributors in the eleven Western states at Disneyland. Those attending from Sierra Distributors were Wayne Copeland, Johnny Gosselin, Len Best and Jerry. From Imperial were Neal Johnson and Joe Alexander. From Music Company, Mike Kruzer, Ray Bilgel, Matt McCarty and Roland 'Red' Robinson were there. From Texar-Walker were Don Shed, Ted Barefield, Ed Butters, Mike Snow, Stan Hall, and Bill Bollino. From Harvey, Marty Diamond, and Steve Gallo were there. From Arcade was Jerry Gallo. From Reedlow were Pat O'Brien, and Pat Brown. From Beirut, Ted Spotz and Bill Babcock were there. From California, Bill HABY, Frank Bollin, and Bill Napier were there. From Berwick, Bill Hopp and Skip Johnson were there. From Imperial was Pat Egan. From Zenith were Jerry and Al Volpe. From Timp's were Paul and Lucille Lane. From reports sales of the Rock-Ola "200" phonograph each week with operators praising the new product. Ed Weiphofer, ed weil, reports that the Bay Area, CA "Bowling Lanes" has expedited shipping and added in installation which has proven a big feature with the operators.

Norty, the uninitiated Valentine Day and George Washington's Birthday sales which ran one week each with great success. Norty was visited by Tommy Sands, Capitol recording artist, and the entire staff told Tommy his "Teenage Truck and Round-Up" was a big one. Sam Graham and Richard Barricron says, "Just Because" by Roy Price on ABC Paramount should head for the top ten. Ana Martinez reports Fats Domino's "Baby I Love Your Way" on Capitol. Imperial has a good route in for "Take Off" by The Animals. From Bell, Mike Culp reports the AMI "200" phonograph is racking up sales in San Diego and San Bernadin. Los Angeles is not as bad, but plans to work in a little pleasure, Al Silverman is recuperating from surgery performed at the California Hospital and all his friends wish him a speedy recovery. Jack Culp of Bell has continued his efforts as a result of the recent rains. — Peter Noel of Texas Records, tells us they are now covering and concentrating their efforts in Texas only in the distribution of London Records. — Sighted Sam Sanetta of Martin shipping phonographs. From the Los Angeles area, Roddy Gallic, Ted Bissell, Bob Lubbock; Wilt Bristow and Speedy Walker from Waaco; J. W. Hooks, Brownwood; Jimmy Bouds, Mexia; G. W. Barnes, Franklin; Jack Sprott, Temple; James and W. B. Moseley from Paris; Kenneth Rowe, Idabel, Oklahoma; James B. Davis, Wharton, etc. From the West Coast, Robert Schaeffer, affirmative for Atlantic Company, RCA Victor distributor, just returned from Texarkana. — Glynn Murphy of Berkeley expanded his route to the West Coast — congratulations to Mr. and Mrs. James Butler, proud parents of Yallahan who weighed in at 7 pounds. James is with Big State Record Distributors.

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**It's What's in THE CASH BOX That Counts**
Williams Delivers "Starfire" New Single Player 5-Ball

CHICAGO — J. A. (Art) Weinand, sales manager of Williams Manufacturing Company, this city, announced this past week that the firm’s new single player five-ball game, “Starfire”, is now being delivered to its distributors in Europe and the U.S.

"This game leaves nothing to be desired on the part of the operator," stated Weinand. "Besides being easy to service, "Starfire" has all the many features necessary to make it an exceptional producer of five-ball profits. "Players are instantly captivated by the fast action. Furthermore, they are held to the game in constant suspense by the many thrilling ways to score and "always-come-close" play appeal."

Wide open playfield, two thumper bumpers, two cyclonic kickers and two flippers keep each ball flashing up, down and across to provide speedy excitement and thrills.

Two special targets score 100,000. Each shot a lighted letter in the name "Starfire", then lights up to score replays.

Three special rollers score replays when hit, also scoring 50,000, and spotting selected numbers.

In addition, a skill hole centered near the top of the playfield lights up for "Special" to score one replay, and "Super Special" to score six replays.

Weinand pointed out that operators will find in "Starfire" the popular printed circuits, which eliminates a maze of wiring and makes the game much easier to service.

As on all Williams five-ball games, "Starfire" is equipped with National Slug Rejector. Twin chutes are also available.

"From every standpoint," concluded Weinand, ""Starfire" offers the right combination of suspense, speed color, winning features and sound engineering that will put it among the most successful money makers we have ever produced."

U. S. Mint to Produce 427,000,000 Pennies Opens Bigger Potential for One Cent Play Counter Machines

WASHINGTON, D.C.—Due to tremendous increased demand the U. S. Mint has decided to step up its output of pennies.

Mint director, Wm. H. Brett, discussed the problem in closed-door testimony before a House appropriation subcommittee.

He told the committee that the government plans to produce 427,000,000 pennies beginning with its fiscal year, July 1. This year the U. S. Mint turned out about 1,053,000,000 pennies.

Brett claims that odd prices, such as .33¢, as well as vending machines and sales taxes have continued to step up demand for pennies right along.

(EDITOR'S NOTE: The Cash Box published an article in its February 9, 1957 issue, page 55, "Bigger Market For One Cent Counter Machines, Boosted Taxes Cause U.S. Mint To Step Up Penny Production." This article urged the creation and manufacture of 1c counter machines to help obtain a share of the many pennies being passed out at the cash registers in almost every retail establishment due to sales taxes. These little penny business stimulators have shown proved themselves extremely profitable.)

Internal Revenue Service Considering Depreciation Revision

WASHINGTON, D.C. — The Internal Revenue Service announced this week that it will revise its list of long-established useful lives for depreciable property for income tax purposes.

The present list was compiled in 1942. The restudy will cover the thousands of pieces of equipment and the useful lives assigned to each.

The project has been under consideration for several years. It is considered vital because of the important changes in industry, business and agriculture which have come about since before World War II.

The public is invited to make comments and suggestions on the new list. Such communications should be submitted in duplicate to the Internal Revenue Service, Engineering and Valuation Branch, here, prior to June 30.

(EDITORIAL NOTE: As there has never been a definite established method of depreciating coin operated equipment, here is an opportunity for MOA to take action for the music machine operators. It could be discussed by a committee appointed by MOA at the forthcoming MOA Convention in Chicago.)

MOA Reports Growing Demand For Exhibit Space at May Show

OAKLAND, CALIF. — George A. Miller, president and chairman of the Music Operators of America (MOA), reports that inquiries are really flocking in for information concerning exhibit space for its forthcoming MOA Convention being held at the Morrison Hotel, Chicago, on May 18, 20 and 21.

"In addition to having a number of confirmed reservations, accompaniments by check, for exhibit space from firms in the business, we have requests for information from companies who haven’t previously exhibited," said Miller.

Miller also advised that operators are already reserving hotel accommodations at the Morrison, and are purchasing banquet tickets. Members of MOA and exhibitors will have first choice of the banquet tickets," Miller stated, "and orders will be accepted from now on. The tickets will be $20 each, and a very wonderful floor show will be presented by recording artists and others who contribute to make the MOA Convention Banquet such a grand success year after year.

The organization, as is its practice, will issue a Souvenir Journal, and it is now accepting advertising.

H. C. Roehl, president of the Phonograph Manufacturers Association, has appointed a committee to work with the MOA committee, E. R. Ratajak, AMI, has been appointed chairman, and E. W. Ristau, Rock-Ola and A. D. Palmer, Jr., Wurlitzer, have been named co-chairmen.
Representing the coin machine industry division of the UJA, Lou Boorstein, Meyer Parkoff and Joe Connor attended the city-wide luncheon meet on Tuesday, Feb. 19. They listened to a number of speakers, among them Golda Meir, Israeli foreign minister. Parkoff advises that Atlantic New York Corp. has resumed its "service school" sessions for operators of Seeberg phones. First class will be on Monday, Feb. 25, at 6:30—classes to run from 7 to 9. "These sessions are for those who couldn't get to our previous classes, and for those ops and mechanics desiring a refresher course" said Meyer. Tom Borsella, service mgr., will conduct the class, while Parkoff, Murray Kaye and Gene Brody of the Atlantic organization will be on hand. 

The fun-loving Irish de La Verve, of Dayton, D.C. op., in N.Y. for a day, Monday, Feb. 18. Then he and the missus, Freddie, together with several friends, off on an 18-day cruise to the Caribbean and So. America.

Demands for better used phones intense, so Howie Roepke, Kepley Distributing, taking a buy-up trip thru N.Y. state, while Harry holds down the shop... Barney (Shaggy) Sagerman, Ruyron Sales, returns from his Florida vacation on Thurs., Feb. 21, and is welcomed enthusiastically by the staff. Lou Welberg, who was out ill for about a week, also back on the job. Irv (Kenny) Krem, the roofer, stuck to the office the last part of the week to help out Morris Rood, who was going out of his mind (7) trying to do a thousand and one chores. ... Condolesances to Harry Puglisi of H & M Amusement, 957 Atlantic St., L. A., whose 84-year-old mother died this week. ... The arcade men of the State of New Jersey suffered a terrific blow in the middle of their 1956 season, when the court ruled "no prizes". Monday, Feb. 18, the New Jersey Supreme Court upheld the Superior Court, ruling that "games played for prizes of any kind were gambling and thus illegal." This is a sorry condition, and wasn't helped any by the common throat the State, who showed little enterprise in presenting its side of the picture.

Coming in from a visit to Philly, Pa., Bob Bear, Walitzer sales mgr., and Ted Parker, Wurlitzer Eastern regional representative, spent several hours with Joe Young, Abe Lipsky and Sandy Monroe of Young Distributors, A. D. Palmer, Walitzer adv. and sales manager. He who had been in Philadelphia, flew directly home to Buffalo. ... Jerry Folkari and Larry Feigenbaum try their skill on Old-9's "Basting League", just arrived in time to end the season. Al Simon and Al D'Emilio report tremendous operator enthusiasm over this new bowler... Humbert Bettig, Union City, N.J. op., who just returned from a long sojourn in Italy, commenting on Italian operators of music and games, says they can be compared to ops here in the early days. "They're just starting," says Art Bettig, "and they'll learn." Many new amusement operators, he relates, with most music machines of the 100 record type, with some 200's starting to show up. ... Mike Minnues starting to ship arcade machines all over for the new season. "We're starting off a bigger than last season," states Mike, "and we had our best of all time in 1956. If the action continues, we're sure to break all records in 1957." ... Wholesalers here meaning about the legitimate strike. Steaking up equipment scheduled for foreign countries. ... New amusement machine ops to join the association hereare S. K. Felder, Sid Silverman, Leonard Trapples, Joe Raines, Pete Decker and Bill Kohler... Martin Rubin, International Mutoscope Corp., advises that its new "Voice-O-Graph" is bringing complaints from ops who have them on location. And more than that, he says, these men are re-ordering.

Russell Gherity and the missus, of Baldwin, Wisc., were seen shopping for records for their joke boxes and for other equipment for their route. In addition to the joke route Russell keeps himself quite busy running a farming operation. ... Gene Jellinek and Gene Cuenon of Austin, Minn., were in town together looking over the latest in coin operated games and made some purchases for some location changes. ... Ira Alpert, Twin Ports Sales Corp., is quite busy this week, due to the new season, he reports, with the new season; James, "and we had our best of all time in 1956. If the action continues, we're sure to break all records in 1957." ... Wholesalers here meaning about the legitimate strike. Steaking up equipment scheduled for foreign countries. ... New amusement machine ops to join the association hereare S. K. Felder, Sid Silverman, Leonard Trapples, Joe Raines, Pete Decker and Bill Kohler... Martin Rubin, International Mutoscope Corp., advises that its new "Voice-O-Graph" is bringing complaints from ops who have them on location. And more than that, he says, these men are re-ordering.

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


CHICAGO CHATTER

Sam Wolberg and Sam Gensberg of ChiCoin absolutely amazed at the day of gopherers rushed in even before samples of the "Country's First Coin Chute" were received by the firm's distributors. Ed Levin waves a thick batch of orders as he contends, "Looks like 'Bowling League' is going to be the biggest, longest-run game we've yet produced in a bowler's market, out of all the cards, tournaments, and other promotions I've done. 

Bally's Art Garvey touring the east calling to see SI Reed, Boston; Bill Burnes, Superbright, Newark; Abe Green, Philadelphia; Al Bergman, Buffalo; and Joe Abraham, Cleveland.

Sincere condolences to Sam Solomonson of University Coin, Columbus, Ohio, and the family on the passing of his father, who died Feb. 17. 

Ad from Golf-Euro-Turbo back from vacation in Flora. "Incredible back from vacation in Fla., wonderful shape and looking great." Sol already working away at a rapid pace along with Steve and Al in the busy Golf-Euro office. 

"The emerald prince" says Bally's Art Garvey. He sends his regards to you and says he and Bally's Bill Burnes are interested in "playing up" the idea of a "Cross Fire" Gun soon to be released. They say it's even better than such previous gun games as "Safari" and "Polar Hunt." Art also advises that his firm is considering a "hobby" type gun, perhaps with a "Cross Fire." This week Art is at the Texas State Fair.

Over at First, Wally Finke comes up with terrific ideas for readers of The Cash Box to save 20 Bucks during First's "Closeout Sale of New Games," which is being announced to the trade this week. "Joe Kline looks better on this 20 Buck bill than Andy Jackson," grins Wally, adding: "We've got to make room somewhere for our new 'Bowling League' coming in from now on." 

"Mr. Holland, only two years in the biz here, looking over the big new ball bowlers and wowing the crowd out for 60-40. 

Al Steele, Valpata, Ind., in town this past week shopping for 'Vegas' at a discount. Laurence Steele, his line man, is still active with his pony rides, and travels with 4 to 5 shows during the year. 

John Frantz observes that with the 10 cent Carnegie Game, 11 cents, wager smokers will have 4 cents to play any counter game that's right handy near the cash register.

Denis Parson names Sales Mgr. of Wally's Hot Pout Dividing Vending by Max and Morris Wiczer. Sam Levin getting all enthused as he promises the to see some forthcoming surprises from the Exhibit factory. But won't tell exactly what these are-as yet.

Where's a nickel? Press releases do not even mention nickels any more.

Fristance, Echewon's 16 member assembly committee inspected 2 U.S. mints and reported on only some 87 million nickels and 54 million halves. In another news release, Mint director William Brett reported the govt plans to produce 1.1 billion pennies in the year when federal funds amount to $7 1. This compared with estimated 1 million pennies this year. 

Gill Kemp of Empire reports sales of "Bowling Alley" increasing tremendously in Mich., Wis., and IL. Dept. of Commerce officially也好 for 60-40.

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Suggests Coinbiz Retirement Pension Plan on Seventieth Birthday

TAMPA, Fla.—A. S. Levy of Dayton, Ohio, celebrated his 70th birthday here. Levy has been in the coin machine business for over 54 years. He is a member of the “Golden Circle” of the “20 Year Club”.

His suggestion, on reaching his 70th birthday, was “a pension retirement plan for all in the coin machines business.”

“Dear Bill, I, sure do miss The Cash Box. I’ve been here for several months now. Weather has been somewhat chilly. Enclosed find picture of the old buzzard, now just 70. But still love the game (coin machines business) even though more or less retired.

Only suggestion I can make is to have a pension for old timers who have spent all they made with present manufacturers who really cope the gravy. As for myself, I need no help.”

(Editor’s Note: Old timers who want to reach Al S. Levy can write to him at 1728 Satem Ave., Tampa, Fla.)

Music starting upswing on 10¢ play in Hub and big good all around. Ten cent play in Boston is now estimated in the 60% or better bracket and climbing. Coin business is estimated at 90%; Worcester at 80% & Springfield at 100%. Trend to ten cents for all coin operated equipment has been given a big hyp by the new bowling alleys and all segments of the industry look forward to more and more areas coming to the dime kick. . . . The Mass. Music Operators Ass’n is investigating the same line of fee on muni in Boston, now in effect. . . . Op Tony Grazio of Globe Vending, Quincy, off for three week vacash in Cuba. . . . Disk jocks in Hub are working on aims of their newly formed National Council of Disk Jockeys for Public Service. WDFH’s Bob Clayton is the council’s regional director. Bob has been busy helping to build a stronger professional organization here. America is being planned by Dave Maynard, WORL, recordin’ sec., and Stan Richards, WORL. Boston membership is now 10 out of a possible 20 deejays. At Associated Amusements (Rock-Ola), Dick Mandell, gen. mgr., reports a big run on United’s 14-ft. pool tables, 50¢ entry, 200% and big interest in pins and arcade equipment. Ed Ravreby on selling trip through western N. E. . . . At Atlas Distributors (AMI), Barney Blatt, with Florida tan, back at the helm and Louis Blatt planning road trip. They reported biz has been particularly good for this time of year. . . . At St. Rod’s EL Distributors (Wurlitzer), ops scrumming for new games, Bally bowler and Wurlitzer 200 music machines. Bob Jones off on road trip through key cities. . . . At Trimount Automatic Sales Corp. (Seeburg), Irwin Margold reports Gottlieb’s. “Ace High,” new game just starting ops enthousiastically. Regular music back up. . . . Dick Shakespeare, NIBBLES—What Bally is up to. . . .

WE ONLY Advertise What We Have in Stock

POOL TABLES

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WANTED!!

BALLY BINGO GAMES

GOTTIEB and WILLIAMS PIN GAMES

(From May 1940 On)

ARCADE EQUIPMENT — All Types

* Send in Complete List *

SPECIAL

445, EA. In stock.

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.

STAY IN NEW ENGLAND IT’S TRIMOUNT!

40 WALTHAM STREET

BOSTON 18, MASS.

Tel. Liberty 2-9480

“It’s What’s in the CASH BOX That Counts”

WANTED

A-1 Mechanic

with ability to manage a Judge Box and Pin Ball Operation. Will furnish car and $125 a week. 2 weeks vacation with pay. References required.

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Amusement Ops See Better Times Ahead

Higher Priced Games Have Helped Ops More Solidly Set Dime Play. Many Have Also Been Able to Arrange More Equitable Division of Gross Intake With Locations. Because of These Important Achievements Amusement Ops Now See Better Times Ahead.

CHICAGO—There is a growing belief among many leading amusement operators that better times are ahead.

In the first place, they point out, because of the higher priced amusements, they have been able to solidly set dime play working in their locations.

Furthermore, they explain, due to the higher prices of the new games, many have also been able to arrange for a more equitable division of the gross intake.

In some instances, they report, they have quickly and easily arranged for minimums and also front money guarantees to help defray the cost of the new and higher priced amusements.

Because these progressive moves are being adopted by all operators, regardless of the amusements they bring into their locations, they foresee better times ahead.

“There’s no doubt any longer”, one amusement operator here stated, “that dime play is the answer to greater intake for us.

“The location owners agree with us, too, are enjoying the greater intake.

“Now, in addition to the dime play, and because of the tremendously increased costs of the new amusements, we have also been able to arrange for minimum guarantees and more equitable commission bases.

“This”, the operator explains, “has definitely proved that we are on the way to a more progressive business.

“As long as the operators will adopt these progressive and better business methods we are going to have the opportunity to enjoy more profitable operations.”

One operator here says, “Believe it or not I’m very happy now that prices of the new games went so high. This woke me up. It made me get out and show my locations that I just couldn’t operate on the old basis anymore.

“I pointed to the cost of the new machines. I also showed them how my overhead expenses had more than tripled in the past years. I found that the better locations wanted to work with me and help me.

“The result is that, today, I’m on a more progressive basis than I ever was before and, what’s more, it looks to me now like I’m going to enjoy some profit at long last.”
WANT

WANT—Advertisements, Distributors, Operators — We can use your entire inventory, both new and used, in coin-op games of every description. Write, Wire, Phone. New BELGIAN AMUSEMENT CO., 354 N. 19TH ST., PHILADELPHIA, PA. (Tel: Locust 4-4415)

WANT — Late model Shooting Galleries; Round World Trainers; Drive Models, etc. Write, Phone, Give accurate State condition and lowest price first letter. ECONOMIC SUPPLY CO., 57-77 3rd Ave., New York, N. Y. (Tel: Chlicker 4-6828).

WANT — We are in the market for 50 Bally Bingo Games including Big Thoro, Hot Seat, Top Tens. Also all Bally Bings. Write, Wire or phone. T & I DISTRIBUTING CO., 1628 39th St. N.W., Only, OHIO (Tel: Cinci 14, 0. (Tel: Main 14751).

WANT — Used Bally Bings and Gottli b Pinn. As is or shipped. Send complete list and lowest cash price. GABE FORMAND, SANDY MOORE, INC., 1420 CENTER ROAD, FREEPORT, I. L. N. Y.

WANT — United Derby Rolls, Wire or phone giving quantity and price. CLASSIFIED ADVERTISING, INC., 2029 PROSPECT, CLEVELAND 15, (Ohio) (Tel: Tower 1-6715).

WANT — Gottlieb and Williams five ball Bings; also 2, 3, 4, and Four Banger. Write, Wire or phone. Four Banger, Williams King of Swings. Like new, will pay cash or trade State top Pool Table replacements at $65. Either regulation or jumbo size. F. C. Gibson, 4-1072, SCIOTO ST., CHIC 5-3456.

WANT — Literature on any type of coin machine — Merchandising, Amusement, Skill, Rides, Music—anything that takes a coin for any purpose. WİTHAM ENTERPRISES, 821 S. SALINA ST., SYRACUSE, N. Y. (Tel: 3-2855).

WANT — American 12 ft. Round Baffle Boards, Made by Capital, 1200 N. 14th ST., PHILADELPHIA, PA. (Tel: 3-7250).

WANT — Used records, 45's or 78's. All types — Pop, Hillbilly, Blues. We buy record stores, and we can provide shipping cartons if needed. Write or phone. JALEN PRODUCTIONS, INC., 14 E. 21ST ST., BALTIMORE 18, MD. (Tel: Belmont 5-2081)

WANT — Will Pay $$$$$$$ Cash. Entire Inventory, Large Distributors, Complete and complete list Bally, United Bingos, Guns, Arcade, used. Will buy in cash. Write, Wire, Phone. COSMOS AMUSEMENT CORP., INC., 298 LINCOLN STREET, ALLSTON, MASS. (Tel: Algonquin 4-4560).

WANT — United Star Slagers; Williams King of Swings and Four Bangers; Five Ball Novelties; All Bally in Line Games, GLOBE, AUTOMATIC MFG. CO., 291 WATER ST., QUINCY 69, MASS. (Tel: Mayflower 5-0010).

WANT — Phonograph records made before 1940. Dealers or junk box stock. I will pay the highest prices. Some labels wanted are Brunswick, Victor, Columbia, Okeh, Vocalion, Brunswick, Victor, Vocalion. JACOB S. SCHNEIDER, 109 WEST 33rd ST., NEW YORK, N. Y. (Tel: Trafalgar 7-9147).

WANT — Big Time; Variety; Surf Club; J. J. PARKER CO., 317 TURK ST., SAN FRANCISCO 2, CALIF. (Tel: Graystone 4-2636).

WANT — Targettes, Comets, Venus. Will trade for Pool Tables or any odd item. E. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVE., N. MINNEAPOLIS, MINN. (Tel: Federal 9-0031)

WANT — Phonographs 45 RPM, Bally Bingo Games, for resale. Quote complete description. WELCHERS DISTRIBUTING CO., 6100 WEST BLUE MOUND RD., MILWAUKEE 13, WIS. (Tel: Blue mound 8-6700).

WANT — Music and Game Route, also Kiddle Rides and Used Records. BOX #366, c/o THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N. Y.


WANT — Used American 12 ft. Rebound Shuffle Boards also overhead units. Will trade for all coin-operated games. Write, Wire, Phone. TONY GALANO, GALANO DIST. CO. 4142 W. 47TH ST., CHICAGO 29, ILL. (Tel: Dickens 2-7600).

WANT — 45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALANO, GALANO DIST. CO., 4142 W. 47TH ST., CHICAGO 29, ILL. (Tel: Dickens 2-7600)

WANT — Attention: Distributors, Operators — We can use your entire inventory, both new and used, in coin-op games of every description. Write, Wire, Phone. New BELGIAN AMUSEMENT CO., 354 N. 19TH ST., PHILADELPHIA, PA. (Tel: Locust 4-4415).


WANT — Juke Box Records, 45 rpm. No later than 3 months old, $15 per box. Will buy any quantity. Ship collect — C.O.D. SAM N. SCHNEEllER, 5 PEPPERMINT ROAD, FREEPORT, L. I., N. Y.

WANT — Talka records, used or surplus, 45 rpm to 20 c each. Also used Juke box records. BARNES ENTERPRISES, 214 WHITE ST., SUMMIT HILL, PA. (Tel: 5-2145).

WANT — Used National Cigarette Vend Models M and ML SCOTIO NOVELTY, INC. 1909 5th St., BURLINGTON, IOWA (Tel: Elmwood 3-4179).

WANT — Used Records, 45 rpm. From 6 months to 3 years old. Standard $50 per thousand. We buy round year. Any quantity. Ship collect — W. S. in 5 PEPPERMINT ROAD, LEWIT TOWN, PENNA.

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WANT — Used National Cigarette Vend Models M and ML SCOTIO NOVELTY, INC. 1909 5th St., BURLINGTON, IOWA (Tel: Elmwood 3-4179).

WANT — Used Records, 45 rpm. From 6 months to 3 years old. Standard $50 per thousand. We buy round year. Any quantity. Ship collect — W. S. in 5 PEPPERMINT ROAD, LEWIT TOWN, PENNA.
AMI "G-200"

This juke box earns more for you because it does more for you...

No other juke box gives operators all these advantages for more profits

- Gets you into more of the top locations with its sleek, smart, uncluttered, modern styling. Gives you the widest choice of color cabinetry in the industry to satisfy every decorative need...
- Gives you instant, eye-level visibility of all 200 titles—all the time—for more selections by more people in less time...no title "books or drums" to browse through—wasting time and preventing other patrons from playing...
- Gives you a selection system patrons quickly understand—with pushbuttons positioned to the right of title banks in the natural position to speed eye and hand movements...
- Gives you a price-per-play light...wait-and-select light...silhouetted coin entry chute—all combine to get the right coins on the way to your cash box faster—for modern music merchandising...
- Gives you the fastest record changer of them all—eliminating deadhead scanning—time for which nobody pays...
- Gives you exclusive, multi-horn high fidelity—truly live-sounding musical entertainment to please patrons and please locations...
- Gives you 200 selections with single or single and EP record programming to cater to every music taste—get more coins from more people...
- Gives you extra-price play for the two-tune EP discs—compensating you for the extra playing time...
- Gives you variety in the price of play—set for 10c play and two nickels, or three plays for a quarter—plus two for 15c play combinations if you wish. Whatever pricing suits you best—you have...
- Gives you complete accessibility. No other juke box is so easily serviced—and none needs so little service...
- Gives you security of investment now—and for many years to come. Here’s 200 to 120 play convertibility that lets you quickly depreciate your investment in the top spots—then switch easily to a lesser number of selections when the "G" is rotated to secondary locations. You extend the earning life of the juke box—and reduce record stocking costs as well...
- Gives you security in the knowledge that AMI for nearly half a century has been the operator’s source of dependable, rugged, trouble-free music systems...
- Operate the "G" and have complete juke box earning power.

Model "G"—200, 120 and 80 selections for more plays in less time.

AMI...music that makes more money for you

1500 Union Avenue, S. E./Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927...ahead then, ahead now

"It's What's in THE CASH BOX That Counts"
How To Use "The Cash Box Price Lists"

[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" are 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 Cash Box Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

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

REGARDING SELLING PRICES

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed at the lower price brackets. Sometimes sellers of machines listed at $10.00 to $25.00 ask for $20.00 up to $40.00 more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are much worn to be priced at these low figures. To completely recondition each machine, the reconditioner must add on his cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cartons, crates and labor for packing and shipping of the machines. In addition to a decent profit which will, in most cases, raise the price of a $10.00 to $20.00 machine to anywhere from $15.00 to $25.00. To escape this, the reconditioner will, in many cases, raise the price of a machine of this class to the $30.00 or $40.00 range. Thus, the purchaser must be prepared to pay the higher prices for machines, or be prepared to import from Europe or Japan, where prices are much lower and, recondition the machines themselves to meet their own operating standards.

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908TH CONSECUTIVE WEEK'S ISSUE
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Manufacturers' New Equipment

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

AMI, INCORPORATED

"C-200" 200-sec. phonograph.
"C-120" 120-sec. phonograph.
"C-20" 20-sec. phonograph.
"JS-200" Selective Hayride.
"JS-120" Selective Hayride.
"H-200" Continuous-play Hayride.
"H-120" Continuous-play Hayride.
"H-Centennial" Continuous-play Hayride.

AUTO-PHOTO CO.

Studio Model "HF" $3,245.00

BALLY MFG. CO.

ABC Bowling Lanes (6 Player) 14 Foot Model $1,245.00
11 Foot Model $1,225.00
Knee Target Model $35.00
Bike (Kiddle Ride) $95.00
Model T (without Record Changer) $705.00
Model T (with Record Changer) $755.00

BALLS-A-Poppin' (2 Player, 3 or 5 BALLS) $485.00

BALLY'S ABC Bowling (with Match Feature) Model A-110, 10¢ a play $760.00
Model A-325, 3 plays for 25¢ $780.00
Congress Bowling (with Match Feature) Model C-110, 10¢ a play $805.00
Model M-325, 3 plays for 25¢ $825.00
The Champion (with new all-metal cabinet) $835.00

BALLY'S CHICAGO MACHINE CO.

Bowling League (6 Player) 14 Foot 8-In.
11 Foot-11 In.
De Luxe Skill Score (6 Player) $125.00
13 Foot $135.00

BALLY'S EXHIBIT SUPPLY CO.

Ringer Ball (2 Player) $195.00

B. FRANTZ MFG. CO.

Kicker & Catcher (Counter Game) $125.00
Challenger Pistol (Counter Game) $155.00
GAT (Gun Accessory) $175.00
Bally Rifle (Shooting Gallery) $175.00

Benco MFG. & SALES CO.

DeLuxe Skill Ball (6 Player, 91/2 Foot) $35.00
Davy Crockett (Rifle Gallery) $40.00

THE BUDTHOLZ WURLITZER CO.

Model 2500 Phonograph, 200 Sec.-10 RPM Record $900.00
Model 2504 Phonograph, 144 Sel., 30-60 RPM Records $1,500.00
Model 2507 Wall Box, 200" Wide, 10 Wire $2,000.00
Model 2507 Wall Box, 164 Sel., 3-Wire $1,500.00
Model 2517 Stepper, 104 Sel., 3-Wire $1,300.00
Model 2518 Hi-Fi Corner Speaker, 4 1/2" Matched Cones $1,516.00

ROALD MFG. CORP.

Model 1575, 300 Sel. $2,295.00
Model 1575, 300 Sel. $2,295.00
Model 1592, 50 Sel. $675.00
Model 1590—Playmaster, 120 Sel. $700.00
Model 1546, Chrome Wall Box, 120 Sel. $700.00
Model 1548, 50 Sel. Wall Box $1,617.00

J. P. SEEBURG CORP.

V-100—Select-O-Matic "200" Phonograph $225.00
V-120—Wall-O-Matic "200" Phonograph $375.00
Model 110 S-100—Select-O-Matic "100" Phonograph $395.00
Model 3-W-1—Wall-O-Matic "100" Phonograph $475.00
MVG-2—Master Remote Selector $550.00
HFCV-8—High Fidelity Wall Speaker $650.00
HFCV-12—High Fidelity Wall Speaker $850.00
PS-127—Power Speaker HFA1-L6—Power Amplifier $950.00

UNITED MFG. CO.

Bowling Alley (6 Player) $1,105.00
11 Foot $1,150.00
Brazil $75.00
Pirate Gun $65.00
Handicap Shuffle Alley (Without Match Feature) $75.00
Double Chute $70.00

WILLIAMS MFG. CO.

Starfire (Single Player, 5-Ball) Roll-A-Ball (6 Player) Peggy, The Clown $1,000.00
"No List Price Authorized for Publication"

Shuffle Alley (5 Ball) $1,105.00
"No List Price Authorized for Publication"

"No List Price Authorized for Publication"
'Live Bowling...

Chicago Coin's
Bowling League

NATURAL BOWLING!
Player can Skillfully Control His Shots By Rolling A Straight Ball . . . Hook Or Back-up Ball. Roll Em Fast Or Slow!

LOOK! 3 INCH HARD RUBBER BALLS!
They Look . . . Feel . . . Play And Simulate Every Action Of A Real Bowling Ball.

LOOK! AUTOMATIC REGULATION SCORING!
Strikes . . . Spares . . . Splits . . . Regulation Leaves! Every Shot Gives Player All The Excitement . . . All The Thrills Of Real Bowling!

LOOK! GENUINE GUTTERS
As In Real Bowling!

LOOK!
NO STRAIN! NO STOOP!
All Of The Mechanism Is Located And Is Easily Accessible In The Back Rack!

FOR PROVEN PLAYER APPEAL
Your Choice Of 2 Size Cabinets! (2 Sections For Easy Handling)
14 1/2" LONG
11' 11" LONG
29 Inches Wide — 18 Inches High

SCORING HANDICAP CONTROL!
Player Before Shooting The 1st Frame May Handicap His Score Same As In Real League Play!

1725 W. Diversey Blvd. Chicago 14, Illinois

Look! Equipped With National Slug Rejector!
According to W. P. O'Donnell, Manager of five Howard Johnson Restaurants on Oklahoma’s Turner Turnpike, the installation of Wurlitzer Phonographs with 50-cent play increased earnings from 100 to 125% over the competitive phonographs they replaced. A phenomenal increase directly attributable to the marvelous play-appeal of Wurlitzer Phonographs and the introduction of 50-cent play.
...just plug it in...

...and start collecting

from

BOWLING ALLEY

ORIGINATED BY UNITED

See Your UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 15, ILLINOIS

United Distributor Today!

AVAILABLE IN 14 FT. AND 11 FT. LENGTHS

14 ft. Model can be separated into 8 ft. and 6 ft. sections for easy installation and handling.
New "E-Z-3" easy-to-handle 3-piece construction simplifies installation, gets you in more spots with ABC Bowling Lanes

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.

ABC BOWLING LANES is actually easier to move into a spot than an 8 ft. shuffle-bowler. Each piece—front-alley, rear-alley, back-cabinet—is easily loaded on a truck, easily unloaded and moved into location, where the 3 pieces are easily and quickly attached—ready to earn the biggest profits in years.

Get ABC BOWLING LANES working for you now and be set for the biggest profit year you ever enjoyed. Order ABC BOWLING LANES from your Bally Distributor today.

1, 2, 3, 4, 5 or 6 CAN PLAY

2 POPULAR SIZES
14 ft. long - 11 ft. long

HIGH-SPEED LIGHT-UP TOTALIZERS
HIGH-SPEED PIN-SETTER
GIANT PINS

PLAYED WITH 3 IN. BALLS
SPECIAL QUIET-ROLL COMPOSITION
SCORES AUTOMATICALLY TOTALIZED BY OFFICIAL BOWLING RULES

STRIKES - SPARES - SPLITS
REGULATION LEAVES - 7-10 PICK-UP
PLAYER CAN ROLL ALL REGULATION SHOTS
STRAIGHT BALL - HOOK BALL - BACK-UP BALL

NOW AT YOUR Bally DISTRIBUTOR WITH Key West... Balls-A-Poppin'...
DeLuxe ABC Bowler... DeLuxe Congress Bowler... Pin-Pool... and Famous Bally Kiddie-Rides

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS