Mickey and Sylvia, who had made several records separately, finally found the secret by teaming up and producing "Love Is Strange" on the Vik label. Now they are one of the top teams in the recording world and have hit the jackpot as far as personal appearances are concerned. They are shown above with Bob Bobo, Vik Records' musical director, who produced "Love Is Strange". Their latest is "There Oughta Be A Law" and "Dearest".
BIGGEST OF ALL...
ALL ON
RCA VICTOR

Harry Belafonte
MAMA LOOK AT BUBU
DON'T EVER LOVE ME
47/20-6830

Elvis Presley
ALL SHOOK UP
THAT'S WHEN YOUR HEARTACHES BEGIN
47/20-6870

Perry Como
ROUND & ROUND
MI CASA SU CASA
47/20-6815

Kay Starr
A LITTLE LONELINESS
JAMIE BOY
47/20-6864

www.americanradiohistory.com
It seems to us that the rest of the entertainment world, so deeply immersed in type casting, could well take a leaf from the record business. As we all know, in the past several years the barriers between Pop, Country and Rhythm & Blues have become a lot less rigid. Artists who are popular in one field can also enjoy the same success in the other fields and this is a departure from what the situation was only a few years ago.

Attesting to the fluidity of acceptance in the various fields of the record world are the many, many artists who have gained Pop acceptance from both Country and R&B areas. In the Country field, there are such artists as Elvis Presley, Tommy Sands, Ferlin Husky, Sonny James, Gene Vincent, Marty Robbins, Martha Carson and a lot more. From the Rhythm & Blues field have come Fats Domino, Little Richard, Ruth Brown, LaVerne Baker, Mickey & Sylvia, Lloyd Price, Nappy Brown, Bill Doggett, Ivory Joe Hunter and again many, many more.

Now, while these artists have been able to make the transition as far as records are concerned, they too suffer from that old entertainment bugaboo, type casting. For the people who engage artists for television, movies, plays and theaters seem to have no idea that Country and Rhythm & Blues artists can also have a large Pop following. It's true that some of the top TV variety shows such as the Ed Sullivan Show, the Perry Como Show and the Steve Allen Show, have made it a practice to engage artists who have top records no matter what field they came from, and an occasional artist has been given the opportunity to make it big in another medium, such as Elvis Presley or Tommy Sands, but for the most part, placing a Country or R&B artist on a Pop show has been an arduous task.

Fortunately with the preponderance of artists from the Country and R&B fields now breaking through into Pop, even the entertainment world is beginning to be convinced and so the situation looks as though it may be improved shortly. A case in point, for instance, is the interest which the booking agencies have recently shown in signing Country and R&B artists with the purpose of building up their Pop acceptance.

The problem these booking agents are going to have is not with the public, which obviously accepts any artist no matter from what field he comes as long as he fulfills the public's entertainment desires, as has been demonstrated in the record business time and time again. The problem is going to be with those people in the entertainment world whose job it is to engage artists but whose public pulse is practically dormant and whose concept of the right artist for the right place is bound tightly by all the cliches of type casting that ever existed.
Brunswick NEW Pop Release...

A Fresh, New Approach

The Three Kittens
TRINIDAD TRANSFER
and
CAT AN’ MOUSE

Brunswick 9-55002 (45 RPM)
55002 (78 RPM)

A Bullseye Everytime

Vicki Young
CHEER LEADER FLIP
and
PEN AND PAPER SWEETHEART

Brunswick 9-55001 (45 RPM)
55001 (78 RPM)

Coral Records, Inc.
48 West 57th Street, New York 19, N. Y.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
A Great New Release

Bunny Paul

BUZZ ME and POOR JOE

Brunswick 9-55003 (45 RPM)
55003 (78 RPM)

Top Talent - Top Tunes

The Lennon Sisters

TEEN AGE WALTZ and YOUNG AND IN LOVE

Brunswick 9-55000 (45 RPM)
55000 (78 RPM)

Coral Records, Inc.
48 West 57th Street, New York 19, N. Y.
YOUNG LOVE

1

CA-15031 (P-3682) — Sonny James
DO-15537 — Sonny James
ME-71022 (71022EX) — Crews

Y-1-47-6751 — Del Carter & Jive Tones

BUDDY GRACE — ANDY WILLIAMS (Tie)

2

BY-1923 — Buddy Grace
CR-1026 — Andy Williams
CH-105 — Charlie Gracie

CR-61770 — Mel Williams
EL-305 — Bill Allen

ROUND AND ROUND

3

Perry Como

DA-2121 — Walter Sokh O.

VI-2-47-6515 — Perry Como

PARTY DOLL

4

Buddy Knox — Steve Lawrence

CA-61703 — Steve Knox
DE-30271 — Wingy Mannino

RO-4002 — Buddy Knox

MARIANNE

5

Terry Gilkyson — Hilltoppers

CO-40817 — Terry Gilkyson
DO-15517 — Hilltoppers

DO-15533 — Ray Conniff

BANANA BOAT (DAY-O)

6

Harry Belafonte

VI-2-47-6453 — Harry Belafonte

TEENAGE CRUSH

7

Tommy Sands

CA-3639 — Tommy Sands

TOO MUCH

8

Elvis Presley

VI-2-47-6400 — Elvis Presley

I'M WALKIN'

9

Fats Domino

IM-5428 — Fats Domino

BANANA BOAT (DAY-O)

10

Harry Belafonte

VI-2-47-6453 — Harry Belafonte

LITTLE DARLIN'

THE DIAMONDS

EX-2101 — The Gelmores

ME-71060 — The Diamonds

11) DON'T FORBIDE ME. 12) COME WITH ME. 13) I'M STICKIN' WITH YOU.
14) LOVE IS STRANGE. 15) BANANA BOAT SONG. 16) WHO NEEDS YOU.
17) GONE. 18) ALMOST PARADISE. 19) WHY BABY WHY. 20) MAMA LOOKS.
21) BLUE MONDAY. 22) MOONLIGHT GAMBLER. 23) WALKIN' AFTER MIDNIGHT.
24) SITTIN' IN THE BALCONY. 25) I'M SORRY. 26) YOU DON'T OWE ME A THING.
27) SINGING THE BLUES. 28) BLUEBERRY HILL. 29) NINETY-NINE WAYS.
30) ONLY ONE LOVE. 31) JUST BECAUSE. 32) I'M WAITING JUST FOR YOU.
33) JIM DANDY. 34) BAD BOY. 35) A POOR MAN'S ROSES.

CODE

AB-Abbott
AL-Aladdin
AM-Angel
CA-Camden
CO-Columbia
EM-Emerson
GC-Golden
HM-Harmony
MG-Modern
Mo-Modern
MSG-Modern
N-Nashville
OK-OKeh
OM-Orleans
PEG-Peacock
RE-Red
RM-Red
RM-Red
RT-Red
EB-Pravana
SD-Sun
SP-States
BR-Brunswick
CT-Continent
CM-Columbia
DE-Deluxe
DL-Deluxe
EM-Emerson
FC-Fame
FED-1-4900
FL-Flair
FO-Fontana
FW-Fountainhead
GL-Glenside
JC-James
LA-Laredo
M-Mono
MG-Muslim
MG-Modern
MG-MGM
MG-Mini
MI-Mono
MON-Modern
MT-Mammoth
MS-Modern
MP-Melter
MS-Mei
MKE-Minneapolis
ON-United
OR-Oriole
PA-Park
PE-Peacock
PG-Peacock
RR-Run
RT-Red
SA-Sunny
VS-Vocalion
W-Warner
X-Xenophon
Y-You
Z-Zenith
Over A Million!

No. 5428
Fats Domino
"I'M WALKIN'"

Heading For The Top!

No. 5426
Irving Ashby
"LOCO-MOTION"

No. 5432
Ken Copeland
"PLEDGE OF LOVE"

No. 5433
The Strikes
"BABY I'M SORRY"

No. 5434
Bill Stubblefield
"BLUE INDIAN SUMMER"

Over A Million!

No. 7004
Bob Winn
"THE RIVER'S EDGE"
"ONLY TRUST YOUR HEART"

Chart Busters!

No. 5424
Sugar Boy
"SHE'S GOTTA Wobble"

No. 5425
Rudy Jackson
"TEASING ME"

No. 5427
Roy Brown
"PARTY DOLL"

New And Hot!

No. 5430
Ernie Freeman
"WITHOUT A LOVE"

No. 5431
Smiley Lewis
"SWEETER WORDS"

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

TOP 50

Best Selling Tunes on Records

Page 8

April 6, 1957

COMPILED BY The Cash Box FROM LEADING RETAIL OUTLETS

1—Party Doll
-8-Marianne
-9—Mama Looka Booboo
-10—Gone
-11—Teenage Crush
-12—Why Baby Why
-13—All Shook Up
-14—I'm Stickin' With You
-15—Sittin' In The Balcony
-16—Almost Paradise
-17—Banana Boat (Day-O)
-18—Love Is Strange
-19—Walkin' After Midnight
-20—I'm Sorry
-21—Just Because
-22—Love Is A Golden Ring
-23—Ninety-Nine Ways
-24—Don't Forbid Me
-25—A Poor Man's Roses
-26—Who Needs You
-27—Only One Love
-28—Empty Arms
-29—Lucille
-30—Love Is A Golden Ring
-31—I'm Waiting Just For You
-32—Rock-A-Billy
-33—Calypso Melody
-34—So Rare
-35—First Date, First Kiss, First Love
-36—Pledge Of Love
-37—Mangos
-38—School Days
-39—Dearest
-40—Peace In The Valley (EP)*

*ViSPA-2554

*Position on best seller list is based on sales reports of selected retail outlets. Song in parentheses is single release. Three other songs in this EP are: "I'm Not Sad; I Believe; and Take My Hand, Precious Lord.

2—Round And Round
-3—Butterfly
-4—Little Darlin'
-5—I'm Walkin'
-6—Young Love
-7—Come Go With Me
-8—Young Love
-9—Love
-10—Young Love
-11—Love
-12—Love
-13—Love
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REMEMBER THE NAME!

CONWAY TWITTERY

REMEMBER THE SONG!

"I Need Your Lovin"

A BIG BIG SMASH!

MERCURY 71086

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


**The Cash Box**

**Disk of the Week**

**“SO LONG MY LOVE”** [Eddie Shaw ASCAP—Cahu, Spence]

**“CRAZY LOVE”** [Barton ASCAP—Cahu, Tuminello]

**FRANK SINATRA** (Capitol 7303)

- The incomparable Mr. Sinatra, who creates industry excitement with every new release, has a terrific follow-up smash to his current chart rider “Can I Steal A Little Love.” “The Voice” is just as great and his swing is free and easy which has been labeled “Terrific.”

- The orchestra supplies a sensational jazz flavored rhythm accompaniment that’s tailor-made for Frankie’s unique brand of phrasing. Fabulous on every cut, it’s masterfully presented in the delectable Sinatra style. Jockeys will “flip” when they hear this half. "Flip "Crazy Love" is a touching love song treated in a sincere and convincing manner by the top star. Lovely, moodly item that grows on you as with each new listen. Top half is Frank’s best up-beat side since “Learnin’ The Blues.”

**“YES TONIGHT, JOSEPHINE”** (2:26)

- Nat “King” Cole, currently enjoying a successful run with his rhythm recording of “Ballerina,” offers a delightful new disc for his many admirers. In the melody department, Cole hits thru an amusing calypso beat ditty dubbed “I Don’t Want to Go To Trinidad.” It’s a comical cutie describing the effects of American rock and roll records on the Island. Light and inviting change of pace that should enjoy a huge sale in today’s calypso conscious market. The coupler “China Gate” is a haunting ballad—the title tune of a forthcoming 20th Century Fox pic. Moody and touching, it’s featured in Cole’s soft, smooth style. Top half should take off rapidly. It’s refreshing and the kids will love it.

**“THE SHINE OF ST. CECILIA”** [Bruno SESAC—Carroll, Jokern]

- Paron Young, who recently has been involved in folk personalities in the country field for the past several years, makes his debut on the pop scene with two superb religious ballads that should win the gifted star many more fans. One side is the newest "The Shire of St. Cecilia," an enchanting and absolutely beautiful inspirational romanee that should be an exciting new addition to today’s teenagers who probably don’t remember the song. Young’s style is wistful and penetrating voice that reminds one of the great Buddy Clark. And he’s a sure bet to make these two as a pop performer. Another superb religious opus, “He Was There.” Lovely song with a well written melody. The Anita Kerr Singers deserve rave’s for their outstanding backup, many of them are true singers who don’t need gimmicks to sell a song. Watch this half.

**“PRETTY BOY”** (2:42) [Bryden BMI—Arkin, Carey, Darling]

- "I KNOW WHERE I’M GOING” (2:15) [Bryden BMI—Arkin, Darling]

**THE TARRIERS** (Glory 255)

- A few months ago the Tarriess were unknown. Today they are considered one of the hottest items of the year. The Tarriess are another youthful group who have put together a song which is sure to catch the credit one of the top songs of the year, “Banan Boat”. For their follow-up disc, the boys introduce a tremendous new calypso ditty that should tear in the footsteps of their initial smash, "Titled "Pretty Boy," the tune is an exciting one with a cute lyric and a terrific beat that will thrill all their new fans. A sure winner. I’ll probably bounce onto the lists in a matter of days. The coupling displays the trio on an easy-lifting new rendition of a wonderful old folk tune, “I Know Where I’m Going” Delightful side that should get heavy air play too.

**Record Reviews**

<table>
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<th>DISK &amp; SLEEPER</th>
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<th>EXCELLENT</th>
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**JULIUS LA ROSA**

**BAMA GUITAR** (2:20) [Remick ASCAP—Schulberg, Glazer]

**MAN TO MAX** (2:57) [Boume ASCAP—Shanklin]

A touching and unusual ballad dealing with the age old question "Can a man is always a boy at heart," is capably handled by Lillias and the voice of a young lad. The boys all dance around a subdued latin backdrop. Imaginative composition.

**DON CORNELL**


**BAMA GUITAR** (2:58) [Remick ASCAP—Bennett, Glazer, Cornell]

This half is a good jumper featured in a movie. Lovely item that fits right into today’s rock and roll trend.

**RUSH ADAMS** (Zephyr 014)

**KISSES** (1:58) [Audubon ASCAP—Roberts, Ilio-Schisa]

A wonderful adaptation of a lively Italian bounce novelty is colorfully handled by Rush Adams on his first waxing for Zephyr. Commercial new item that should cut Rush’s biggest hit yet.

**DANCING IN THE STREETS** (2:23) [Robbins ASCAP—Kaye]

This half stars the vocalist crooning a lovely ballad with a delightful melody and a happy story line.

**THE HI-LO’S**

**BABIN STREET BLUES** [Mayer ASCAP—Williams] The quartet excels once again on this thrilling interpretation of a classic jazz item. Amazing harmony and instrumentation.

**DICK KALMAN**

**YOUNG AND IN LOVE** (2:15) [Bing BMI—Sherman, Roberts] Dick Kallman, a polished young crooner, who probably don’t remember the song. Young’s style is wistful and penetrating voice that reminds one of the great Buddy Clark. And he’s a sure bet to make these two as a pop performer. Another superb religious opus, “He Was There.” Lovely song with a well written melody. The Anita Kerr Singers deserve rave’s for their outstanding backup, many of them are true singers who don’t need gimmicks to sell a song. Watch this half.

**CRY TO THE MOON** (1:56) [Bing BMI—Spiner, Hagen] A more torre rock and roll and is belted on this half. Exciting, drive-time presentation the kids will find appealing.

*“Only those record results best suited for commercial use are reviewed by THE CASH BOX”*
Lefty lifts two new sides onto the charts—a ballad sung simply and tenderly, and a rhythm number delivered with ease and style. This man's a real pro. Look 'td the lists and watch these take off!

Now That You Are Gone b/w From an Angel to A Devil
Lefty Frizzell
4-40867-c

Heyward
Sammy, the pride and joy of the Calypso Carnival group, proves his mettle here with two of the finest of the authentic island folk songs. Disc is from the group's new album "Calypso Carnival" (CL 1007) which is seeing plenty of action in its own quarter!

Miss Emmalina b/w Honey Man
Sammy Heyward
4-40884

Corey
Columbia's "girl versatility."
Jill takes back to the charts with a double-barreled combination—one of the finest ballads pressed in years b/w a seasonal novelty with a remarkable change of pace. Lead side highlighted a recent CBS TV presentation of "Climax!" to unanimous critical "Yeas."

Let It Be Me b/w Make Like a Bunny, Honey
Jill Corey and Jimmy Carroll
4-40878

Case Conniff
Allen Case is new and talented, Ray sets a firm foundation, and together they build a skyscraper! Watch for tremendous action on the flip side—a sensational ballad with sure-fire box office!

Me Too (Ho-Ho! Ha-Ha!) b/w That's What You Do To Me
Allen Case with Ray Conniff
4-40872

The Sure-Fire Hits Are On The Hottest Company In The Business

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

Sleeper of the Week

"DARK MOON" (2:25) [Dandelion BMI—Miller]

The charming voice of Gale Storm is in top form as the versatile lark comes up with a winning couple that should be making big noise in the next few months. "Dark Moon" is a penetrating love song chanted to a smooth shuffle rhythm. Enchanting melody which the canary handles nicely and fits Gale's piano"s pretties side since her Dot debut and it could be her biggest seller since "I Hear You Knockin." Equally attractive is the coupling "A Little Too Late." A sentimental love story set to a delightful up beat. The chorus showcases the star to best advantage. Watch this double-decker. It'll be a big one.

ROY HAMILTON (Epic 7212)

Roy Hamilton, who has a way with a dramatic ballad, takes hold of an overwhealing performance of material tailor-made for his stirring voice, and belts it out in striking fashion. The number is titled "My Faith, My Hope, My Love" and features a beautiful wedding of melody and harmony. Roy gives a spirited, emotionally: it progresses. Thrilling performance that should send Hamilton's name into the charts unmistakably. His vocal performance contains a glacial type beat. Another heart-felt delivery of an emotional tune set against a string filled accompaniment. Hamilton fans will be running to their shops for this coup.

LUKA BRYANT (Comeo 106)

"BILLY CROSS OVER THE BAMBOO FIELD" (2:15) [Frank ASCAP—Koren, Love, Mann]

The cameo label is here to stay! Currently riding atop all the charts is Charlie Gracie's sensational singing of "Butterfly," the diskey introduces a fine new number. Titled "Billy Cross Over The Bamboo Field.". The tune is actually a very simple story with a folk flavoring and a calypso type beat. But under the control of Miss Bryant, it becomes a most exciting listening experience. The number opens with a subdued vocal set against a latin rhythm and a vocal arrangement. But as it builds in intensity and develops into dynamic composition with a full chorus, unusually fascinating instrumentation and a captivating vocal by Miss Bryant, Watch this offering. You should hit to vitesses. Flip "Part-Time Gal" is a Jumper with an r & r beat.

"FOR YOU, MY LOVE" (3:00) [Grand ASCAP—Whiteop, Berman, Applebaum]

"DON'T YOU KNOW ME ANYMORE" (2:30) [Tree BMI—Lukor]

Jerry Vale, who chalked up two ball hits in "6, "Innamorata" and "You Don't Know Me," introduces a strong entry for '67 sweeps in an enchanting new love song tagged "For You, My Love." It's a touching and beautifully written love story that sounds rendered with great feeling and sincerity by the talented young vocalist. Excellent string arrangement is supplied by Percy Faith's Orchestra. This is Jerry's strongest showing since last year's hits, and the charts will soon prove this. The coupling "Don't You Know Me Anymore" is a tearful song of lost love chanted with a heavy heart. Watch the top half. It's a hot platter.

"LET THE LIGHT SHINE ON ME" (2:08) [Valley BMI—Carson]

"SATISFIED" (2:30) [Acuff-Rose BMI—Carson]

Marcha Carson has been a leading female vocalist of sacred songs for many years. She has a vast and loyal following among the fans of country music and her latest coupling should establish her as a favorite with the "For You, My Love." It's a beautiful, tender love song with a lot of meaning. Watch this offering. You should hit to vitesses. Flip "Let The Light Shine On Me." A striking handclapper that makes your toes tap. The song was given excellent exposure on a recent Steve Allen coast-to-coast-to-TV Show. Equally thrilling is the grafted lark's heartfelt rendition of another religious item "Satisfied." Rockin' affair with a meaningful lyric. Both halves should start Miss Carson on the road to fame in the pop market.

ART MOONEY ORCHESTRA


DICK HAFFNER (Feature 7200)

"I STOLE A ROSE" (2:42) [Oxford ASCAP—Gallop, Jay Newcomb] Dick Haaffner makes an intriguing debut on Fraternity with a tender love song set to an easy-going tempo. Pretty material handled with warmth by the talented lad.


AL HIBBER ( overseeing)

"BECAUSE OF YOU" (3:01) [Michele ASCAP—Wilson, Wilkinson] Al Hibber here offers two of the top tunes from his latest Decca LP, "Here's Hibber." This half is one of 1951's top smash deliveries in Hibber's amazing output. The cutting edge of the rock style has completely employed on his recent hit "After The Lights Go Down Low;" she should get the top.

SWEET SLUMBER" (3:12) [Advanced ASCAP — Nelberg, Worgen, Worgen] "So Long, Long Ago" is a tender love song chanted with heart by the unique vocalist. Pretty string accompaniment to Hibber's rich tones to perfection.

AUDREY HEPBURN & KATHY THOMPSON (Verve 1244)

"HOW LONG HAS THIS BEEN GOING ON" (New World ASCAP—7200) [New World ASCAP—Edens, Gerhwin] Miss Hepburn team up with versatile Kay Thompson on a cute dance novelty handled with finesse by the larks, Chubby Bounce, Good sound track item.

FRED ASTAIRE (Verve 1004)

"FLIPPY FACE" (3:00) [New World ASCAP—Gershwin, Gerhwin] The incomparable Mr. Astaire is making a big splash in the fashion of this new Paramount's musical and is proving to be a big ripper. It's a song that great Gerhwin oldie from the sound track of the film version of the smash Bway show "Funny Face." Tender offering.

DEAN JONES

"YOUNG AND IN LOVE" (2:05) [Dean Music BMI—Roberts, Sherman] Dean Jones, a talented and handsome young warbler headed for stardom, adds to his stature as a recording name as he hands in a lovely, light, and heart rendering love number that should make big noise. Beautiful reading of a top notch love song. Keep an eye on this kid.

KITTIE KALLEN (Decca 30267)

"YOU CAN'T BE BRIGHT" [Bourne ASCAP—Auerbach, Siegel, Coslow] Kitty Kallen's warm, wishful voice is in top form as she has the larky drive that a tender new love song that could follow in the footsteps of "Little Things," if it gets heavy air play. Charming romance superbly delivered by the young vocalist. Watch this one. It's a sleeper with great potential.

BUDDY WHISTLER (Liberty 50507)

"DREAM (Could Make You Mine)" (2:00) [Sequence ASCAP—Schroeder, Foolpees, Buddy Whistler] Buddy Whistler in his new Goosey-Gander novelty, makes an exciting first showoff for the Liberty as he chants an emotional love song set to a powerful rock and roll beat. Buddy really can belt it out when he wants to; a good love lyric, a pretty melody and a strong beat. Watch this half.

RAY ROGERS (Kapp 324)

"THE CRICKET SONG" (3:06) [BMI—Canada-Gimby, Wayne] Ray Bolger, one of the most charming performers in the whole entertainment world, lends his homey presence to a delightful, new novelty currently making big noise in Canada. Side features Bolger's dancing, cricket sound effects and a delightful overall sound. Light and pleasant item tailor-made for the spring season. Watch this singer. It could smash through. Deejays will love it.

BOB DAVIES & RHYTHM JESTERS (Roma 224)

"SHELL NEVER KNOW" (2:12) [Dean Music BMI—Robert, Sullinger, Munro, Kalei] Bob Davies and the Rhythm Jesters glide thru a good rock and roll number that is an interesting commercial item. Simple, easy-to-dance to rock.

"NEVER ANYMORE" (2:14) [Jackie BMI—Davies, Goldner, Munro, Kalei] The boys pick up the expanded seven and offer a swinging jumpier.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
First out—and
FLYIN'!
The
ORIGINAL
record of
I LOVE MY GIRL
c/w
Why Don't You Fall In Love
No. 9811
by
COZY MORLEY

Still another break-away,
all-the-way,
runaway from
ABC-PARAMOUNT!
It's sure to do a big job—
cost to coast!
Better grab it now from
any of the following:
Best Bets

“FAURELIE”

“Heartless Feeling” (Decca 9-30194; 30194)

Bobby Helms

Young Hoosier hillbilly—Bobby Helms, breaks through C & W hit barrier with moving rendition of “Fraulein.” Disk should break big on C & W charts... and fast!

“AROUND THE WORLD IN 80 DAYS”

Bing Crosby (Side 1) Victor Young (Side 2) (Decca 9-30267; 30262)

Bing sings theme from Academy Award winning film. Other side features Vic Young’s Oscar-winning instrumental version. A two-sided winner headed for the top. Currently exploding... “Around the World!”

“RUBY PEARL”

“MAMA DON’T YOU THINK I KNOW” (Decca 9-30206; 30206)

JACKIE LEE COCHRAN

With Jimmy Forrest at the Piano

Cochran rocks and rolls his way through “Ruby Pearl.” Big in Chicago—breaking fast in Boston and all locations. Dick Davies paves the way to Stavville. Keep your eyes and ears keyed to this one!

The Cash Box

Sleeper of the Week

“FOUR WALLS” [Springfield BMI—M. Moore, G. Campbell]

“I KNOW YOU AND I KNOW ME” [Sovine, Reeves] JIM REEVES

(RCA Victor 6874)

• Jim Reeves, a consistent hit maker in the country field, comes thru with an excellent coupling that should go great guns in the pop market. (See Country Reviews)

The Cash Box

Best Bets

• “IT’S ILLEGAL. IT’S IMORAL”
  • “LET ME EXPLAIN.” “DON’T WANNA”
  • “THAT’S THE CROW”
  • “KEY TO THE GIRL”
  • “STAR BRIGHT”
  • “MIDNIGHT LOVE”
  • “YOUNG AND IN LOVE”
  • “HOW LONG HAS THIS BEEN GOING ON?”

GEORGE CATES ORCHESTRA

(Carol 61810)

“OH, SORRY ON A DOLPHIN” (2:12)

[Robbins ASCAP—Webster, Makakis, Friedhofer] The haunting title theme of a forthcoming 20th Century Fox flick is dramatically rendered by George Cates’ string filled orchestra. Enchanting melody that goes on you with each listen. Should attract heavy local play...as the hit pic hits the local theatres.

“YOUR KISS” (2:14) [Famous Studio ASCAP—Cates, Webb] This lovely romantic theme also stems from a Hollywood project in which Cates’ orchestra adds a welcome touch.

“SWEETHEARTS ANONYMOUS” (2:20) [Beethoven BMI—Young, Solomon] The tune has the up beat for this rocking side with a sorrowful lyric. Swing item tailor made for the terpsichoreans.

BILLY FARR

(Epic 2125)

“HONKY TONK SONG” (2:20)

[Tree BMI—Tillis, Peddy] A torrid blues ballad with an exciting beat and a sensational string backdrop, is helmed with great strength by Bill Farr and away Farrell’s most commercial side to date, and it could break wide open. Tune is currently enjoying rapid rise in the country field. Keep a tab on it.

“STILL IN LOVE WITH YOU” (2:34) [Angel BMI—Martin, Cates, Crockett] The songwriter projects forcefully on a rhythmic rock and roll ballad. Tearful tune presented with a class act.

PLAYMATES

(Roulette 4003)

• “PRETTY WOMAN” (2:45) [H & L BMI—Claps, Ciechetti] A boy-and-girl riding high, Roulette joins the fold and presents a beautiful calypso ballad by the Playmates. Boys have a commercial sound and a delightful technique that should win many fans for them.

“BAREFOOT GIRL” (2:03) [H & L BMI—Claps, Ciechetti, Magnano] Another charming calypso beat rendered chant with great appeal by the exciting new trio. Strong coupling.

“Teardrops” (King 5037)

B+ [Public School]—[Waltz, Mavel, Mavel] The Teardrops, a team of newcomers currently waxing for “The Dominoes” (London), come up with a solid first disk that should enjoy a strong sale and establsh the boys as a team to be reckoned with. The fellas has a delightful blend which comes over excellently on this top drawer teenage ballad. The Teardrops should take a healthy out of the coin this time. Sure is good to garner. Watch these boys. You’ll be hearing about them in the future.

C+ [Love]—[Waltz, Mavel, Mavel] Another emotional and romantic chant with heart by the duo. Good shuffle rhythm for the kiddo.

FREDDY MARTIN ORCHESTRA

(RCA Victor 6871)

“SIX DAYS IN BARCELONA” (2:13) [Britten BMI—Scatchell] Freddy Martin’s sax takes the lead on this slow dance, which is the orchestral dance thru a sprightly and contagious latin flavored instrumental ditty. Delightfull and energetic for their age, the orchestral dance is a recorded tune.

C “SAY SO” (2:35) [Martin, ASCAP—Gannon, Gardner, John] Young, Johnny Cochran handles the vocal chores insinuatingly on a pretty lovely love tale. The Martinson supply a smooth showcase for the easy-going vocal.

THE ROCHELEIS (label 1015)

B “TILL LEAVE THE DOOR OPEN” (2:32) [Sheetz—ASCAP—Loring, Cherdak] A sentimental waltz ballad is sung with feeling and reasoned by the vocal talents of the Rocheleis. Pretty blend that comes over well on this touching tune. Could create a great sale in the market.

C “BUT WHY?” (2:24) [Golden Sound—ASCAP—Whitfield] Here the gala rhythm thru an interesting, tearful ballad with today’s popular rock and roll beat.

WALTER SOLEK ORCHESTRA

(Dana 2121)

“ROUND AND ROUND” [Rush BMI—Stalman, Shapiro] Walter Solek and his orchestra bounce back with this lively polka version of the current chart topper “Round and Round.” Vocal is in the spotlight. Good dance number.


Only those records best suited for commercial use are reviewed by THE CASH BOX.
<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Rating</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>HU BARTEL</td>
<td>&quot;MY IDEA OF HEAVEN&quot;</td>
<td>B+</td>
<td>[Pamco BMI—Kane, Bartel, Brom] ABC-Panamount could have winner in this excellent delivery of strong rock and roll ballad potentially produced by highly talented newcomer Lou Bartel. Lad has a big voice &amp; some recording material for his bath sink. Watch this kid. He could be the future, Teenagers will love him.</td>
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<tr>
<td>NY MARTIN</td>
<td>&quot;DO I LOVE YOU&quot;</td>
<td>C</td>
<td>[Pamco BMI—Bartel, et al] Lou picks-up the beat on this &amp; belted out another peckin’ deck th at a good lyric. Double-decker aimed very at the teenage market.</td>
</tr>
<tr>
<td>EDDI KING</td>
<td>&quot;TEN MINUTES AGO&quot;</td>
<td>D-</td>
<td>[Williamson ASCAP—Rodgers, Hammerstein] From the same charming score comes this delightful, free-swinging waltz love song. Tony’s w/ tones present the tune with urth &amp; joy.</td>
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<tr>
<td>WM RICKS</td>
<td>&quot;DO YOU PROMISE&quot;</td>
<td>C-</td>
<td>[Jack Gold ASCAP—Winkler] M\n rich, deep voice of Jimmy Ricks in top form as the ace vocalist rhymes thru an exciting new jumper at should go well with the kids, irice dance dance that could step t. Commercial offering. Has great potential.</td>
</tr>
<tr>
<td>BARTETTA BILLARD</td>
<td>&quot;THE SUGAR MAN SONG&quot;</td>
<td>D-</td>
<td>[Greta BMI—Gold] Jimmy is a good chorel assist on this half as he presents a colorful calypso at ditty, Pleasant sound.</td>
</tr>
<tr>
<td>LEON EVERSONG</td>
<td>&quot;I CAN’T GIVE YOU ANYTHING BUT LOVE&quot;</td>
<td>B</td>
<td>[Acme BMI—Mills, Fields] The tremendous talent Miss Eversong is at her best as she belts out an exciting, free-swinging new version of a great standard. Leny has a great jazz sound that should greatly please the jockeys, Wild side.</td>
</tr>
<tr>
<td>COZY MORLEY</td>
<td>&quot;I LOVE MY GIRL&quot;</td>
<td>C-</td>
<td>[Deborah ASCAP—Angelucci, Marucci] ABC-Panamount, currently riding the charts with a number of hits, picks up another top notch master of a shuffle-beat rock and roll tune that could take off. Swingy item with a great beat aimed right at the teenage market. Cozy has a commercial vocal &amp; some excellent material to work with. Kids’ll love this one, Keep a tab on it. It sounds great.</td>
</tr>
<tr>
<td>RAFF CURTIS</td>
<td>&quot;YOU DON'T FALL IN LOVE?&quot;</td>
<td>C+</td>
<td>[Deborah ASCAP—Angelucci, Marucci] Another good deckin’ side with a great dance beat. Boys create a great blend that’ll sell. Peter DeAngelis’ arrangement on both halves is outstanding.</td>
</tr>
</tbody>
</table>

**Record Reviews**

**Disk & SLEEPER A**

**Very Good B**

**Fair C**

**Excellent D**

**Good E**

**Mediocre F**

---

**HEAR MY HEART**

Arrangements and orchestra conducted by Russell Garcia

V-10031 V-10031X45

---

**A Big Boastrous Bi-Lingual Bombshell!**

The liling, latent smash now sweeping Europe!

...and on the flip side

"HOTTA CHOCOLATTA!"

The liling, latent smash now sweeping Europe!

---

**ANTIQUES**

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

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"It’s What’s in THE CASH BOX That Counts"
NEW YORK:
Bernie Lowe, president of Cameo Records, has appointed Jerry Field national promotion manager and distributor. Looks like the company may have another smash in "Billy" by Laura K. Bryant. George Pincus and his wife Florence off to Havana for a little vacation. David Mackay, attorney for the Glenn Miller estate, plans to join the orchestra in Frankfurt, Germany. He'll accompany it into Poland on its State Department tour behind the Iron Curtain. ABC-Paramount excited about the response to its new "Martha Davis And Spouse" album. Decca's tremendous "Margaret Whiting" and Bing Crosby was stricken with a kidney stone attack and rushed to Jackson Memorial Hospital in Miami, Florida. It's unknown how long Carmen Lombardo will be absent from the bandstand. Sammy Kaye has signed a 21-year-old Sandy Summers as his new female vocalist. Art Mooney leaving his newly purchased hotel in Hollywood, Florida, to embark on a series of one-nighters which will take him up and down the East Coast. Shep Fields, of "Rippling Rhythm" fame, flew in from Houston, Texas where he now resides to record an album for Decca's new Label Records. Ray Bolger's new label, "The Cricket Song," was an extra in the making of "The Girl Can't Help It," being released for an Australian tour by producer Lee Gordon.

CHICAGO:
Disk distributes along Chi's Record Row (South Michigan Avenue) wailing, "What's happen to Calypso?" Claim Calypso's zooming, booming, big up is now a deep, dismal down, as far as sales concerned. Tiffany's Henry Doney advising firm back in action again. Have new Dixieland in attack. Also singles. "This Time," omits Henry, "we know the path." WGN-TV's Wally Phillips getting comment on gun-play from guests for his machine-gun-rapid-fire interviewing. Music guys point to Jimmy Lounges's continued popularity with the teenagers. He's jamming ballrooms with his orchestra. "They may all be crying, but," butted Lenny Garmisa, "we could use more help to get out orders. Man," says Lou, "we are doing real great." Brother and sister together again as Frances Fay opens for limited engagement at the Black Orchid while little brother Marty, continues rippling the airwaves with hit songs from the same spot. Preview parties up colorful new re: coming openings of Stan Getz, Jerry Mulligan, Chet Baker, Karl Winding and Modern Jazz Quartet. Captures eyes of Elba strollers. Recommendation for Art Helly: Use new buzzer plus a whistle for dental drilling operation act on Dr. Kay. That'll drive early morons from the room. Charms listeners but really nuts. Betty Johnson can hardly wait to see herself on front cover. Just bubblin' over with enthusiastic comments. Rumors have it that Jimmy Kaye has something really sensational. "Ukelele Eddie" (Hubbard, that) stopped into that early morning WGN spot 6-9 with a zing. Just like only an experienced band can. And pepped the show but terrific.Главная новостная статья.

HOLLYWOOD:
MGM Records putting a tremendous push behind the new Dean Jones recording of "Young And In Love". Jones, who is under contract to MGM pictures, will be featured in eight appearances on the Steve Allen TV show. For the first time in its history Dot Records has covered one of its own hits with Gale Storm's waxing of "Dark Moon," originally cut for the label by Bonnie Guitar. Tony Travis, former RCA recording star flew to the Coast this week to be inked by Buddy Bregman, A&R chief for Verve Records, to a long term contract under which he will cut a set of singles immediately. KFWB disk jockey, Larry Finley now conducting a weekly record column in the Sunday Los Angeles Express. Epic Records has entered the pop album field under the A&R direction of Dave Pell. First LP's to be cut will feature the Pied Pipers and singer Lillian Roth. Composers Max Shavelson and William Howe and conductor Eddie Dunstedter were guests at a special preview of Verve's guests at a special preview of Verve's new March album of "My Square Laddie" held at the Hi-Fi Coffee Shop. Two of composer Bob Russell's songs enjoyed big records via Tad Hunter's disk of "I Ain't Gonna Get Around Much Anymore" and the Nat King Cole Quartet's recording of "Mary Ann." Round The Wax Circle.

Vera Lynn
DON'T CRY MY LOVE
(“Faithful Hussar” with new title and new lyric)
1729

Round The Wax Circle

Sammy Kaye

DEAN JONES

The Cash Box, Music
Page 16
April 6, 1957
Dot's NEW HIT!

THE HILLTOPPERS

I LOVE MY GIRL

and

I'M SERIOUS

#15560

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-4181
THE NATION'S BEST SELLING RECORDS

"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

NAME OF RECORD HERE
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ARTIST OR BAND HERE

List Your Top Ten Country Tunes Here

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ARTIST OR BAND HERE

List Your Top Ten Rhythm 'N Blues Records Here

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ARTIST OR BAND HERE

Concerning the WARI-Arlington, Va., "Whiskey Derby" drive to purchase
a new National Children's Rehabilitation Center at Leesburg, Va., listeners
are being asked to approach all bearded men they see and ask if all the beards
are from WARI. If the bearded one is a WARI staff member, he will take the
person's name and address and mail him movie passes and/or other nice gifts.

Raul Lovett (WBWM-New Bedford, Mass.) announces his engagement to Nancy
Troy of Pasacai, N.J., and Bill Cason (WWL-New Orleans, La.) runs his successful "Bill Cason's "Dawn Beat" plus a 3 hr. 45 min. afternoon show each day.

When Jack Statterly (WHAM-Rochester, N.Y.) put to his air for three planners for a hospi-
tal for mentally retarded children, the result was four pianos, all in good shape.

Lil Larry (Buck) (KSF-O-Spokane, Wash.) would like to make contact with Eastern, Southern and Southwestern deejays to exchange taped segments of comparative tastes.

LARRY, whose "Little Larry KLYK-Klub" is progressing very well, would appreciate coverage of future record releases from the district...

In the March 23rd "Disk Jockey Regional Reports," A we
incorrectly listed the home base of Little Bob Liddle as KXL in Portland, Me. Actually, Liddle and KXL are situated in Portland, Ore.

The AFTRA Ad Club in Minneapolis will award its annual "Minneso-
to" to Steve Cannon (WLOL-Minneapolis-St. Paul, Minn.) for best disk jockey and
announcer. That was the first time that one person won the awards for both
disk jockey and announcing...

Jeff Evans (WRDW-Augusta, Ga.) and wife, Marty, are the proud parents of a new baby girl, Terri Ruth.

Dick Doty's (WHAM-Rochester, N.Y.) "Mostly Music" show, 2½ hours in the afternoon, features releases, standards and a bit of jazz.

Paul Cowley (WKLO-Louisville, Ky.) is scheduled to be in New York during the week of April 1st.

Chuck Le Blanc (WGAW-Gardner, Mass.) replaced Bill Kennedy as Program Director of WGAW, writes that WGAW has moved into its new studios and is set to go.

Chick is still spinning the tops in pops for two hours every day Monday through Friday.

Starting in April, Bill Mullen (WSID-Baltimore, Md.) will begin his "Cash Box Report" on Monday, Wednesday and Friday.

This program will feature news about new records and recording artists using information from The Cash Box. Nelson Fisher, also of WSID, has, in addition to the record hops during the week, organized a "Kelson Fisher Teen Canteen" that takes place every Saturday from 3 to 7 P.M. During the April 6th, the entire hop will be broadcast over WSID.

Further news from WSID is the acquisition of the Baltimore Orioles, the "Lonny More, as best of "More With Lenny."...

Jim Aylward (WHIL-Medford, Mass.) says that the FCC has approved WHIL's rise to 5000 watts, and that the station will move to new studios shortly. Eddie Fisher, Frankie Laine, and George Shearing were recent guests on Jim's show...

Two planes dropped 50,000 leaflets over cities in Missouri and Kansas as part of the promotion for KUML's (Kansas City, Mo.) $10,000 Top Fifty Survey Contest.

Al Meltzer (WHEN-Syracuse, N.Y.) manned the microphones when the Syracuse Nationals beat the Philadelphia Warriors to take the semi-final round of the Eastern Division championship recently. In addition to his "Record Room" and "Coca-Cola Top 10 Dance Party" (TV), Al also conducts successful record hops on Friday and Saturday.

Ken "Bix" Wardell and program director and platter spinner at WHIR in
Bethenthal, N.C., will enter the U.S. Air Force on April 6th. Ken would like to thank all the kind words and help given him by his many friends in the record and radio industry. Ken is still hoping to keep in contact with everyone and lists his home address as Ken "Bix" Wardell, 136 Bee's Lane, Collins Park, New Castle, Delaware.

Here are some announcements from WLAM-Lewi-
stown, Me.: Harry Burnham has joined the staff of WLAM to handle the chores on the "Sunrise Show," Monday thru Friday from 6 to 9 A.M.

Lynn Chase hosts a "Date With Chase" Monday thru Friday from 1:30 to 3 over WHUM, and Frank Sweeney has been named Chief Announcer of WLAM while still retaining his "Frank Sweeney Show," and "Frank Sweeney Rock And Roll Show."

Bob Sticht, formerly with several Storz stations, now at WHAM-Memphis, Tenn. Bob is doing two shows daily with a total of 6½ hours air-
time every day. Bob McKee is back at WAKE-

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

LITTLE DARLIN’ 71060  * THE DIAMONDS
I’M SORRY 71032  * THE PLATTERS
POOR MAN’S ROSES 71059  * PATTI PAGE
TRICKY 71050  * RALPH MARTERIE
SILENT LIPS 71058  * GEORGIA GIBBS
The Ship That Never Sailed 71069  * DAVID CARROLL
HARD HEAD 71078  * JON THOMAS
AFTER SCHOOL 71080  * JOY LAYNE
PLEDGE OF LOVE 71079  * DICK CONTINO
A Girl In Her Teens 71084  * CARL MADURI
Seven Days In Barcelona 71077  * SIL AUSTIN
ANGELUS 71076  * THE CREW CUTS
LET’S GO CALYPSO 71039  * RUSTY DRAPER
RAINDROP 71073  * VISCOUNTS
Love Me A Little Bit 71072  * EDDY HOWARD

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
The Cash Box, Music

The Cash Box

The Records
Disk Jockeys Played Most
A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

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<td>BUTTERFLY</td>
<td>ANDY WILLIAMS</td>
<td>Cadence</td>
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<td>2</td>
<td>ROUND AND ROUND</td>
<td>PERRY COMO</td>
<td>RCA Victor</td>
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<td>3</td>
<td>PARTY DOLL</td>
<td>BUDDY KNOX</td>
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<td>4</td>
<td>TEENAGE CRUSH</td>
<td>TOMMY SANDS</td>
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<td>5</td>
<td>LITTLE DARLIN'</td>
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<td>MARIANNE</td>
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<td>7</td>
<td>I'M WALKIN'</td>
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<td>GONE</td>
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<td>9</td>
<td>WHY BABY WHY</td>
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<td>YOUNG LOVE</td>
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<td>— TAB HUNTER</td>
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<td>11</td>
<td>ALMOST PARADISE</td>
<td>ROGER WILLIAMS (Kapp)</td>
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<td>12</td>
<td>LOVE IS A GOLDEN RING</td>
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<td>WHO NEEDS YOU</td>
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<td>HARRY BELAFONTE</td>
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<td>I'M STICKIN' WITH YOU</td>
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<td>POOR MAN'S ROSES</td>
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<td>THE WALL</td>
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<td>CHANTEZ, CHANTEZ</td>
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<td>ONE LOVE</td>
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<td>I'M SORRY</td>
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<td>LUCILLE</td>
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<td>DON'T OWE ME A THING</td>
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<td>BAHAMA MAMA</td>
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<td>THAT'S WHERE I SHINE</td>
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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Warner Bros. presents ELIA KAZAN'S production of Budd Schulberg's "A Face in the Crowd"

A great score from a great picture

Score by BUDD SCHULBERG and TOM GLAZER

REMICK MUSIC CORP.
188 Madison Avenue, New York, N. Y.
PREP'S FIRST RELEASE!

MAMIE VAN DOREN

"SALAMANDER"
(A rock 'n roller from Mamie's Warner Bros. picture "Untamed Youth")

"GO GO CALYPSO"
(Another song from "Untamed Youth" sounds like a hit!)
PREP # 100

BOB ROUBIAN

"ROCKET TO THE MOON"
(The voice on the big hit "Popcorn Song" with a new contender with a rocking beat)

"IT'S ONLY A PAPER MOON"
(A new treatment of the standard a pleasant beat will make this one stick)
PREP # 101

SAM BUTERA

"EQUATOR"
(The swinging sax player with Louis Prima with a big reputation of his own swings this one with a beat for the kids)

"I KISS YOUR HAND, MADAME"
(A juke box natural for Sam's swinging sax)
PREP # 102

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"It's What's in THE CASH BOX That Counts"
www.americanradiohistory.com
NEW YORK—Four record labels—Roulette, Rama, Gee and Tico—have announced plans, effective immediately, to “join forces at the executive and administrative levels in an effort to create the next major recording enterprise in the industry.”

In a series of reorganization meetings held last week-end (Mar. 22-24), George Goldner expressed his interest in the four labels outright to the existing interested parties, at the same time resigning from his A & R duties with Rama, Gee and Tico.

Hugo Peretti and Luigi Creatore, who purchased a participating interest in the four labels, now become Artist & Repertoire Chiefs supervising Roulette, Rama, Gee and Tico. “Each label, however, will be kept separate, and retain its own character,” Hugo and Luigi announced. “Roulette will continue as a pop label with an extensive broad-cast album line scheduled to kick-off in mid May. Rama and Gee will favor more beat music and Jazz albums in its repertoire, while Tico will step up production in the Latin field, where it is already a well-established line.”

Joe Kosky, executive vice-president and sales manager for the enterprise, pointed out that the strength of the new organization will show “at the sales and exploitation level, where all the labels will take advantage of our strong distributor set-up and promotional set-ups we have added in such cities as Los Angeles, Detroit, Chicago, Cleveland, Pittsburgh, Baltimore and New York.”

Officers of the enterprise supervising the four label structure were designated as Hugo Peretti, president; Joe Kosky and Luigi Creatore, executive vice-presidents, and Morris Gerlach, secretary-treasurer.

George Goldner, when interviewed, stated that the parting was amicable, and will give him an opportunity to study several propositions that have been made to him. Goldner stated that he will definitely remain in the record business but could not clarify this at this time. For the benefit of any friends who might want to contact him, Goldner stated he could be reached at 5 Carlsdale 3-3854.

**RCA Victor Launches Huge Tie-In “World of Romance” Promotion**

NEW YORK—One of the biggest tie-in sales campaigns ever undertaken by a major record company was announced last week by RCA Victor. The campaign starts in April and runs through June.

A total of 16 new international pop albums (April release) are being advertised and promoted in the campaign which has been labeled “World of Romance,” according to William L. Alexander, RCA Victor advertising manager.

The huge sales effort will involve the offering of a 45-RP World of Romance preview album for 25 cents to a potential 5 million customers. The album, “The World of Romance,” contains six complete selections from World of Romance albums, with a personal pitch for each by Tony Martin who is Victor’s spokesmen in the promotion. The tie-in with Crest (Proctor and Gamble) includes a special coupon offering the album for 25 cents with each five million Crest packages.

Crest is preparing 25,000 super-market floorstands and 50,000 banners to plug Tony Martin and the Preview Album.

Full-page two-color Crest ads in Life, Saturday Review and TV Guide were featured in the Preview Album. There also will be a saturation TV campaign on such shows as “This Is Your Life” and the “June Wyman Theater.” Full-page RCA Victor ads will describe the World of Romance albums in Esquire, Holiday, Time and the New Yorker.

RCA Victor television commercials will promote World of Romance merchandise on important network shows such as NBC’s “Saturday Color Carnival” and “Producer’s Showcase.” RCA Victor radio commercials will tell World of Romance albums on two major network radio shows, “Monitor” and “Bob and Ray.” RCA Victor will serve radio stations on national saturation basis with the 16 albums.

Victor is making up a five-color streamer for dealers, picturing all the World of Romance albums, with a photo of Tony Martin. The diéy is also making available for dealers co-op ad mats and 30 and one minute to one hour spots for local use.

A unique feature of the World of Romance series is that three of the albums will include a bonus 45-RP language lesson record at no extra charge. These are: “One Night In Venice” (Armenia’s Orchestra) (Spanish language lesson), and “One Night In Monte Carlo” (Guy Lu p a r Orchestra) (French language lesson).


In addition, there will be tie-ins with the Duke of Iron; “Cha-Cha-Cha If You Please;” “Manney Loper;” “Jazz Flamenco,” Lionel Hampton and his Orchestra; “Flight To Romance,” Al Rovers; “Mountain Guitar,” Shers of Hawaii Orchestra; “Tony Martin Sings Songs from the Rodgers and Hammerstein TV Production Cinderella’s”; “Wandering Gypsy,” Mischa Michocheff and his Symphonic Gypsy; and “Los Clarineteos De España.”

Selections in the Preview Album are taken from “Night At the Copacabana,” “Flight To Romance,” “A Night In Aracapolo;” “Bon Voyage;” “Dust On The Moon,” and “One Night In Monte Carlo.”

**RKO-Unique In-All-Out “Barcelona” Drive**

NEW YORK—As a result of the strong reaction to Henri DePari’s waxing of “Seven Days In Barcelona” in the New York and Chicago areas, RKO-Unique Records has set the wheels rolling for an all out push to send the record to the top throughout the country.

DePari is currently on a cross-country tour of deep jays and recently appeared on several shows in Chicago. The disk is the label’s number one plug. Buddy Friedlander, Jimmy Knodes, Ray Meinberg and Gene Brewer are now covering all important disk territories in an effort to send sales soaring.

**Benny And The Boston Symphony**

TANGLEWOOD—Benny Goodman (right) is shown with the Boston Symphony (Arman) at the recording session of its program: “Cherubin, Quintet in A. K. 581” at Tanglewood. Featured on a new RCA Victor album, the members are (from left to right) as follows: Richard Burgin, 1st violin; Alfred Krips, 2nd violin; Samuel Mayes, ‘cello; Joseph de Pasquale, viola; and Benny Goodman, clarinet.

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
Peatman List
SONGS WITH LARGEST RADIO & TV AUDIENCE

The top 30 songs of the week on radio and TV based on the Copyrighted Audience Coverage Index & Audience Trend Index — A National Survey of Popular Music Heard Over Network Broadcasts. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

RADIO (LISTED ALPHABETICALLY)  TV

A Little Luncheon  Sunbeam
A Lovely Night  Williamson
A Poor Man's Roses  Shape-Bernstein
Almost Paradise  Peer
Butterfly  Maryland-Prestley
Can I Slay A Little Love  Northern
Can I Slay A Little Love  Motion
Do I Love You (Because You're Beautiful)  Williamson
I Could Have Danced All Night  Chappell
I Dreamed  Trinity
I Thought It Was Over  Remick
It Looks Like Love  Paramount
Mangos  Rod Evans
Marianne  Montclare
Only Treat Your Heart  Fost
Round & Round  Bash
Scarlet Ribbons  Mills
Scene Of The Crime  Daywin
Seven Days In Barcelona  Britton
Spring In Maine  E. H. Morris
Ten Minutes Ago  Williamson
That's Where I Shined  Remick
True Love  Boston-Hill
Warm And Tender  Famous
Whistling Sergeant  Zodiac
Who Needs You  Korwin
Wind In The Willow  Broadcast
Wondrous! Wonderful!  E. B. Marks
You Are My First Love  Rex
Young Love  Lowery
Almost Paradise  Peer
Banana Boat Song  E. B. Marks-Bryden
Boy On A Dolphin  Robbins
Butterfly  Maryland-Prestley
Can I Slay A Little Love  Northern
Careless Rales  Warren
Do I Love You (Because You're Beautiful)  Williamson
Don't Forbid Me  Roosevelt
Drop That Name  Stratford
Friendly Persuasion  Fost
Hula Chocolate  Brewer
I Could Have Danced All Night  Chappell
I Dreamed  Trinity
Julie  Artist
Long Before I Knew You  Strong
Love Thine from (La Strada)  Leeds
Marianne  Montclare
Moonlight Gambler  E. H. Morris
Henny-Hen's Ways  Harvard
Pardners  Paramount
Party Doll  Dickie
Round And Round  Bash
Singing The Blues  Austin-Rose
Whatever Will Be, Will Be  Artist
True Love  Boston-Hill
Who Needs You  Korwin
Wind In The Willow  Broadcast
You Are My First Love  Rex
Young Love  Lowery

FIDELITONE IS CHANGING ITS DRESS

Fideliteone is changing to a sparkling new transparent package—fashioned to fit your merchandising needs. Truly, it's a worthy container for the world's finest phonograph needles.

WIN A WARDROBE!

Yes, if you are a qualified Fideliteone Dealer, you can win a brand new wardrobe or one of 25 other valuable apparel prizes by simply telling us in 25 words or less why you like the new Fideliteone package.

PERMO, INC. CHICAGO 26, ILL

IT'S GRAND TO BE IN LOVE
HOME AT LAST

record no. 3691

“IT'S WHAT’S IN THE CASH BOX THAT COUNTS”
www.americanradiohistory.com
WGN Visits Batavia, Ill.

“Whatever Will Be” Was

HOLLYWOOD — Artists Music, Inc., an independent music publisher, coped the “Oscar” for the best song of the year awarded to “Whatever Will Be, Will Be (Que Sera, Sera),” written by Jay Livingston and Ray Evans. The song was introduced to the public by Doris Day in the Alfred Hitchcock film “The Man Who Knew Too Much.” Miss Day also carried the song to the top of the hit parade with her own Columbia recording. Gogi Grant performed the number at the Awards presentation.

The four other songs nominated this year were “Written On The Wind” (performed by the Four Aces); “Friendly Persuasion” (performed by Tommy Sands); “Julie” (performed by Dorothy Dandridge) and “True Love” (performed by Bing Crosby).

The “Oscar” for the best musical score for a drama or comedy was awarded posthumously to Victor Young for his work in “Around The World in 80 Days.”

The “Oscar” for the best scoring for a musical film went to Alfred Newman and Ken Darby for “The King And I.”

MGM To Issue 3 Volume Dick Hyman LP

NEW YORK — On April 1, MGM Records will issue a special release of three volumes of LP by Dick Hyman containing “40 Great All Time Songs” on each album recorded for listening and dancing.

The three sets (offering the buyer a total of 180 songs) will be made available to the public for a limited time only at a special introductory price of $2.98 each. This offer runs until March 31st.

A special wrap-around strip displaying the price in bold face type will encircle each LP. A promotional drive on the three sets among dealers, Chain stores, department stores and disk jockeys is part of the campaign and will include dealer co-op advertising and availability of the three sets to radio stations at one dollar each. Distributors and salesmen have been cued for concentrated effort on store displays featuring the $2.98 introductory price.

Presley Strikes Again

NEW YORK—The torrid Mr. Presley has cracked The Top 50 Beat Seller list of The Cash Box with another Extended Play recording, a fact which only he had accomplished in the past. His current best selling EP is “Peace In The Valley” which hit the week in the #30 spot. His previous EP smash was “Love Me,” a disk which zoomed to the top ten incidentally. Elvis’ latest single “All Shook Up” skyrocketed to the #13 slot on the best seller list in its first week.

Cancer Society Enlists Disk Jockey Aid

NEW YORK — Each year as part of its April Crusade, the American Cancer Society presents radio stations throughout the country with special material which includes its campaign messages. This year’s program includes several items of special interest. Foremost is “Jazz Panorama: Great American Jazz”—a one-hour program starring local disk jockeys. The ACS provides disk jockeys with a 12” microgroove record which is divided into three or four minute segments of music. Some thirty representative numbers of American music are highlighted; if each number were played in its entirety the material would cover dozens of records, many of them collector’s items. It is material which has never before been available to disk jockeys.

The accompanying script, which permits each disk jockey to become a jazz expert, begins:

“My poor mother died—a-shouting.” A sacred song by the Mitchell Christian Singers; out of such rhythms, chants, and blue tones, jazz was born.

Its daddy the faraway jungle. Its mother the hymns and street calls, And its first cries the raggs, the stompas, and the blues.

For the enterprising deejay, extensive program notes are also supplied. Where does the April Crusade of the American Cancer Society fit in all this? The Society’s “Fight the Cancer With a Checkup and a Check” message is spotted throughout the script. The transcribed record itself features messages by such personalities as Benny Goodman, Hal March and Ernie Kovacs. The uniqueness of the “package” should guarantee scheduling on disk jockeys’ prime time.

A new novel one-hour transcription program is “The Sound of Spring.” This is an adventure in sound with material recorded and edited by folklorist authority Tony Schwartz. In-boys, holiday events, stickball, girls singing as they “bounce the ball,” an elderly farmer relaxing on his front porch, singing, a street musician on a busy corner in Atlanta, harmonious and touching comments on spring, the work-song chant of fishermen as they pull in their full nets, tagging and singing in unison. There’s the gayety of an Italian street festival, and a jazz street dance in New Orleans. And there’s the recording of an actual conversation as the American Cancer Society volunteers talk on a neighbor, a serious overtone now removed.

“Spring is a time of reawakening—of the life in the earth. In spring, the sight and smell of green things growing and the laughter of a boy playing baseball brings a time of joy to be alive. And it’s time to carefully consider protecting your life—most precious of all.”

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
Liberty Celebrates 2nd Anniversary

HOLLYWOOD — Representatives from all fields of the music business turned out en masse at Liberty Records' Hollywood Studios to celebrate the rapidly growing indie's Second Anniversary as a label. Above is the camera's view of the action: (Top left): Jack Ames, vp of Liberty; Cecil Steen of Records, Inc. of Boston; Iz Levin, Cadet Distributors, Detroit; Si Waronker and Bobbi Dieterle, Liberty execs; and Bert Schwartz, Schwartz Bros., Washington, D.C. (Top right): New Liberty pactee Dick Kallman and Bobbi Dieterle. (Second Row left): Jack Wagner shows Liberty orchestra leaders Pete King (center) and David Seville (right) that a deejay doesn't have to be nervous to pick top records. (Second Row right): Jim Schwartz, Washington, D.C. distrib.; Bobby Troup and his fiancée Julie London, one of Liberty's top stars; and Ed Barsky, Liberty's Philly distrib. (Third Row left): Meg Myles, Liberty songstress seems to approve of Nino Tempo's new LP. Nino, it seems, approves of Meg Myles. (Third Row right): Si Waronker affectionately welcomes Prudence as Patience and Liberty vp Jack Ames apparently look on. Gent in the center is Mark McIntyre, father of the young recording stars. (Bottom left): Three top orch leaders enjoying each other's company are Pete Rugolo, Henry Mancini and Pete King, all featured in Liberty albums. (Bottom right): Julie London discussing the record business with M. M. McDermott of MS Distributors of Chicago. 

McKelvy Named GPM

NEW YORK—Lige McKelvy, vet promotion man, has been made general manager of two new publishing firms, Target Music Company and Tag Music Company, with adjoining suites at 1550 Broadway, New York, owned respectively by Bob Temple and Joe D'Agostino.

In addition, McKelvy will be A and R chief of Pre-View records and his first release, featuring Eddie Tonne, will kick off about May 1st with original songs by Joe D'Agostino and Julie Chandler.

Currently, Target Music is on an all-out campaign pushing two songs on the Fraternity label, "Gonna See My Baby Tonight" and "I Want To Hang My Hat In Heaven," introducing the voice of Bob Temple, with orchestra under the direction of George Barnes. Both songs were written by Bob Temple and Harry Carlson, proxy of Fraternity Records.

Flair-X Wins Disk Rights To Italian Film Star

NEW YORK—Flair-X Records has secured the American and Canadian recording rights to the Italian motion picture, television and nite club singing star, Johnny Dorelli.

Contracts were signed last week by Kappy Jordan, president of Flair-X, and Paul Siegel, who represented the Italian interests. The first record is scheduled for release April 15.

Dorelli has had a most unusual career. He was brought to America by his parents at the age of nine. He studied music here for ten years, sang on a number of network television programs and performed in two Broadway stage shows, the original production of "The King And I" and "The Happy Time.

His parents then decided to return to Italy, and he began his career in Italian motion pictures, television and nite clubs. At the age of 20, he is currently one of the favorites of the Bobby-sox set in Italy.

70 Performances In 57 Cities
Set By NBC Opera Company

For Fall-Winter Season

NEW YORK—The NBC Opera Company will give 70 performances in 57 cities on this year's annual tour of the country, Samuel Chotzinoff, its producer, announced last week.

More than 100 artists and musicians will participate in the ten-week itinerary which begins in the Midwest this fall, according to Louis B. Ames, who recently was named Director of the Theatrical Division of California National Productions by Robert D. Levitt, president. CNP is the NBC subsidiary handling the opera tour.

The repertoire will include "The Marriage of Figaro," "Wozzeck," "Madam Butterfly" and "La Traviata." "The Marriage of Figaro" and "Madam Butterfly" were seen on tour last year. "La Traviata," an addition to this year's tour repertoire, will be seen on the NBC Television Network Easter Sunday, April 21 in a live color performance. All the presentations are in English.

Production for the road company opera versions will be based on the television performances.

Peter Herman Adler, who helped form the NBC Television Opera Theatre with Chotzinoff in 1949 after many years conducting opera and symphonic concerts in Germany and Austria, is artistic and musical director of the company. He will conduct most of the performances of this year's tour. Herbert Grossman shares conducting assignments with Adler.

Last season, the NBC Opera Company traveled 10,000 miles in giving 56 performances.

The Opera Company is jointly sponsored by the Radio Corporation of America and the National Broadcasting Company. It is a division of California National Productions, Inc., a wholly owned subsidiary of NBC. Chandler Cowles is general manager of the company.
Hilltoppers Reunited

HOLLYWOOD—The original members of The Hilltoppers are back together again for the first time since 1953, and are recording in Hollywood this week under the direction of Ray Hughes, president of Dot Records.

Dot discovered the group's commercial potential back in 1952 when they released a song called "Trying," which has remained one of their most popular recordings. In 1954, the group was signed to Dot Records by Dot Records' founder, Jimmy Saboton.

The Hilltoppers have been on Dot Records ever since and have released a number of hits, including "The Most Beautiful Girl in the World," "The Great Pretender," and "It's My Party." They have also had success with their instrumental "Boogie Woogie Bugle Boy."

The group's current line-up includes lead singer Carl Perkins, guitarists Norman Petty and Earl Webb, and drummer Jimmie Rodgers. The Hilltoppers are known for their energetic performances and their ability to electrify audiences with their music.

The Hilltoppers have been a staple of the country music scene for over 60 years and continue to tour and record today. Their music remains a favorite among fans of all ages.

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and are turned out with tongue-in-cheek polish by the cast, which also includes Tony Stevens. The popularity of "My Fair Lady" will figure heavily in the set's sales.

"Eddie Heywood at Twilight"—Eddie Heywood and Joe Bushkin—Epix LN 3327 (1-12"

Eight of the selections here are played by Eddie Heywood of "Canadian Sunset" fame, while I are handled by Joe Bushkin. Both are polished keyboard artists with a jazz-like approach. Heywood handles such standards as "Without a Song," and "Try A Little Tenderness." Two of Bushkin's efforts are "I've Got A Crush On You," and "They Say It's Wonderful." Slick ivory work. Eddie Heywood is the big name factor here.

"ALL OF ME"—Johnny Hartman—Bethlehem BCP-6914 (1-12"

This is a collection of mostly sentimental vocal interpretations by Johnny Hartman, an artist who makes a neat compromise between crooning and jazz stylings. Fondling such durable pieces as " Tenderly," "Stella By Starlight," and "I Got A Kick Out Of You," Hartman shows ease, and a slick swing touch. Two excellent uptempo selections, "Blue Skies," and "Birth Of The Blues." Fine ork support and orchestral attraction.

"HERE COME THE GIRLS!"—Ellie Fitzgerald, Anita O'Day, Jane Powell, Pearl Bailey—Verve MG V-2036 (1-12"

The line-up of female singing talent here is terrific. Heard in a collection of their solo efforts are the smooth Ellie Fitzgerald (A Beautiful Friendship), the inspired Anita O'Day (You're The Top), the classy Jane Powell (True Love), the humorous Pearl Bailey (Gone With The Wind), and the warm Tony Harper (I Telephoned, I Telephoned). The girls each take two or three sentimental turns. Powerful name-value.

"Words in Music from Sammy Kaye's SERENADE!"—Sammy Kaye—Columbia CL 963 (1-12"

Sammy Kaye, who has been busy recording dance-floor versions of Broadway musicals ("My Fair Lady," "Belles Are Ringing"), has a disk here that should ring a bell with listeners of his "Sunday Serenade" radio show. Against a backdrop of familiar classics, "The Man I Love," "The Man I Love," "The Man I Love," etc., Kaye reads sentimental poems compiled by himself or sent in by listeners of the program. Attractive package. Followers of Kaye's "Sunday Serenade" plus Kaye admirers form the major market.

"Speak Low"—The Unique Art of Eddie Baxter—Rendezvous RLP 1501 (1-12"

"Theme In Motion"—The Unique Art of Eddie Baxter—Rendezvous RLP 1502 (1-12"

"Theme In Motion"—The Unique Art of Eddie Baxter—Rendezvous RLP 1501 (1-12"

"Theme In Motion"—The Unique Art of Eddie Baxter—Rendezvous RLP 1502 (1-12"

The series of albums from Rendezvous feature the slickly conceived artistry of Eddie Baxter. The performer is at hand on the keyboard device that enables him to produce the sounds of a three-piece organ, and organ by himself. The results of this electronic amalgamation is deff mood music sounds, and with the addition to bird enthusiasts, Mr. Baxter has a happy habit, in all three disks, of sticking to the evergreens ("There's A Small Hotel," "Laura," "That Old Black Magic," etc.). The covers are geared to catch the eye of a mood music purchaser.

**Jazz**

"My Fair Lady Loves Jazz"—played by The Billy Taylor Trio. Orchestra Conducted By Quincy Jones—ABC-Paramount ABC 177 (1-12"

Selections from "My Fair Lady" make another jazz appearance, this time in an ABC-Paramount issue featuring the Billy Taylor Trio plus trumpet and a jazz ork conducted by Quincy Jones. The eight songs ("Show Me," "With A Little Bit Of Luck," and "On The Street Where You Live") have been smartly Taylored for jazz consumption with the aid of such keen jazzmen as Don Elliot (Vibes, Bongo, Mellophone), Jerry Mulligan (Baritone Sax) and Taylor (piano). Fine jazz waxing.

"Hank Mobley With Donald Byrd And Lee Morgan"—Blue Note 1500 (1-12"

This is a high-powered stuff from someone who can dish it out. The sextet, featuring Hank Mobley on tenor sax and the trumpets of Donald Byrd and Lee Morgan trace a terrific swinging line from one session to the next. The numbers, whose titles indicate the pace here, were all written by Mobley. Horace Silver has lot’s of room to bowl at the keyboard. Skilled musicians at their sprightliness best.

"Cole Porter and Me"—Eddie Cano and His Sextet—RCA Victor LP31320 (1-12"

This is jazz with a Latin leaning. The artist behind this venture is Eddie Cano, a pianist with a love for both the Latin beat and jazz. Made up of six Cole Porter items (and of course, Mr. Porter has often made use of a Latin tempo in many of his melodies) while the flip side contains six jazz-inspired Cano creations. Under the guidance of Jazzman Shorty Rogers plus some slick work by the sextet, the gap between the two musical forms has been imaginatively closed. Some pop potential.

**Classical**

"Verdi: Aida—Arturo Toscanini—RCA Victor LM-6132 (3-12"

The late Arturo Toscanini’s brilliant conducting career began with "Aida" in 1886, and Victor has released its last opera as performed by the Maestro, a distinguished presentation of "Aida." Taken from two NBC broadcasts in 1949 (and partially recorded again by Toscanini in 1954), this 3-Victor issue is a monumental tribute to Toscanini and the Verdi masterpiece. Toscanini's direction of the NBC Symphony is tempered with vibrance, and a lyrical beauty. The principals, Herva Negli as Aida; Richard Tucker as Rhadames; Eva Gustavsson as Amneris; and Giuseppe Valdengo as Amonasro sing with grandeur and a sense of the scope of the work. This "Aida" will bring opera lovers to it in droves.


This is virtuosity of the highest order. The 3-piece program provides Mr. Heifetz with demanding technical and romantic challenges. The intricacies of Castelnuovo-Tedesco's brilliant "Lark," and the purity of the old Vitali "Chaconne," and Faure "Sonata No. 1" capture the violinist in incomparable tone and technical feats.

*“It’s What’s in THE CASH Box That Counts!”*
At Record Shop Opening

Verve To Issue 3 Versions of "Funny Face"

NEW YORK—A high powered promotional campaign is scheduled for Verve Records’ release of the sound track from the Paramount picture, "Funny Face." Three versions of the original score will be released on the Verve label. First, out the week of March 25, consisting of an overture and two acts, stars the film cast of Fred Astaire (a Verve pactee), Kay Thompson and Audrey Hepburn, who makes her singing debut in the movie. The two other "Funny Face" albums, forthcoming shortly, will be with Buddy Bregman and a big band and a set featuring Barbara Carroll, and her Trio.

Three field representatives in the East, Midwest and Coast will co-ordinate promotional tie-ins with Paramount Pictures and Ganz’ regular distributors throughout the States and special screenings of the film have been arranged for record shop and department store personnel in major cities. Pink imprinted ballots, life size cut outs of the film’s stars and other promo gimmicks will herald the "Funny Face" album release in short order throughout the country. The cast album will retail for $4.98 and both the Carroll and Bregman albums will go for $3.98.

Verve’s owner Norman Granz is currently in Europe meeting with execs of Paramount and EMI, as well as the label’s key Continental distributors to set up world wide distribution.

Brewer Named West Coast Head For RKO

NEW YORK — It was announced here last week that Gene Brewer has been appointed West Coast head for both RKO-Music and RKO-Unique Records. Brewer will spearhead an all-out effort to tie up motion picture music scores for the RKO music firm as well as motion picture sound tracks for release on the RKO-Unique Record label.

BROADWAY MUSIC

New York, N. Y.

1. Mama Looks Boo Boo (H. Belafonte)
2. Wringle Wrangle (P. Parker & P. Johnson)
3. Calypso Melody (D. Rose)
4. Round and Round (P. Conn)
5. Little Darlin’ (Diamonds)
6. Little Darlin’ (Diamonds)
7. Almost Paradise (Stein-Williams)
8. Marianne (T. Gilkison)
9. P. Peer & Mant’s Ribs (P. Page)
10. All Shook Up (P. Presley)

GIFT MART MUSIC CENTER
Jamaica, N. Y.

1. Just Because (S. Price)
2. I’m Coming Over (S. Lawrence)
3. Almost Paradise (Williams)
4. Wind in the Willow
5. Chantay, Chantay (C. Sheen)
6. Who Needs You (H. Lawrenzo)
7. Balladino (N. Cale)
8. Bananna Boat (H. Belafonte)
9. Only One (G. Hamilton IV)

MOSHER MUSIC CO.
Boston, Mass.

1. Round and Round (P. Conn)
2. Wind in the Willow (S. Lawrence)
3. Pepe (H. Belafonte)
4. Almost Paradise (Williams)
5. As Long As I Have You (Lee)
6. Strange (Shipper)
7. Round and Round (P. Conn)
8. So Rare (J. Dorsey)
9. Mill Shook Up (P. Presley)
10. Gone (F. Hokey)

BILLS RECORD SHOP
Tulsa, Okla.

1. I’m Walkin’ (P. Bosco)
2. Party Doll (B. Knox)
3. Marianne (T. Gilkison)
4. Wind in the Willow
5. Almost Paradise (Williams)
6. I’m Just For You (F. Hokey)
7. I’m Just For You (K. Hokey)
8. Marianne (T. Gilkison)
9. All Shook Up (P. Presley)

LISHON’S
Chicago, Ill.

1. Butterfly (C. Groce)
2. Marianne (Hillipopapers)
3. Very Love (J. Hunter)
4. Banana Boat Song (Tarriers)
5. Party Doll (B. Knox)
6. Teenage Crush (T. Sands)
7. Too Much (P. Presley)
8. Round and Round (P. Conn)
9. I’m Walkin’ (P. Bosco)
10. Don’t Forget Me (P. Bosco)

CAXON RECORD SHOP
Atlanta, Ga.

1. Gone (F. Hokey)
2. Young Love (S. James)
3. Don’t Forget Me (P. Bosco)
4. Party Doll (B. Knox)
5. Party Doll (B. Knox)
6. Almost Paradise (Williams)
7. Almost Paradise (Williams)
8. Why Baby Why (P. Bosco)
9. One Stop All Time (Lee)
10. So Rare (J. Dorsey)

CALIFORNIA MUSIC CO.
Los Angeles, Calif.

1. Come Go With Me
2. Mama Looks Boo Boo (H. Belafonte)
3. Why Baby Why (S. James)
4. Marianne (T. Gilkison)
5. Why Baby Why (S. James)
6. Round and Round (P. Conn)
7. I’m Walkin’ (P. Bosco)
8. Bananna Boat Song (Tarriers)
9. Wonderful Wonderful Wonderful (J. Mathis)
10. Summer Holiday (P. Bosco)

MADRONA RECORD SHOP
Portland, Ore.

1. All Shook Up (P. Presley)
2. Little Darlin’ (Diamonds)
3. Party Doll (B. Knox)
4. Ever Lovin’ Fingers (B. Knox)
5. I’m Stickin’ With You
6. Peace In The Valley (P. Presley)
7. I’m Stickin’ With You
8. Dreamy Eyes (4 Props)
9. Round and Round (P. Conn)
10. Too Much (P. Presley)

ANDERSON’S MUSIC
Red Bank, N. J.

1. Party Doll (B. Knox)
2. Teenage Crush (T. Sands)
3. Young Love (S. James)
4. Almost Paradise (Williams)
5. Little Darlin’ (Diamonds)
6. Round and Round (P. Conn)
7. Almost Paradise (Williams)
8. Why Baby Why (P. Bosco)
9. One Stop All Time (Lee)
10. Banana Boat (Day-O)

CAMPUS RECORD SHOP
Detroit, Mich.

1. Come Go With Me
2. Round and Round (P. Conn)
3. Young Love (S. James)
4. Almost Paradise (Williams)
5. Little Darlin’ (Diamonds)
6. Round and Round (P. Conn)
7. I’m Stickin’ With You
8. Almost Paradise (Williams)
9. I’m Walkin’ (P. Bosco)
10. I’m Stickin’ With You

SUPER MUSIC, INC.
Baltimore, Md.

1. Come Go With Me
2. Round and Round (P. Conn)
3. Almost Paradise (Williams)
4. Little Darlin’ (Diamonds)
5. Young Love (S. James)
6. Round and Round (P. Conn)
7. I’m Walking (P. Bosco)
8. I’m Just For You (F. Hokey)
9. Marianne (T. Gilkison)
10. All Shook Up (P. Presley)

LYRIC NEWS & REC. SHOP
Cleveland, Ohio

1. Party Doll (B. Knox)
2. Butterfly (A. Williams)
3. Marianne (T. Gilkison)
4. Who Needs You (4 Lads)
5. Round and Round (P. Conn)
6. Banana Boat (Day-O)
7. Gone (H. Belafonte)
8. Teenage Crush (T. Sands)
9. Young Love (S. James)
10. Round and Round (P. Conn)

THE RECORD CENTER
Cleveland, Ohio

1. All Shook Up (P. Presley)
2. Peace In The Valley (P. Presley)
3. Young Love (S. James)
4. Why Baby Why (S. James)
5. Round and Round (P. Conn)
6. School Days (C. Berry)
7. Round and Round (P. Conn)
8. Mama Looks Boo Boo (H. Belafonte)
9. I’m Walkin’ (P. Bosco)
10. Round and Round (P. Conn)

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
Best Selling Pop Albums  
* Also Available in EP

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
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<tr>
<td>1.</td>
<td>CALYPSO</td>
<td>HARRY BELAFONTE</td>
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<td>2.</td>
<td>MY FAIR LADY</td>
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<td>5.</td>
<td>CLOSE TO YOU</td>
<td>FRANK SINATRA</td>
<td>Capitol W 789 * EPA 789</td>
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<td>6.</td>
<td>HUMANS</td>
<td>TENNESSEE ERNIE FORD</td>
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<td>7.</td>
<td>ROGER WILLIAMS: SONGS OF THE FABULOUS FIFTIES</td>
<td>ROGER WILLIAMS</td>
<td>Kapp 5000 * KE-714, 15, 16, 17, 18 (2–12” LP)</td>
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<td>THE KING AND I</td>
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<td>THE EDDY DUCHIN STORY</td>
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<td>10.</td>
<td>*ELVIS</td>
<td>ELVIS PRESLEY</td>
<td>RCA Victor LPM 1382 * EPA 1382</td>
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<td>11.</td>
<td>JERRY LEWIS JUST SINGS</td>
<td>JERRY LEWIS</td>
<td>Decca DL 8410</td>
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<td>12.</td>
<td>LOVE IS THE THING</td>
<td>NAT &quot;KING&quot; COLE</td>
<td>Capitol W-824 * EPA-1-824, 2-824, 3-824</td>
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<td>MOVIE SCORE</td>
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<td>14.</td>
<td>SUDDENLY IT'S THE HI-LO'S</td>
<td>(Columbia CL 952 * B-9523, 2, 3)</td>
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<td>15.</td>
<td>*FOUR FRESHMEN AND FIVE TRUMPETS</td>
<td>(Capitol T 763)</td>
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<td>16.</td>
<td>*ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK</td>
<td>(2–12” LP) (Verve MG V 4002 * EPY-5027, B, 9, 30, 31, 32, 33, 34, 35)</td>
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<td>17.</td>
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<td>20.</td>
<td>SAY IT WITH MUSIC</td>
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<td>22.</td>
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<td>23.</td>
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<td>24.</td>
<td>*'S WONDERFUL</td>
<td>RAY CONNIFF</td>
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<tr>
<td>25.</td>
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<td>RCA Victor LPM 1150 * EPA 1150; EPA 685, 6 55</td>
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"It's What's in THE CASH BOX That Counts"
Aiding March of Dimes

Music

Baltimore—Songstress Betty Madigan, whose first Coral record “True Love Gone” and “A Lovely Night” is proving to be her most exciting platter in quite some time, is seen above at a recent March of Dimes benefit in Baltimore with (left to right) Theodore McKelvin, Governor of Maryland; Hollywood movie star George Murphy and veteran showman George Jessel.

Joy Layne Makes N.Y. TV Debut on “Circus Time”


Things have really been popping for this Chicago high school girl, since the day she walked into the office of Mercury’s V.P., Art Talmadge and said, “I’m Joy Layne and I’m ready to record.” To the amazement of Art Talmadge, after hearing her sing, she really was ready to record and his confidence in her talent was proven with her first release “Your Wild Heart” which created a stir in the music business.

Since then, Joy has been on two deejay tours—to New York and Hollywood, and she is now a television veteran having appeared on “Tonight” in Chicago, “The Ray Anthony Show” and “Juke Box Jury” on the coast. Joy’s second release “After School” broke onto the best seller list this week. Art Talmadge and Mercury Records have big plans for their discovery and feel certain that she is headed for stardom.

ASCAP Elects Board of Directors for 1957

NEW YORK—The Committee on Elections of the American Society of Composers, Authors and Publishers has certified to ASCAP’s President, Paul Cunningham, the following results of the election of writer members and publisher members for the Society’s Board of Directors, commencing April 1, 1957.

The writer members in the popular-production field elected were: Stanley Adams, Paul Cunningham, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, Alex C. Kramer, George W. Meyer, Ned Washington and Jack Yellen. Ned Washington replaces the late Gene Buck in the popular-production field of writer members of the Board. In the standard writer group, Deems Taylor, John Tasker Howard and Dr. Douglas Moore were re-elected. Dr. Moore replaces incumbent A. Walter Kramer.

The publisher directors elected in the popular-production group were: Louis Bernstein, Saul H. Bourne, Irving Caesar, Max Dreyfus, Bernard Goodwin, John D. Marks, Jack Mills, Maurice Scopp, and Herman Starr. John D. Marks, President of St. Nicholas Music, Inc., replaces J. J. Robbins of Words & Music, Inc., on the Board of Directors. The publisher directors elected in the standard group were: Frank H. Cooper, Gustave Schirmer and Adolph Vogel of Elkan-Vogel Co., Inc. Mr. Vogel succeeds incumbent Donald Gray of H. W. Gray Company, Inc.

Chicago Dee Jays Plan Aragon Record Hops

CHICAGO—Steve Schickel, WGN deejay and Jack Reiling, WAAF musical director, have skedded a series of ten record hops to be held at the Aragon ballroom beginning April 7.

Beautifully paced for appearances are Johnny Dee, George Hamilton IV, Roy Hamilton, Eydie Gorme, Chico Hamilton, Bill Farrel, and Gale Robbins.” Reiling advised.

Schickel, Jim Lounsbury, and Jerry Leighton will be permanent emcees at the weekly hops with guest deejays dropping in to say hello.

Presently Schickel and Reiling are dishing for radio and TV coverage by local stations from the Aragon. Nothing definite has been set as yet.

The Old Soft Shoe

NEW YORK—Ray Bolger (left) veteran showman does the time step with Kapp Records’ Mickey Kapp at the end of the recording session during which Bolger recorded “The Cricket Song” and a new interpretation of his classic “Once In Love With A Girl.” The latest addition to Kapp’s growing roster of entertainers, introduced the “Cricket Song” on his March 24th “Washington Square” NBC-TV stint.

NEW YORK—New York is indeed a friendly town and here is pictorial evidence to prove it. When d.j. Jerry Marshall (right) recently moved to Station WMGM on Fifth Ave. in New York, the iron workers at a new building down the street were among the first to extend a welcoming hand. Larry Weimann, an iron worker, was the official greeter. In addition to presenting an ironworker’s helmet to Marshall, he drew a cartoon salute to the disk jockey on the construction fence fronting 5th Ave. Jerry in turn presented Larry with a recording of his new theme song for his daily “Record Room” program over WMGM.

RKO Music Acquires
Three Film Sound Tracks

NEW YORK—In conjunction with the increased build-up being given the RKO Music Division, the firm has secured three new background scores from forthcoming motion pictures.

Included in the three are: “The Joker Is Wild” starring Frank Sinatra in the lead role portraying the life of a young, growing jazz musician, as part of a United Artists release featuring Anita Ekberg and Anthony Steele with a score by Al Glaser; and “Platypus,” released by Frank De Vol, RKO Music Division has also acquired the rights to the title song from the “Valerie” pic.

Contracts for the “Valerie” and “The Banana Song” films have already been signed by the firm’s general counsel, Martin J. Macht in New York, as a result of his recent trip to California. Irving Deutch, professional manager of RKO Music Division, is currently out on the coast working out the details for “The Joker Is Wild.”

The label’s current #1 plug is “Seven Days in Barcelona” by Henri De Pari.

New Decca Phonos

NEW YORK—Decca Records has announced the addition of a new model to its growing line of phonographs. The new addition is the DFS-8. This three-speed portable phonograph features a turnover cartridge, and is available in three different color combinations—black with silver, tan with blue, and red with red tweed. It is priced at $29.95. The DFS-8 is called “The Nascom.” brings to 17 the number of models currently available from Decca.

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

**Music Operators’ Associations**

Apr. 1—California Music Merchants’ Association  
Place: 311 Club, 311 Broadway, Oakland, Calif.

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

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

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

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

8—Tri-County Juke Box Operators’ Association  
Place: Elum Music Offices, Massillon, Ohio

8—Wisconsin Music Merchants’ Assn.  
Place: Sheboygan, Wis.

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

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

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

10—New York State Operators Guild  
Place: Nelson House, Poughkeepsie, N. Y.

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

11—Eastern Massachusetts Music Operators’ Association  
Place: Beacon Hotel, Boston, Mass.

15—Westchester Operators’ Guild, Inc.  
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

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

18—Eastern Ohio Phonograph Operators’ Association  
Place: 4104 Rush Boulevard, Youngstown 12, Ohio  
(executive board)

18—Phonograph Merchants’ Association, Cleveland, Ohio  
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

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

### Attention: Operators’ Associations

Associations desiring listings in this column, please write to THE CASH BOX, 1721 Broadway, New York 19, N. Y.

### “Forbidden Fruit” Tie-In

NEW YORK—Epic Records, which has Anita Ellis’ record, “Forbidden Fruit,” and the Charles Jacquin Cie. of Philadelphia, which boasts an unusual liqueur, “Forbidden Fruit,” have jointly launched a national disk-jockey promotion on that theme. Kita, containing the Epic record and a miniature bottle of the liqueur, are being distributed in key areas. In addition, copies of the record will be made available free to bars and restaurants that serve the liqueur and are equipped with a music system.

In addition to these efforts, Miss Ellis was sent on a personal tour of the cities where the record has emerged most solidly, among them, Baltimore, Atlanta, Philadelphia, St. Louis and Miami.

The promotion is being guided by Walter Hayum, Merchandising Manager of Epic and Mort Kushland for the Phillip Kline Agency of Philadelphia.

Above Anita Ellis is toasted in an appropriate way by Maurice J. Cooper, President of Charles Jacquin Cie., with bottles of his firm’s liqueur, “Forbidden Fruit.” Beaming approval are Epic executives, (left to right) A & R Director Arnold Maxin; Merchandising Manager, Walter Hayum, and National Sales Director William Neillen.

**Decca Promotes Sound Tracks**

NEW YORK—Beginning on April 1st, Decca is embarking on an extensive and concentrated Soundtrack Album Promotion.

Because of ever-growing public acceptance and demand for soundtrack albums, Decca has prepared special litho looks and order forms which incorporate some of the leading motion picture score sets. The company believes that by grouping the albums in this category it will be helpful to dealers in stocking, displaying, and selling the soundtracks to the customers. Many dealers have already prepared display racks for movie scores exclusively, and the promotional material prepared by Decca will serve as a reminder of some top soundtrack LP’s that are available on the label.

**Ace Signs Godfrey Winner**

NEW YORK—Nicki De Matteo, 16-year-old singer, recent winner of the Arthur Godfrey TV Talent Scout Show was signed to a recording contract by Ace Records.

He will cut two sides, “Winging My Way Home To You” & “Spring Blossoms”, which will be released soon.

**SINGER ONE-STOP**

1812 WEST CHICAGO AVE., CHICAGO 22, ILL.  
8920 SOUTH HALSTED ST., CHICAGO 21, ILL.  
6920 CAPITOL BLDG., WESTMINSTER, CALIF.  
6920 CAPITOL BLDG., WESTMINSTER, CALIF.  
3300 FIFTH AVE., SOUTH SEA ISLAND, CALIF.  
4200 5TH AVE., SOUTH SEA ISLAND, CALIF.

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

**`DUKE RECORDS, INC.  
209 FIFTH AVENUE  
HOUSTON 26, TEX.  
www.americanradiohistory.com`**
NEW YORK:

Stirrings caused around the trade as George Goldner made his exit from the Tico, Rama, Gee, and Roulette Record companies. Goldner, who started with Tico half a dozen years ago and built that company to the top in the field, purchased various labels from time to time, including the Peacock, Peacock, and other labels. Now, Goldner has taken over “Good Morning Captain” on the label by Joe D. Gibson for national distribution, is really getting behind the disk. They seem to make it a national hit. Monte Bruce, Tetra, says “Lots Of Action.” * Hip Records, Hollywood, entered the r & b and pop fields. Its first release “I Miss You So” by Faye Wilson. * Arrow Records in Hollywood have just released “The Wrong Door” by the Jackson Brothers. * Mel Touroff, Gee Records promotion director, predicts the Rosebuds will be the number one vocal group in the country within six months. Mel says “Darling” is starting to break nationally. * “The Voice In The Night” will actually sue his listeners into buying through self commercials. “The Voice In The Night” will be heard over WINS-New York on March 30 from 12 to 2 a.m. on Saturdays and 11 to 1 a.m. on Sundays. * Jerry Winston, Onyx Records, still getting the reaction to The Pearls. “Your Chetin’ Heart” that leads him to believe he has a “hit.” Winston waves a telegram showing an offer for a lucrative Canadian deal and says, “This is the kind of reaction I’ve been getting from now.” * Apollo Records may have come up with a sleeper in the Teller “Rang Tang Ding Dong” or “I Am The Japanese Sandman.” It is the same side, but requests have been coming in for the two titles and in many instances have been purchased. New labels will bear the titles in the same site type. Apollo has also released a new Solomon Burke, “I Need You Tonight.” The deck is backed with “This Is It.” Solomon is one heckva singer and he’ll break out one of these days when he gets the big one. * The biggest thing Chuck Berry has recorded to date, is the way Phil Chess describes Berry’s “School Days.” Chess predicts that this disk will top Berry’s hit, “Brown Eyed Handsome Man.” “Orders have exceeded one hundred thousand and the disk isn’t a month old,” says Chess. * Atlantic Records this week announced the purchase of Robin Robinson’s “I Promise You” from Antler Records. Robin Robinson has also been signed to the Atlantic roster. “I Promise You” has sold extremely well on the east coast and Atlantic now hopes to make it a national hit. Also released this week is Clyde McPhatter with “Just To Hold My Hand” and Bobby Short singing “Delia” and “Last Train To San Fernando.” * King Records are out with a new title by Jimmy Reed, which debuts in John item this week. “I’ve Got To Go Cry,” and “Look What You’ve Done To Me” are the two sides. * Herman Labinisky, Savory Records, mourning his brother Ben, Chicago hardware manufacturer, who died of a heart attack last week.

CHICAGO:

Henry Friedman, Midwest Mercury Distribs, pointing to his bulletin board where he had The Cash Box “Sleeper Of The Week,” 3/30, “Hard Head” (parts one and two), measured for all to see. * WIND dojkyk Bernie Allen greatly excused over his side, “You Can’t Put Your Nose In My Business.” * Pee Wee Crayton skedded for Atlantic’s Royal Peaceck for 4 days. * Del Clark, who appears at local record hops and fan club meetings, “Sure would appreciate pictures for give away.” * Fraternity has a new one by Sparkle Moore that sounds like a real comer in “Killer” b/w “Tiger.” * United Distris’ Ernie Leaver mucho elated over Jr. Parker’s diskero, “The Next Time I See You” on Duke and “How Do I Love You” by B. B. King on RPM. Brother George stepped in to remind us that S.E. Ruggiero’s “Live Bomber” and Roy Wright’s “No Hops” on Drexel are swinging higher than ever. * Norman Spaulding, WGES, went out on a limb to predict a smash from Naomi Jackson’s “Tweed swingeroo “There’s Sunshine In The Shadows.” This just has to be a hit,” he claims. * Louis Jordan and his quintet opened at Roberts Show Lounge for two weeks. They are skedded by a musical tribute to Miller and Lyles, writing team remembered for “Shuffle Along,” “Eumin’ Wild,” on other negro revues. * Lenny Garmisa, Garmisa Distrib going all out on Ethel Waters’ Jubilee disk, “Memories.” Hot on ABC Par is newbie by Cozy Morely, “Why Don’t You Fall In Love” b/w “Love My Girl.” States Garmisa, “This could get as big as ‘Just Because’ by Lloyd Price.” * Over at M. S. Distribrs Vic Faraci is running in fifteen different directions at once trying to keep up with Kik discoring with Buck Combs one of the best for an extended period. * Hickman “Argo’s” “Country Boy” by Clarence Henry. * Mickie Marlov skedded for Chi visit with her latest, “Ain’t That Love.” * Ernie Leamer and Sam Evans hearse for “Killer” b/w “I See You When You’re Weak,” and The Spaniels’ “Everyone’s Laughing” b/w” I. O. U.” heading the parade. Big spiritual release for Easter season is The Swan Silvertones’ “That Day On Calvary’s Hill” and Hoste over at the State picks Wynona Carr’s Specialty, “What Do You Know,” as the next big big-big one for the distrib. “Can’t miss,” states Dan. * Chuck Willis beginning to shine through with “C. C. Riders” on Atlantic. * It’s the talk of the town, Bobbe’s new release “Calypso?” The rapid rise and dismal slump has one and all wondering what’s next? * Tetra’s “Good Morning Captain” taking off in this area through great help of Chess/Checker distribution. Local distrib claims the disk should reach top fifty in a matter of days.

LOS ANGELES:

Modern Records artist, Josie Belvin broke it up at the Palladium in San Diego this past weekend. While in the area, Belvin recorded some new sides at Modern’s Culver City studios. * The Tarriers received their gold record from Glory Records for having sold over a million platters of “Banana Boat Song” on the Larry Finchley TV show this week. * Gus Jinkins’ new recording of “So What?” looks like another big one for the Flash label. * Fats Domino recording with Lewis’s “There Ought To Be A Law” and Arky Womack’s “No Fish,” cried the boys, “Couldn’t break through the ice.” * Sarah McLawer and Richard Otto kicked off their new single, “Relax Miss Friskly,” to reportedly very enthusiastic audiences at Paterson, NJ’s 38 Club. * Len Chess reports from Florida, “School Days” by Chuck Berry breaking wide open. Here at home Phil Chess finds at a premiere at a premium as he tries to keep up with plans to move and such diskoring as “Everybody Needs Somebody” by Little Walter, “Rock Me” by Muddy Waters, and Checker’s “Hey You.” * The Rouget in Across The Sun by Johnny and Joe. * Jimmy Reed clicking with one weeker at Gleason’s in Cleveland. * Vee-Jay released a flock of new material this past week with The Orioles’ “Sugar Girl” b/w “Didn’t I Say,” John Lee Hooker’s “I’m So Excited” b/w “I See You When You’re Weak,” and The Spaniels’ “Everyone’s Laughing” b/w “I. O. U.” heading the parade. Big spiritual release for Easter season is The Swan Silvertones’ “That Day On Calvary’s Hill” and Hoste over at the State picks Wynona Carr’s Specialty, “What Do You Know,” as the next big big-big one for the distrib. “Can’t miss,” states Dan. * Chuck Willis beginning to shine through with “C. C. Riders” on Atlantic. * It’s the talk of the town, Bobbe’s new release “Calypso?” The rapid rise and dismal slump has one and all wondering what’s next? * Tetra’s “Good Morning Captain” taking off in this area through great help of Chess/Checker distribution. Local distrib claims the disk should reach top fifty in a matter of days.
**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)

**AFTER HOURS**

Goliath 41255 (Atlantic 3346)

"ALSO SHOOK UP"

Eddie "Rochester" 239 (RCA Victor 6825)

A MOTHER’S LOVE

A SIMPLE PRAYER

Ray Hamilton 144 (King 9030)

**BIG WHEEL**

Clifford Holmes 212 (Capitol 6392)

**BIRTHDAY PARTY**

The Last Time

Sil Austin 71077 (Mercury 1957)

C. C. RIDER

Chuck Willis 21071 (Atlantic 11310)

**CHICKEN WAH-WAH**

Bobby Mayfield 11104 (Cape 101)

**FLORENCE**

Paragon (Winter 215)

**FORBIDDEN RAIN**

Idle Ellis 29424 (Fame 1959)

"GONE"

Fordie House 13152 (Capitol 1268)

**GOT MY JOO WORKING**

Rock Me

Matthew Waters (Chess 1562)

Ann Cole 1105 (Ran 237)

**GUIDED MISSILES**

Carm Links 11209 (Doane 499)

**HERE COMES ROMANCE**

Clawer 11219 (Atlantic 1193)

HE’S MINE

Platters 71032 (Atlantic 1193)

"HONEY, HONEY"

Louis Lumley & Teaschows (Ferry 1003)

**HONEY, WHERE YOU GOING LITTLE RAIN**

Jimmy Reed 13383 (Vee-Jay 237)

"HOW DO I LOVE YOU"

B. B. King 12941 (Palo 491)

I DON’T BELIEVE

Bobby Blue Bland 160 (Duke 160)

I’M IN THE MOOD FOR LOVE

Fats Domino 11150 (Imperial 5452)

I MISS YOU SO

Chris Connor 11150 (Atlantic 1105)

I’M STICKIN’ WITH YOU

Jim Brown 11150 (Roulette 22001)

IN THE CHAPEL

Ann Cole 11220 (Ran 232)

I SMELL TROUBLE

I DON’T WANT NO WOMAN

Bobby Blue Bland 160 (Duke 167)

JUST BECAUSE

Larry Williams 11150 (Specialty 597)

LEAVING YOU BABY

Angels (Irma)

LET ME CRY

Willie Mound 11220 (Dozo 499)

LET THERE BE YOU

Five Keys 11150 (Capital 1600)

LITTLE DARLIN’

Giadola 2107 (Esco 11501)

LOVE IS A HURTIN’ GAME

Ivy Joe Hunter 11150 (Atlantic 11728)

MAMA BOO BOO

Bennie Boatwright 11150 (RCA Victor 6825)

**MIDNIGHT**

C.A. King 2056 (Capitol 1268)

**MY HOME IS A PRISON**

Lamers/Bowdowns (Facets)

**MY LIFE**

Going Back Home

Wiffie Wolf 11150 (Chess 1640)

**MY LOVE WILL NEVER DIE**

Otis Rush 1105 (Cape 1105)

**OH HAPPY DAY**

S Gaz (Empire 1957)

**ONE MORE DANCE**

Herald Barrage 11150 (Cape 1105)

**ONLY JIM**

Six Teens 29424 (Flip 320)

**PRETEND**

Toby Smith 11150 (United 205)

**RED SAILS IN THE SUNSET**

After a While

Joe Taft & The Accents 11150 (Imperial 11310)

SEND ME A PICTURE, BABY

Starlarks (Empire 1957)

**SEND ME SOME LOVIN’**

Little Richard 11150 (Specialty 598)

**SITTIN’ IN THE BALCONY**

Eddy Cochran 11150 (Liberty 5956)

**SHE’S Gotta Wobble**

Sugar Boy 11150 (Capitol 1957)

**SHIRLEY**

Please Say You Want Me

Schooboy 11150 (Okeh 7096)

**SHOULD I EVER LOVE AGAIN**

Wynona Carr 11150 (Specialty 599)

**SOMEBODY SOMEWHERE**

Geta Allison 11150 (Decca 20183)

**TEENAGE CRUSH**

Tummy Sands 11150 (Capitol 3639)

**TEENAGE LOVE**

Lynn & Teenagers 11150 (Gee 1932)

**THAT’S WHAT I WANNA DO**

When I Saw You

Shirley & Les (Aladdin 3362)

**THE WALL**

Break Benton 11150 (Papier 1959)

**THERE OUGHTA BE A LAW**

*DEAREST*

Mickey & Sylvia (Yankee 2267)

**TRICKY**

Gas Links 10313 (Flash 113)

**TRUE LOVE GONE**

Enchanters 11150 (Coral 61756)

UNDERSTANDING

Bull Mosse Jennyey 11150 (Enigma)

UNITED

Lene Hotes (Holiday)

**WALKING BY MYSELF**

Jimmy Rogers 11150 (Chess 1643)

**WHAT’S THE REASON I’M NOT PLEASEING YOU**

Fats Domino 11150 (Imperial 5457)

**WHY DO YOU DO ME LIKE YOU DO ME**

Cotton 11150 (Gee 1931)

**WHY DO YOU HAVE TO GO DOLL (For Me)**

*YOUR CHEATIN’ HEART*

Pawels 11150 (Pawels 1105)

YOUR TRUE LOVE

Carol Turner 11150 (Sun 263)

**It’s What’s in THE CASH BOX That Counts**
<table>
<thead>
<tr>
<th>ANN COLE SINGS</th>
<th>THE ORIGINAL! THE ORIGINAL! on O J RECORDS</th>
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<tbody>
<tr>
<td>GOT MY MO-JO WORKING</td>
<td>&quot;I'M SERIOUS&quot; b/w &quot;IF YOU LOVE ME&quot; by Bobby Chandler and his Stardusters</td>
</tr>
<tr>
<td>(But It Just Won't Work on You)</td>
<td>O J RECORD # 1000</td>
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<tr>
<th>NEW YORK</th>
<th>CHICAGO</th>
<th>NEW ORLEANS</th>
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<tbody>
<tr>
<td>MAMA LOOKA ROODOO</td>
<td>Fats Domino (Imperial 5428)</td>
<td>I'M WALKIN' Fats Domino (Imperial 5428)</td>
</tr>
<tr>
<td>Buddy Williams (Roulette 71050)</td>
<td>RAM-BUNK-SHUSH Bill Doggett (King 5026)</td>
<td>SEND ME SOME LOVIN' Little Richard (Specialty 398)</td>
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<tr>
<td>IT (Savoy 1018)</td>
<td>LOVE IS STRANGE Mickey &amp; Sylvia (Graeme 6175)</td>
<td>JUST BECAUSE L. Williams (Specialty 867)</td>
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<tr>
<td>LITTLE DARLIN' (DAY-O)</td>
<td>BANANA BOAT RCA Victor 20-4771)</td>
<td>PARTY DOLL Ray Brown (Imperial 5427)</td>
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<tr>
<td>(Mercury 71060)</td>
<td>NEXT TIME YOU SEE ME Little Sir Parker (Duke 164)</td>
<td>LUCILLE Little Richard (Specialty 304)</td>
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<tr>
<td>BAD BOY Palmer &amp; Jive Bombers (Saroy 1508)</td>
<td>COME GO WITH ME Del-Vikings (Del 15538)</td>
<td>LOVE IS STRANGE Mickey &amp; Sylvia (Graeme 6175)</td>
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<tr>
<td>PARTY DOLL Buddy Knox (Realtime 602)</td>
<td>JUST BECAUSE Little Sir Parker (Duke 164)</td>
<td>IT HURTS TO BE IN LOVE Annie Laurie (Deltone 6107)</td>
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<tr>
<td>FLORENCE Paragon (Winston 215)</td>
<td>LUCILLE Little Richard (Specialty 598)</td>
<td>C. C. RIDER Chuck Willis (Atlantic 1130)</td>
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<tr>
<td>TEENAGE LOVE Teenagers (Gee 1022)</td>
<td>BIRTHDAY PARTY Bill Audlin (Mercury 71027)</td>
<td>LITTLE DARLIN' Diamonds (Mercury 71060)</td>
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<tr>
<td>COME GO WITH ME Del-Vikings (Del 15538)</td>
<td>LUCILLE Little Richard (Specialty 598)</td>
<td>EMPTY ARMS Ivan Joe Hunter (Atlantic 1128)</td>
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<tr>
<td>BUTTERFLY Charlie Gracie (Comet 103)</td>
<td>LUCILLE Little Richard (Specialty 598)</td>
<td>LUCILLE Little Richard (Specialty 598)</td>
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<tr>
<th>ST. LOUIS</th>
<th>NEWARK</th>
<th>DALLAS</th>
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<tr>
<td>COME GO WITH ME Del-Vikings (Del 15538)</td>
<td>I'M WALKIN' Fats Domino (Imperial 5428)</td>
<td>I'M WALKIN' Fats Domino (Imperial 5428)</td>
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<td>JUST BECAUSE Lloyd Price (ABC-Paramount 9792)</td>
<td>IT HURTS TO BE IN LOVE Annie Laurie (Deltone 6107)</td>
<td>LUCILLE Little Richard (Specialty 598)</td>
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<td>LOVE IS STRANGE Mickey &amp; Sylvia (Graeme 6175)</td>
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<td>LUCILLE Little Richard (Specialty 598)</td>
<td>JIM DANDY Leroy Baker (Atlantic 1116)</td>
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<td>I SMELL TROUBLE Bobby Blue Bland (Duke 167)</td>
<td>TEENAGE LOVE Teenagers (Gee 1022)</td>
<td>NEXT TIME YOU SEE ME Little Jr. Parker (Duke 164)</td>
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<tr>
<td>SCHOOL DAYS Chuck Berry (Chess 1653)</td>
<td>BAD BOY Palmer &amp; Jive Bombers (Saroy 1508)</td>
<td>HONEY, WHERE ARE YOU GOING Jimmy Rush (Yankee 237)</td>
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<td>NEXT TIME YOU SEE ME Little Jr. Parker (Duke 164)</td>
<td>PARTY DOLL Buddy Knox (Roulette 4002)</td>
<td>LUCKY LIPS Ruth Brown (Atlantic 1125)</td>
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<tr>
<td>C. C. RIDER Chuck Willis (Atlantic 1130)</td>
<td>ONLY JIM Six Teens (Flip 320)</td>
<td>SCHOOL DAYS Chuck Willis (Chess 1653)</td>
</tr>
<tr>
<td>BANANA BOAT (DAY-O)</td>
<td>I'M WALKIN' Fats Domino (Imperial 5428)</td>
<td>ALL SHOOK UP Elvis Presley (RCA Victor 20-4670)</td>
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<tr>
<td>Natty Bolaffo (RCA Victor 20-4771)</td>
<td>BANANA BOAT RCA Victor 20-4771)</td>
<td>FOOLS FALL IN LOVE Dillbertes (Atlantic 1123)</td>
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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
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<thead>
<tr>
<th>PHILADELPHIA</th>
<th>LOS ANGELES</th>
<th>DETROIT</th>
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<tr>
<td><strong>1</strong></td>
<td><strong>JUST BECAUSE</strong></td>
<td>(ABC-Paramount 9972)</td>
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<td><strong>2</strong></td>
<td><strong>I'M WALKIN'</strong></td>
<td>(Imperial 5428)</td>
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<td><strong>3</strong></td>
<td><strong>IT HURTS</strong></td>
<td>(Dot 15338)</td>
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<td><strong>4</strong></td>
<td><strong>COME GO WITH ME</strong></td>
<td>(Dot 15333)</td>
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<td><strong>5</strong></td>
<td><strong>LUCILLE</strong></td>
<td>(Specialty 598)</td>
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<td><strong>6</strong></td>
<td><strong>BAD BOY</strong></td>
<td>(Specialty 598)</td>
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<td><strong>7</strong></td>
<td><strong>UNDERSTANDING</strong></td>
<td>(Atlantic 1125)</td>
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<td><strong>8</strong></td>
<td><strong>LITTLE DARLIN'</strong></td>
<td>(Mercury 71060)</td>
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<td><strong>9</strong></td>
<td><strong>RAM-BUNK-SHUSH</strong></td>
<td>(King 5200)</td>
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<td><strong>10</strong></td>
<td><strong>CHICKEE-WAH-WAH</strong></td>
<td>(Gate 187)</td>
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<tr>
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<td><strong>LUCILLE</strong></td>
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<td><strong>I'M WALKIN'</strong></td>
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<td><strong>HONEY, WHERE YOU GOING</strong></td>
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<td><strong>ROCK ME</strong></td>
<td>(Chess 1652)</td>
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<td><strong>I SMELL TROUBLE</strong></td>
<td>(Dot 167)</td>
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**R & B Sure Shots**

**ALL SHOOK UP**
Elvis Presley
RCA Victor 20-6870

**THERE OUGHTA BE A LAW**
Mickey & Sylvia
Vik 0267

**RED SAILS IN THE SUNSET**
Joe Turner
Atlantic 1128

**"C. C. RIDER"**
Chuck Willis
Atlantic 1130

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**FLIP RECORDS, Inc.**

**RICHARD BERRY**

**YOU ARE MY SUNSHINE**
(FLIP 321)

"LOUIE, LOUIE" (FLIP 319)

**THE DREAMERS**

**DO NOT FORGET**
(FLIP 320)

**"SINCE YOU'VE BEEN GONE"**

**THE SIX TEENS**

**"ONLY JIM"**

---

**FLIP RECORDS, Inc.**

**"MY SPECIAL GUY"**

**ROCK-A-BILLY GAL**

(FLIP 1001)

**"INSTRUMENTAL VERSION"**

---

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

**I DO BELIEVE**

The Crystals sing a slow beat rhythm ballad combining love and a semi-religious lyric. The Crystals turn in a strong performance on a good tune and the deck might pick up some good action.

**I LOVE MY BABY**

The Crystals dish up a "Teenager" type middle beat ballad, rocking side with the sound that has become so familiar this last year.

**Billy Boy**

*(Vee-Jay 238)*

**MY HEART IS CRYING**

[Aladdin BLM—The Crystals] The Crystals take a slow, bluesy-jazz rhythm ballad love song and deliver it with a Youthful style and a feeling of sincerity. The Crystals deliver a fine performance on a good tune and the deck might pick up some good action.

**KISSING AT MIDNIGHT**

[Conrad BMI—Arnold, Thompson] Quick beat with the same treatment as the song title. The Crystals give the greatest appeal to the southern market.

**Lillian Offitt**

*(Exedo 2104)*

**MISS YOU SO**

[Excello LBL. L. Offitt] Lillian Offitt sings to "Johnnyne," telling how much she misses him. Miss Offitt can still change the swinging middle beat bounce with a great performance. Goody little deck that could grab off some action.

**IF YOU ONLY KNEW**

[Excello BLM—L. Offitt] Lillian Offitt sings a slow beat love song with strong feeling and easy going. Good listening that could make a pop impression.

**Phil Johnson**

*(Laulau 502)*

**WANNA BE FREE**

[Carlton BLM—Pemberton, Conyers] Phil Johnson sounds up with the strongest deck here. Better vocalizing and material is interesting. Deck moves. Ok wax.

**Chicago**

*(2:58) [Carlton BML—Pemberton, Conyers]* Phil Johnson swings a swinging middle beat w/ a vocal kick. Deck is fairly free from material and performance standpoint.

**Tony Perry**

*(Ember 1015)*

**TRUST IN OUR LOVE**

[Angel BML—T. Perry] Tony Perry, a new and interesting voice, offers a slow paced ballad love song. Deck sounds very fine and the feeling of sincerity. The deck comes off with a feeling that could kick it through. A wax that should do wonders.

**I'M YOURS FOREVER**

[Angel BML—T. Perry] A similar piece of material, closer to the Joey Ace studio in feeling and delivery. Pretty tune softly done. Two good decks.

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**R & B Reviews**

**A**

**AWARD & SLEEPER**

**B**

**VERY GOOD**

**C**

**FAIR**

**D**

**MIDTERM**

---

**JESSIE BELVIN**

*(Mod BMI—Belvin)*

**DON'T CLOSE THE DOOR**


**RICHARD BERRY**

*(Flip 321)*

**YOU ARE MY SUNSHINE**

[Peek International BMI—Davies, Mitchell] Berry sings the standard with a completely new arrangement. Great tune given a beautiful treatment the kids might cotton to. Tune is slow, a good big push—this being the second revival of a week. Watch its progress carefully.

**LILIAN OFFITT**

*(Cadence 529)*

**RAMBLIN' MAN**

[Men-Lo BLM—McCool, Owens] Lillian Offitt puts over a slow, rhythmic ballad blues in good style. Darnell sings the melancholy ballad easily and the resulting wax is easy to take and one which can cut itself a piece of the market.

**ALBERT WILSON**

*(BMI)*

**SPEAK LOW**

[Chappell ASCAP—Weil, Nash] Eddie "Lockjaw" Davis leads his tenor sax through the tantalizing melody with exciting results. Doc Bagby on the organ and Charlie Rice on the drums, complete the trio. Wonderful treatment of a wonderful tune.

**THE METRONOMES**

*(Cedone 1310)*

**I'M GONNA GET ME A GIRL SOMEHOW**


**LARRY DARNELL**

*(Deluxe 6123)*

**I CARE**

[Men-Lo BLM—McCool, Owens] Larry Darnell puts over a slow, rhythmic ballad blues in good style. Darnell sings the melancholy ballad easily and the resulting wax is easy to take and one which can cut itself a piece of the market.

**THE ARGYLES**

*(Kelly 1003)*

**EVERYTIME YOU SMILE**

(Quintet-House and Fortune-Valley BMI—George Mola) The Argyles team in engaging fashion as they bounce out a middle beat happy, Lead adds spice to the platter with his strong vocalizing. Pleasing wax.

---

**The Cash Box Award of the Week**

**"C. C. RIDER"**

[Rush Progressive BMI—Chuck Willis]

**"EASE THE PAIN"**

[Rush BMI—Willis, Thomas]

**Chuck Willis**

*(Atlantic 1310)*

- Chuck Willis, who has risen to stardom on the Atlantic label, issues another powerful side that should place him in the charts again. Chuck sings the slow, rhythm ballad "C. C. Rider" in good voice, milking the tune for all it's worth, against a catchy background. Arrangement works in some interesting sounds, instrumentally and vocally. Should make a big dent in the lists. The flip, "Ease The Pain," is another excellent side that perhaps stars Willis at his best. Similarly, tune, arrangement and delivery are good. Personality prefers "C. C. Rider" by just a shade.

---

**Faye Wilson**

*(Hip 401)*

**I MISS YOU SO**

[Leeds ASCAP] Faye Wilson sings the slow beat oldie with deep feeling and vocal charm. Miss Wilson sings with a bluesy-jazz style, giving the deck an intimate feeling. Easy to take wax.

**DON AND DEWEY**

*(Scepter 4902)*

**A LITTLE LOVE**

[Venice BMI—Harris, Terry] Don and Dewey shout out a new back stage with a hard hitting background. Wild deck with a frantic back beat sound.

**Doc Bagby**

*(Okeh 1531)*

**THE HOUSE ROCKER**


**JESSIE BELVIN**

*(Mod BMI—Belvin)*

**JOY RIDE**

Music

“After lovely, quick

Williams” by

LEW

“Melody for lovers” by

[Shalimar BMI—Blackwell]

David Hill

(Adaline 3359)

David Hill turns in two great performances with “All Shook Up,” a quick best jump, and “Melody for Lovers,” a moving, slow best ballad. Both are in the rock-a-billy tradition and both come through loaded with potential. Hill is out quickly with “All Shook Up,” but in competing with Elvis Presley, who is so strong in all fields, he may be fighting a losing battle. However, should this turn out to be the case, Hill could very well make it with “Melody for Lovers.” “Melody” is a lovely, intriguing deck. Two excellent sides.

“Good morning, Captain” (2:59) [Terra BMI]

“21 years” (2:15) [Terra BMI]

Joe G. Gibson

(Terra 4450)

Joe D. Gibson wails a quick best novelty, “Good morning, Cap- tain” (Mule Skinner Blues). That has the sound, novelty vocal gimmicks and general overall appeal to kick it off. Much interest has already been stirred on this deck and Chess Records has taken over national distribution on it. Gibson’s vocal treatment is alive and chuck- key. It is almost sure to go as far as the very fine Johnny Burnette’s “Mr. Moonlight.” The flip, “21 years,” is another well done folk tune with lots of appeal. However, the deck might not get too much exposure because of “Good morning, Captain.”

“Honey, Honey” (2:26) [Fire BMI—Robinson, Barrett]

Please tell the angels” (2:18) [Fire BMI—Robinson, Barrett, Lyman]

LEW LYMON and the TEENCROCHS

(Fury 1003)

The amazing Lymons continue to build with each release. The younger, Lewis, leads the Teen- crochts through their second release with a swinging bouncer, “Honey, Honey.” Lewis has the treatment and vocal gimmicks in much the same manner as does brother Frankie. Many of his impressive qualities arise from his youth and relation to Frankie. It has aroused an interest among the fans that results in record purchases. Aside from that, Lewis does a workmanlike job on the lively number and the deck should sell on that basis as well as the flip, “Please Tell the Angels,” is a slow, romantic ballad with the youthful voice of Lewis on the lead. Pleasing side, not too powerful as “Honey, Honey.”

Jackson brothers.

(Arrow)

Buddy Lucas

(“The wrong door” (2:30) [Okan BMI—Madelyn Okan]. The Jackson Brothers offer a middle best novelty that comes off an ok side. Don Jackson handles the vocal. Could grab off some action.

“Love was here with you” (2:04) [Okan BMI]. A slow paced ballad delivered with an easy approach. Simple backing for an adequate vocal.

Buddy Lucas

(Lasunivers Records 104)

B-starr dust” (2:20) [Mills ASCAP—Parrish, Cormichael]. Buddy Lucas gets into the groove currently selling records and sings the standard in appealing manners. Lucas gives it that borderline treat- ment and it could grab off a big piece of action. Keep close tabs on it.

Bo-lee” (2:23) [Buchanan & Goodman BMI—Buddy Lucas]. Buddy Lucas backs with a strong item with a novelty flavor. Deck rides nicely and in r & b areas could be the side.

Lutz To Head Reactivated

Champagne Music

NEW YORK—Success of his two TV musical shows (both on network 2 during the summer of 1958) has prompted Law-rence Lutz, who has been the active head of Champagne Music Publishing Company, Firm, affiliated with ASCAP, will headquarter in Hollywood with Max Martin, Managing Director. Other branch offices around the country will be opened in the near future.
HOLLYWOOD—Dick Williams is pictured signing recording contract with A/R head of Jubilee Records Marty Pulitzer and promotional director Bill Darnell.

Bethlehem Adds Calypso To Jazz Catalogue

NEW YORK, N. Y.—Sir Freddie Grant, an author, historian, and expert on the history and culture of calypso music, recently visited with Bethlehem Records for an LP under his own name. Thus the independent record firm, long renowned for its jazz offerings, steps into the direction of enlarging its catalogue to embrace international folk music.

In line with the folk music trend, Frances Faye has completed her third LP for the label with a collection of folk material. Miss Faye begins a national tour in April which will bring her to the Black Orchid in Chicago and the Town and Country in Brooklyn.

Mel Torme's "California Suite" is in the can, set for mid-year release. The suite, which is Mel's own composition, was arranged by Marty Paich who has added musical merit to Mel's latest releases. A second Torme pressing recently completed is an on-the-spot recording during Monsavi's recent recording at the Copa in Hollywood.

A suite of another kind has just been recorded by the Australian Jazz Quintet, this is written and arranged "for the group by Bill Holman. The five man team devoted an entire side to the opus and they portray in fine fashion some of their most successful presentations to date. Side two is a series of short compositions by Holman as well as some AQJ innovations on established tunes.

Decca Holds Semi-Annual Sales Meeting

NEW YORK—Decca Records will hold its semi-annual sales meeting of division managers and sales managers on April 3, 4 and 5 at the Park Sheraton Hotel, this city.

In addition to Sydney Goldberg, vice president in charge of sales; Claude Brennan, national sales manager; and Stanley Goodman, sales promotion manager of the national headquarters, the following executives will be coming to New York from around the country:

L. Gilman, Western Division Manager; S. Schulz, Midwest Division Manager, and his assistants A. Weiner and C. Goldberg; R. N. McCormick, Southern Division Manager and his assistants C. Russell and C. McNabb; Wm. Glasean, North Central Division Manager and his assistant Wm. Green. From the Eastern Division A. E. Simpson and his assistants E. Hurley and J. McDonald.

Meyer Davis Signed By ABC-Paramount

NEW YORK—Meyer Davis last week signed an exclusive recording contract with ABC-Paramount and has already recorded two complete dance albums.

Davis, whose presence at standout society functions and White House festivities is a familiar sight, was tremendously pleased with the results of his first recording sessions, and the albums are expected to reach the market shortly.

The maestro has recorded a number of medleys in dance sets on the albums, interspersed with waltzes, rhumabs, etc., in the style that has made his music popular for some thirty-two years.

The record firm has assigned top priority to the promotion and exploitation of the Davis packages, and the first of the two albums is being given a special release date of April 15th.

Armenian Jazz From Kapp

NEW YORK—Kapp Records last week announced the release of a master which it has just purchased. The number is said to have created considerable excitement in the Detroit area. The song is called "Harem Dance" and features the Armenian Jazz Sextet.
New Addition

HOLLYWOOD—Dick Cathcart has been inked as the newest Modernaire. Cathcart joins Paula Kelly, Hal Dickinson, John Drake and Frnn Scott on Coral Records and the Bob Crosby show.

Decca "Dealer Aid" A Hit

NEW YORK—The Decca "Dealer Aid"—a catalog service first offered to dealers and operators earlier this year, has been receiving continuous acceptance and response, according to Decca brass. The service, which provides for two complete, cross-indexed volumes per year, with additional supplements printed at intervals between the release of the full catalogs, is sold for one year at $15 and at a special 2-year subscription rate of $25.

Several weeks ago, because of the fine dealer and operator reaction, Decca also made the service available to radio stations. The radio station response has been as enthusiastic as that of dealers.

In addition to stations' subscribing to the "Dealer Aid," its availability has also sparked interest in Decca's disk jockey subscription services. These services offer, on a nominal charges, the company's new disk leases. Stations can subscribe to the pop single service (which now includes Decca's R & B releases) for $5.50 per month; the C & W single service for $2.75 per month, or a combination of these two categories for $7.00 per month. Decca's Popular LP subscription service is $50 a year, the Classical LP subscription is also popular among jazz fans, and the combined Pop and Classical LP service is $85.

Imperial Foreign Royalties

Add Up To $235,000

HOLLYWOOD—Lee Chudd, president of Imperial Records, released figures last week that Imperial was paid $235,000 in royalties from foreign distribution of Imperial Records in 1956. Chudd breaks down his firm's foreign sales geographically in this way: Europe and the United Kingdom, 50%; Canada, 80%; Australia, 10%; Mexico, 5%; South Africa, 5%; Japan, 7%; and Colombia, South America, 3%. "The foreign record market," says Chudd, "is growing in the same astronomical proportion as the United States, and American records are capturing the bulk of the market.

As examples, Chudd points out the rock and roll craze that has spread worldwide. Best selling list supplier, Chudd by Imperial distributors in England, France, Australia, Japan, and South Africa show the "Elvis Presley, Pat Boone and Fats Domino at the top." Broadway show albums are at a premium in foreign countries, and as an example, Chudd points to Israel where "My Fair Lady" sells for 14 pounds (Israeli pounds), $7 American money, and the demand cannot be met.

Europe is the biggest foreign market now, but Chudd feels that in the next ten years Asia and South America will be running a close second.

RCA Intros New "Victrola"

CAMDEN, N. J.—A new portable "Victrola" high fidelity "45's," to be nationally advertised at $59.95, was announced last week by James M. Toney, assistant vice president and general manager, RCA Victor Division, Radio Corporation of America. The new model (Model 5114AF, 45AF) has a 6% inch speaker for low and mid-range frequencies and a 3% inch "stereo tweeter" for high frequencies. An "extra-powerful" amplifier features push-pull output and "unique" circuitry design for low background noise.

"We are offering the March 12 because of increased popularity of the portable "Victrola" and consumer interest in high fidelity performance," Toney said. "This model offers exceptional sound quality at a price people expect to pay for a conventional phonograph."

Reembling higher priced RCA Victor portable "Victrola" models, the Model 512 is encased in brass by resistant simulated leather and gives the appearance of custom made luggage.

Columbia Issues "You" For Record Dealers

NEW YORK—Publication of "You," a new magazine produced by Columbia Records for its dealers, was announced last week by the company. First issue of the magazine, a 14-page color cover publication with a full color insert designed for store display, has been mailed to 6500 dealers. It will be published every six weeks.

In an open letter to dealers which prefaces the issue, president Goddard Lieberson explains "as a means of interchanging information which we believe will profit both of us. We want to help the dealer create an aura of excitement in his store. We would like this magazine to help the dealer keep abreast of new developments in allied fields and in other industries which might be applied to the record business."

Jack Fuller, Editor of "You," states that the magazine will cover such dealer problems as store operation, merchandising and financing, and will carry articles on Columbia's personnel, descriptions, sales industry trends and particular company activities.

The first issue includes: Closeup in text and pictures of a store modernization program by dealer Hyman Shapiro at his National Record Mart in Pittsburgh.

A profile of jazz star Duke Ellington, and articles concerning the advertising program, by Arthur Schwartz, Director of Advertising.

An article about Broadway original cast recordings by Columbia's Director of Public Relations.

An article by Controller William Willkins, suggesting new approaches to the problems of inventory control and credit operations.

The Country Records Disk Jockeys Played Most

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

1. GONE
   - Ferlin Husky (Capitol)
   - Sonny James (Capitol)
   - Jim Reeves (RCA Victor)
   - Marty Robbins (Columbia)
   - Patsy Cline (Decca)
   - Gene Fullmer (Decca)
   - Al Jolson (RCA Victor)

2. AM I LOSING YOU
   - Ferlin Husky (Capitol)
   - Sonny James (Capitol)
   - Marty Robbins (Columbia)
   - Webb Pierce (Decca)
   - Marty Robbins (Columbia)
   - Patsy Cline (Decca)
   - Al Jolson (RCA Victor)

3. KNEE DEEP IN THE BLUES
   - Marty Robbins (Columbia)
   - Webb Pierce (Decca)
   - Marty Robbins (Columbia)
   - Patsy Cline (Decca)

4. WALKIN' AFTER MIDNIGHT
   - Patsy Cline (Decca)
   - Ferlin Husky (Capitol)
   - Sonny James (Capitol)
   - Marty Robbins (Columbia)

5. SINGING THE BLUES
   - Marty Robbins (Columbia)
   - Ferlin Husky (Capitol)
   - Sonny James (Capitol)
   - Marty Robbins (Columbia)

6. TRAIN OF LOVE
   - Johnny Cash (Sun 258; 45-258)
   - Ferlin Husky (Capitol)
   - Sonny James (Capitol)
   - Marty Robbins (Columbia)
   - Webb Pierce (Decca)
   - Marty Robbins (Columbia)
   - Patsy Cline (Decca)
   - Al Jolson (RCA Victor)

7. "It's What's In The Cash Box That Counts"

Taking Off!

RED FOLEY
sings
ONE LIFE, TWO LOVES
(And Three Broken Hearts)
DECCA 30249

VALLEY PUBLISHERS
BOX 10033, KINGSTON PINE
KNOXVILLE, TENN.
Country Reviews

A BULLSEYE B VERY GOOD C FAIR B+ EXCELLENT C+ GOOD D MEDIUM

FARON YOUNG (Capitol 3696; F3696)
A Altho Faron Young’s latest Capitol release leans heavily toward the pop market his huge country following oughta make it a two-way smash. (See Pop reviews.)

THE CAROL SISTERS
(RCA Victor 20-6850; 47-6850)
B "MUST I?" (2:11) [Mecca ASCAP—J. Perry, H. Sims] The young and talented Carol Sisters, Rita and Rosalie, display their refreshing vocal talent in a very lovely Waltz item. Perfect deck ended at both the country and pop fields. Jocks oughta spin this one splently.
B "I COULDN’T CARE MORE" (2:31) [Hollywoodbrook ASCAP—E. Arthur] Here’s the colorful Juke box: Written by a fresh talent Three years Star in a Chicago show. Good jaffle to smooth in the club.
C+ "WHICH WAY ARE YOU GOING" (2:29) [Central Songs BMI—E. Moore, L. Jackson] This is a sensational, quick beat romantic novelty that the McDonald duet does back up in spartan form. Bright instrumental assist on two items that deserve heavy deejay programming.

HANK LOCKLIN
(RCA Victor 20-6867; 47-6867)
B THE RICH AND THE POOR (2:15) [Hill & Range BMI—T. Daffan, H. Shoss] Hank Locklin turns in a highly effective reading on a powerful piece of love material. The bankrupt, love-starved guy wants to share the girl’s wealth of love and happiness. A heart rending line that can develop into a smash platter.
B GON’ HOME ALL BY MYSELF (2:44) [Acuff-Rose BMI—P. Hunter] This end also has the goods. It’s a touching, middle beat lover’s ballad that Locklin projects with the utmost sincerity. Floyd Cramer’s piano backs the artist in winning style.

JERRY JERICO
[Decca 109; 45-109]
B "THE RICH AND THE POOR" [Hill & Range BMI—Daffan, Shoss] Jerry Jericho puts his heart into his delivery of this penetrating Waltz item that has the necessary ingredients for hits. Convincing portrayal has fans grab on a fair share of the final take should the song break through.
B WHICH WAY ARE YOU GOING? (2:29) [BMI—A. Miller] A tight and appealing, quick beat novelty opener that Jericho, along with a chorus, spins persuasively. OK side for the ‘bible belt’ enthusiasts.

BILLY MILLE
(Decca 3027; 9-30271)
B "SOLID SENDER" (2:57) [Old Time BMI—B. Mize] A light and appealing, quick beat novelty rocker, tailor-made for the Jukes is dished up in real inviting style by Billy Mize. The Mize sound is a classic.

THE MILLER BROS.
(4 Star 1702; 1702-45)
B OVER THE WAVES (2:03) [4 Star BMI—Arr. W. S. Stevenson] The waltz standard familiar to all skaters is wrapped up in most attractive instrumental fashion by the Miller Bros. and their String Band.
B UNDER THE DOUBLE EAGLE (2:08) [4 Star BMI—Arr. W. S. Stevenson] The group send up another slick performance, this time on the old marching favorite. Two good bets for deejay programming.

THE COUNTRY BULLSEYE

B "FOUR WALLS" (2:46) [Springfield BMI—M. Moore, G. Campbell] I KNOW AND YOU KNOW (2:00) [Tree BMI—S. Owens, Reeves]

JIM KEEVES (RCA Victor 20-6874; 47-6874)
O As Jim Reeves’ stock continues to soar in the country field, currently via his “I Am Losing You" smash, RCA Victor released a powerful item that has the potential to ride to the top of the charts in both the country and pop markets. It’s a лиver’s lament on which the lonely Reeves sadly reflects that he’s hemmed in by “Four Walls." His brilliant and penetrate ballad superly executed by polished song stylist. Perfect wedding of melody and lyrics coupled makes this an outstanding platter. Flip portion, tagged “I Know And You Know," is another class offering featuring Reeves at his level best. A captivating fast paced ranchero with some more top notch backing. Top deck should be a tremendous hit.

THE SHRINE OF ST. CECELIA (Braun SESAC—Carroll, Jokers)
B "HE WAS THERE" [Alamo ASCAP—Dodd]

FARON YOUNG (Capitol 3696; F3696)
A Altho Faron Young’s latest Capitol release leans heavily toward the pop market his huge country following oughta make it a two-way smash. (See Pop reviews.)

BARNEY MILLER
(Prom 1315; 9-30155)
B "I MISS YOU ALREADY" 12 CRAZY ARMS. 13 TRAIN OF LOVE. 14 HONKY TONE SONG. 15 FRAULEIN. 16 ROCKING IN THE CONGO. 17 MONEY. 18 GONNA FIND ME A BLUEBIRD. 19 YOUR TRUE LOVE. 20 I’M GONNA HAVE ME LONELY. OH, SO MANY YEARS; A WHITE SPOT COAT AND A PINK CARNATION; I WALK THE LINE; DON’T LAUGH.
MONTREAL MEMOS:
RCA Victor's wonder boy Elvis Presley and his troupe will do two shows, at 4:30 and 8:30 when they play the Ottawa Auditorium on Wednesday, April 5th. Traveisle in Montreal has secured 1,008 choice seats for each show, and it will operate a special C.P.R. train leaving Montreal 5:45 P.M. and returning immediately after the show, as a package deal and looks as if it will be a sellout.
Julie Wilson opened at the Ritch Ritz Restaurant Hotel last week. Then, going strong with its name act policy, the El Morocco is presenting this week Capitol recording artist Helen Forrest. She will be followed into this location by Billy Eckstine, Columbia artist Cathy Johnson is the current attraction at the Bellevue Casino. Hank Snow (RCA Victor) has just recorded a great Canadian standard sea- chantey "Spud Jiggin' Ground." Should do fabulous business with this recording throughout the Maritime Provinces where he is a native son and a great favorite, and where the song is very, very close to being the national anthem.

Australian Record Sales Forge Ahead

MELBOURNE, Australia — Upon completion of an Australian-wide tour concerning market research, appointment of new sales outlets and general discussions with Interstate Distributors, Harry Bongs, Sales and Catalogue chief of W & G Records, reports a substantial increase in sales and interest in recorded music in Australia.

Compared with a 1585-54 total of 8,800,000 discs sold, 1955-56 production went up 6,000,000 equivalent to almost one record per head of population. Although by a cursory comparison with U.S.A. figures this does not appear "up to par," Bone, ex-
planing that very shortly it is expected that Australia will soon reach the sales "per capita" figure equivalent to that in the United States.

Increase in population and influx of continental and other migrants have very likely contributed to the increase in figures, but also on the culture and musical tastes of the population.

Here, says Bone, is a market with great potential. There is still room for a lot of good recorded music of all types, but the people are discriminating, they like quality, they like good production.

In general they follow very closely the American trends and what is a "hit" in the United States will usually attain "hit" status down here.

Bone, is confident that 1957 will be a bigger and better year for records in Australia than ever before. He has no fears of the effects of TV on record sales, explaining that the advent of TV is here is such a gradual process compared to the sudden advent of the other countries. Australia has been introduced to TV and it becomes an extra avenue for entertainment rather than a replacement of other established fields.

Indications are good that the recording business in Australia will continue on the "up swing" and enjoy a prosperity as has never before been realized by the industry here.

Camden Offers "Budget Specials"

NEW YORK—With Camden's release of Beethoven's Seventh Symphony by Arturo Toscanini and the Philharmonic-Symphony Orchestra of New York, this week, the diskey is introducing its new series called "Monthly Budget Specials." The budget special offers the consumer a four-color portrait of the maestro on the cover plus a liner note by Irving Kolodin. Camden albums usually do not have album notes on the back cover.

The LP's suggested list price stays at $1.98.

The Toscanini disk is first of many such recordings which will be issued in coming months.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
April 6, 1957

The Cash Box, Music.

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Johnny Cash will make a guest appearance on the Paul Winchell TV show from New York on Thursday, April 11 according to an announcement by his manager, Bob Neal of Stars, Incorporated.

The "Johnny Cash" Show, starring Cash and the Tennessee Two and featuring Carl Perkins, Jerry Lee Lewis, Onie Wheeler, Glen Douglas and others, is the release by MGM of a wonderful collection of 3 long-playing records. The LP's will be available in a beautiful 36-page booklet about Hank.

HANK WILLIAMS

Big news this week for fans of Hank Williams is the release by MGM of a wonderful collection of 3 long-playing records. The LP's will be available in a beautiful 36-page booklet about Hank.

Joe Adams, writer-publisher of Ozark Music, after a fair success with two of his releases namely "Our Secret Rendezvous" and "Down In Brisco Vally", is now with the Sarg label and will be sending out demonstration dubs to record companies on what he considers will be a big one.

The "Johnny Cash" Show, starring Cash and the Tennessee Two and featuring Carl Perkins, Jerry Lee Lewis, Onie Wheeler, Glen Douglas and others, is the release by MGM of a wonderful collection of 3 long-playing records. The LP's will be available in a beautiful 36-page booklet about Hank.

Radio Station KCBS in Ontario, California has received its permit from the FCC to boost their power from 250 watts to 1000 watts to increase their broadcasting to 24 hours and after their new studios are completed, they will begin their new broadcasting schedule. They are planning to add more country music to their broadcast schedule. In addition to the "Search For Talents" show, which has been on the air for several years, and on which Roy Anne Farmer is creating quite a stir with her steel instrumental sides, they have a tour of 16 hours of country music on Saturday with Fred Maddox of the Maddox Brothers doing djs show daily (as well as a one hour show on Saturdays).

Wanda Jackson, Capitol recording artist, has been set by her manager, Jim Halley, for daily appearances, during the first week of the new Monday through Friday CBS "Town and Country Time" show, originating in Washington, D.C., starting April 8. The telecast will be beamed from 8 to 9:30 E.S.T. and will be available to CBS stations in the West.

The Jordans are singing their capital waxing, "Sugar" in the new Republic feature film, "Buffalo Gunsm", starring Don "Red" Barry.

Fred Maddox has opened an office in the Pomona Valley, Calif. to handle his many djs shows and dances as well as the affairs of the Maddox Brothers & Red. He adds that all records of the coming week will be sent to his office as well as all talent wishing to be booked on his new show and dance to contact him at his office. Write Fred Maddox at 28065 East Gladeson in Covina, California.

Congrats are in order for Columbia's Freddie Hart, of the "Town Hall Party", who was married on Sunday, March 9th in Hollywood, Calif. He just returned from a string of dates in northern California and did the "Town Hall" March 29th. He leaves again on Apr. 6th for Central California and finishes up in Arizona and Idaho.

DREW BALL

MICKIE EVANS

Ruth Snider, Snyder, Texas, pens her praises of "one of the sweetest deejays in the business", Drew Baflord, KVNC-Colorado City, Texas. The 23-year old lad has been with the station 2 years and currently has a Mon. to Sat. all-request show tagged the "Hill Top Jamboree". He'd really appreciate it if the majors and indies, who've been neglecting him, to put him on their mailing lists.

Lindy Wade, WCMS-Norfolk, Va., deejay and announcer, recently received a swell big job by Warner Twyford in Norfolk's Virginia Pilot. The 23-year old Wade, who joined the WCMS staff in April, 1956, appeared as the little rich friend with the accordion in the school band in the "Our Gang" comedies at the age of 7.

Mickie Evans, WHOO-Orlando, Fl., writes that Red Foley appeared in town with a great "Ozark Jubilee" show on Mon. March 18th, and that Smiley Burnette dropped in for an interview on her program. She adds that her remote morning shows, 5:00 to 7:00 A.M., from the "Donut Diner" are doing extremely well, making Mr. Wade, her boss, quite happy. Also, Faron Young's SESAC recordings of hymns are going great guns over in Faron's new home in Las Vegas. Incidentally, the Feb.-March SESAC Music booklet has a front page article devoted to Young and the 23 sides he was doing for them. According to Faron, the thing that's really brought Faron on the performances were The Anita Kerr Singers, Owen Bradley, Sonny Burnette, Hank Garland, Dale Potter, Tom Pritchard and Herman Wade.

Dottie Jayne Sarna, R.P.D. #4, Jefferson, Ohio, who has been deejay at school record hops, writes to tell us that country music has been going strong around Canton, Ohio since the appearance of WCMH's Delroy. Denny Dewer's on the air Mon. thru Sat., with the "Rustic Roundup" from 6:45 to 7:45 A.M., weekdays with the "Western Hayride" from 12:45 til 2:25 P.M. and the "Saturday Afternoon Jamboree" from 1:00 to 2:00 P.M. and also has the "Double D Ranch Gang" Band.

Carley Gold, West Coast press agent for Jean Shepard, notes that Jean, under the management of Tom Kelly, is currently on the trail, playing a series of one-nighters throughout the state of Oregon.

Spade Cooley has organized an all-girl band which'll debut over KTTV-Los Angeles on April 2nd. To date the band to be viewed weekly, has signed steel guitarist, Marion Hall, standard guitarist Jeani Mack and violinist, Anita Arias. Anita has been with Spade for several years.

According to Tom Edwards, WERE-Cleveland, Ohio, the Cliff Rodgers "guy" at WIXK-Akron played Cleveland's "Circle Theatre Jamboree" on the 16th.

Lefty Fizzell plays the "Town Hall Party" after coming back from a tour of the northwest on the 21st and 30th. On April 5th, 6th he plays the Bostonia Bullrorn in San Diego and April 13 plays the Oakland Aren opening in San Jose. In between dates he's pluging his new release on Columbia "Now That You Are Gone" and "From An Angel To A Devil". He leaves the 15th of May for the east cost where he'll pliy the summer pros.

Included among the many interesting promotion pieces removed from the public sight were the ones plugging George Morgan's "The Tears Behind The Smile" on Columbia and "Whoa! I Mean Wheel!" by Hardrock Gunter & The Rhythm Rockeers.

Exclusive Manager, Paul Kiley, info that Denver Duke and Jeffery Nell, whose Mercury-Starday recording "All Washed Up With You" and "Million Tears" is riding toward a hit, are working personally through Kentucky, Tennessee, and West Virginia during the months of April and May.

Attention: Please address any information concerning Country music and talent to Irma Howard, Country Editor, The Cash Box, 1724 Broadway, New York 15, N. Y.
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America's finest and most complete music systems
NEW YORK—Inflation—subministration. With the exception of those businesses who continue to sell their merchandise at the same price as they did in the 1930's (juke box play at 5c), inflation has set in some 2 to 5 per cent each year, with prices rising to meet the increases. Of course, this leaves the operator in an untenable position. But for those who have kept pace with the statistics reveal that the people in the nation are living better—getting more of the things they want in life these days. Upward movement of our living standards in the last ten years shows that more families have their own homes, cars, have more disposable income and the number with pre-tax incomes of $5000 and over has almost tripled. In 1946, there were 23 million families owning cars; last year, this number was up to 37 million; number of married couples with own households jumped from 26 million to 37 million. So—even with high prices and high taxes, some progress has been made.

NEW YORK—In a series of articles analyzing the immediate need for changes in the tax depreciation policies of the United States, Sidney Fish of The Journal of Commerce stated last Tuesday that for the present the figures show that while some industries are hit harder than others, virtually all would be aided by more realistic tax policies on depreciation. In this article it is shown that practically every product has increased today to two and a half times higher than it was in 1932. For instance: Chevys went from 77.6 to 209.1; Glass from 69.4 to 197.5; Paint from 67.8 to 201.2; Paper from 67.2 to 201.6; Rubber from 67.1 to 207.9; Electric power from 67.6 to 210.4. And what's to come? "Last year, moreover," stated Fish, "a particularly sharp rise occurred in equipment costs, and these price increases will continue this year in most types of machinery, owing to new rises in costs of labor and materials.

DETROIT, Mich.—Do you mind while we dream a bit? We invite our friends to join us. Cadillac division of General Motors announced it has begun shipments of its exclusive Eldorado Brougham to dealers in key cities across the nation. This will be the highest priced car offered by any American manufacturer. The suggested list price will be $11,974. The Brougham has an over-all length of 216.5 inches.

No more urgent reason for operators to immediately place into effect The Cash Box "10c Play Plus" plan is necessary than their own daily newspapers.

An item clipped from a noted financial daily paper brings shockingly into the open the fact that business failures have reached a 17-year high.

This was as all readers of this publication know, predicted long ago by some of the nation's leading economists.

These economists reported, at the beginning of '57, that business failures were expected to be greater during 1957 than they have been for some past years.

The Cash Box, pointing this out to the nation's operators, urged all to quickly change to "10c Play Plus".

Business failures are increasing because overhead is far, far above income. In short, the average operator today finds that his expense to continue to do business has grown tremendously to a point where, even the his intake may be greater than it ever was, his actual profit is lower. So low, in many cases, that there is no profit at all.

This is simply because those operators are continuing on a 50%-50% commission basis with their locations.

They know, and it has been proved to them time and time again, that out of every 50c the storekeeper gets, from each dollar taken in by the operator's machine in his location, the storekeeper actually enjoys 45c profit.

The operator, in turn, from the 50c gross he gets from each dollar taken in (on a 50-50 commission) finds that he has just about 5c left for himself.

In short, the operator's overhead expense to just keep that machine in that location, the labor cost to service it, buy parts and supplies for it, depreciate it and still earn a living at the same time, amounts to about 45c.

No businessman can long remain in business on a 10% basis. Even the lowest business in the nation works on anywhere from 25% to over 150% to continue in business. How then can operators expect to remain profitably and progressively in business on 10%?

There is only one way out of this constantly creeping inflationary overhead expense and that is by readjusting the entire basis of present commission percentages.

The operators must change to a more equitable commission basis, obtain minimums or front money, whichever is easiest for them to sell to their locations.

That's just what The Cash Box "10c Play Plus" plan is all about. It simply suggests that the operators continue on 10c play plus front money, minimum guarantees or a more equitable division of the gross intake from all of their equipment.

And the need for adopting The Cash Box "10c Play Plus" plan grows more urgent with each passing week.
CHICAGO — More and more operators from the 50-50 share are active in the production, and the operators pay for the machines. Pay for licenses and, in most cases, all other taxes. Pay for upkeep and servicing and endure deprecation and all other charges.

As has been pointed out by this publication, from surveys which it has conducted, the location owner invests only the number of square feet of space the machine occupies on a comparable number of dollars in keeping with whatever his rent per square foot is for his entire place.

Aside from that, if the location charges this rent against the machine, the only other expense the location owner has is the minimum amount of electricity used by the machine when the machine is in operation.

This, operators who have made a very intensive study of all costs, report amounts to less of 5% of every half-dollar that the location owner receives. This is against the 50-50 share of the gross intake of the machines.

In short, the location owner enjoys 45% profit from each half-dollar the machine takes in.

In turn, who is operating on a 50-50 commission basis, pays out better than 45% from his half-dollar, he obtains from the gross dollar intake of the machine, to cover the cost of upkeep, depreciation, service supplies, parts and a hundred other items that he has to deduct from his 50% of the gross.

In short, from each gross dollar taken in by his machines, the operator, who continues on the equitable 50-50 basis of operating, is urging operators to adopt the 60%-50% commission basis.

Many operators report that the average service call costs them anywhere from $3.50 to $9.50. They average about $7.50 per call. This means that any operator who finds $15 gross in the cash box is actually breaking even when he splits on a 50-50 basis with the location.

To show even the smallest possible profit, he must take in better than $15 gross from each machine on his route.

And with the national average far, far below this figure, more operators are fighting a battle for business survival than ever before in the history of the industry.

There is only one answer and The Cash Box has pointed this out time and time again in the past. That answer is The Cash Box- "10c Play Plus" Front Money, or Minimum Guarantees and/or a More Equitable Division of the Gross Receipts from all equipment.

The amusement machine manufacturers have recognized the efficacy of The Cash Box- "10c Play Plus" plan. They have been sending out rental contracts with each of their new, king-size bowling games which call for the operator of these type games to obtain 10c plus 60%-40% of 65%-55% division of the gross receipts.

The music equipment manufacturers have also urged operators to obtain a more equitable commission from their phonographs. Music manufacturers continue to rise along with general inflationary raises throughout the nation in all industry, that he will either have to face bankruptcy—or arrange for a more equitable division of the gross intake from his machines with every one of his locations.

E. G. DOWE

SHEROYGAN, WIS. — The Fostee Hotel, this city, will be the scene of the monthly meeting of Wisconsin Music Merchants Association, April 8.

A luncheon has been arranged for 12:30 P.M. The business meeting will start at 1:30 P.M.

"There are a great many very important subjects on the agenda", reports Ed G. Dowe, secretary of the organization.

"In addition", he advises, "there will also be a showing of new machines right after the business meeting.

"This is going to be one of the most important meetings we've ever yet held", Dowe continued, "and we hope that every single operator in the state of Wisconsin will be on hand whether or not he's a member of our association.

"This meeting is so important", Dowe emphasized, "that we feel every one should be present. We are urging our members to bring along all the operators they can to this meeting.

A very important part of the business meeting will be devoted to The Cash Box- "10c Play Plus" plan.

There is much legislative action up for study at this meeting. Legislation that can affect every Wisconsin operator.

Dowe also extends an invitation to anyone from out of the state to also visit with them at this meeting.

AM1 Appts Warncke Co. Distriburs For N. E. Texas

GRAND RAPIDS, MICH. — E. R. Rathefax, sales manager of AM1 Incorporated, this city, has announced the appointment of the R. Warncke Company, AM1 distributors of 121 North San Antonio and 3445 Leonel St., Houston, as distributors for the juke box firm in northeast Texas.

The Warncke Company will soon open a sales and service office in Dallas, according to Albert Mason, AM1 district representative for the South-west, who completed arrangements for enlarging the area which the Warncke Company will serve for AM1.

"It's What's in THE CASH BOX That Counts"
Search Under Way To Learn:

HOW TO WIN LOCATION COOPERATION

The Cash Box Researching Industry to Bring to Light Most Successful Methods Used to Win Location Cooperation.

CHICAGO—"One of the most serious and most vital problems facing the nation's operators is 'How to get the location's cooperation.'"

With the above statement this publication has started a search throughout the entire industry to learn the most successful methods used by operators everywhere in the country to gain location cooperation.

Questionnaires have gone forth to all the nation's operators, including members of The Cash Box' "20 Year Club".

These latter men and women, all of whom have had 20 years and more experience in this industry, are expected to reveal ways and means to gain location cooperation which will prove invaluable to all the industry.

This research on the part of this publication is due to the fact that more and more operators now realize the tremendous importance of winning over the location to cooperate with them in getting more action for all of their equipment.

Many an operator has stated, as did Harry Schlesinger of Poughkeepsie, N. Y.,

"Without the location's cooperation the machines are worthless."

To offset this fact, The Cash Box instantly delved into a countrywide research effort to bring to light the methods used by all successful operators, and which would prove of great value to one and all engaged in the industry.

It is the hope of The Cash Box that the questionnaire which appears here will be answered immediately and that facts will come to light which will help improve business for all concerned.

As all in the industry realize almost every operator has his own pet method of gaining location cooperation.

Some believe that there are almost as many ways and means being used as there are operators.

But the true fact is that just a few methods have been proved successful and these are the methods which this publication hopes to bring to light to benefit all the industry.

It is only by this means of cooperation that the nation's operators can be assured a better business future.

Every single operator, especially those operators who believe that their methods are best for gaining location cooperation, can now help all in the industry by bringing the method used to light.

HOW TO GET LOCATION COOPERATION

Dear Subscriber:

One of the most serious and vital problems facing the nation's operators is 'How to get the location's cooperation'.

As is well known, once the operator can obtain the location's cooperation for his equipment then, as can easily be realized, he is sure to enjoy the topmost possible play that the location can give his machines.

Everyone has his own way to obtain such cooperation. What is your way? What can you recommend for others? There is no doubt your suggestion is bound to prove of great value to all the industry.

Here's How:


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www.americanradiohistory.com
**Williams’ “Cue Ball” Clicks**

**CHICAGO**—Williams’ new single player five-ball game, “Cue Ball,” clicked in a big way with distribs at first sight of samples, reported Sam Stern of Williams Manufacturing Company, this city.

“Tact,” stated Stern, “they all ordered so heavily that we were over-sold immediately. We even had to enlarge our production facilities to satisfy the demand.

“We will continue on ‘Cue Ball’ up to the very limit of our production run to fill the backlog of orders.”

Stern pointed out that the game is “loaded with the fastest action possible in a five-ball. The many ways to score replays and specials keep players constantly thrilled and excited.”

The many scoring ideas include One Special when lit Rolver, two Special when lit Holes and six Special when lit Targets.

There are numbers, corresponding to a triangle of racked pool balls. Making 1 to 6 lights bottom center hole for Special. Making 7 to 15 lights top center rollover for Special.

Making 1 to 15 seconds one replay, lights up the center hole and all six targets to score replays.

Two bottom kickers spot number in rack when lit. Four thumper bumpers, two cyclonic kickers and two flippers keep each ball in constant, flashing motion.

“Cue Ball” proved instantly and beyond a doubt”, declared Stern, “that it has what it takes to sky-rocket collections.”

**Hank Tronick and Ray Powers Join C. A. Robinson & Company**

**LOS ANGELES**—C. A. Robinson & Company, United manufacturing distributors for Southern California, announce the association of Henry “Hank” Tronick and Ray R. Powers with the organization.

Hank Tronick was formerly associated with Minthorne Music Company as sales manager. He brings with him over 20 years experience in the coin machine field and enjoys an excellent reputation throughout the industry.

Ray Powers was formerly associated with M. A. Parkoff and Ballys Sales Company as sales manager and recent organizer and general manager of M.C.W. Vendors, one of the largest operating companies in Southern California. Ray brings with him over 20 years experience in all phases of the Coin Machine business.

C. A. Robinson has renovated the interior of his present modern showroom and added new offices for Hank and Ray. Present plans call for an extensive diversification and expansion program which their many years of experience will play an important part.

Southern California operators have shown a great deal of interest in C. A. Robinson’s new “Chairman’s Award” as evidenced by the tremendous flow of traffic through their showroom since the announcement was made.

**Expect Busy Vendor Season**

**Look to Late Spring and Summer for Big Hike in Sales of Beverage Dispensers**

**CHICAGO**—Along with the fervent prayers of the beverage makers are those of the beverage dispenser manufacturers.

Both look forward to this forthcoming late Spring and Summer as one of the top seasons for beverage dispensing.

Top beverage makers suffered this past year from a cool summer season as their stocks indicated on the New York Stock Exchange.

Since then top beverage firms, like Coca-Cola, Pepsi-Cola, 7-Up, Dr. Pepper and many others have heavily invested in more and larger plants in the belief that booming population is sure to bring on bigger and better business than has ever before been enjoyed.

The fact remains that, one hot summer, and the beverage makers are rock on top again going faster than ever before.

The beverage dispensers are tying in with this optimistic viewpoint, as well as with the tremendous increases in plants all over the world, and are preparing for greater business than ever before.

The beverage dispenser manufacturers, along with the beverage makers, are of the belief that this summer of ’57 may be the big turning point for greater popularity than the beverage business has ever yet enjoyed in all of its history.

A busy vendor season is therefore beginning ever more apparent with many planning heavy investments to get into this division of the industry.

**Lou Boorstein Receives Special “Chairman’s Award” From Coin Colleagues**

NEW YORK — Chairman Louis L. Robinson was presented with a special U.J.A. “Chairman’s Award” by his colleagues in the coin machine industry at a recent organization meeting. The presentation was made by Meyer C. Parkoff. In presenting the award—a copper fruit platter from Israel in the famous green patina, with a map of the ancient land of Israel carved in the center surrounded by the names of the modern Hebrew characters, “They that sow in sorrow shall reap in gladness”—Mr. Parkoff commended Mr. Boorstein, who is serving his second term as chairman of the industry, “for his work and leadership in U.J.A’s life-saving and life-sustaining campaigns for 20 years.”

Plans for the forthcoming annual dinner at which Parkoff will be the guest of honor, also discussed at the organization meeting.

Pictured at the meeting are: (seated from left to right) Claire R. Morano, Meyer Parkoff, Louis Boorstein, and C. A. Max Robinson (standing) Ben Haskell, Albert S. Denver, Aaron Sternfeld, Sanford F. Cohen, Irving Holman, Arthur F. Silbert, Mike Munves, Harry Koeppel, Nash Gordon, Louis Wolber, Bernard Boorstein, Nat Sugarman, Max Klein, and Abe Lipsky.

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**Through The Coin Chute**

**CALIFORNIA CLIPPINGS**

Business along Pico Boulevard continues at a steady level with everyone reporting sales of coin machines and records to be good. The Danbury, the sensational Mary Kaye Trio, at Norty’s Music Center. Norty listened to their new LP album of piano and predicted it will be among the top sellers. The Danbury has completed arrangements for his export license to enable him to handle his fast growing export record business. Jan Graham believes Guy Mitchell has another hit on his hands with “Rock-A-Bill” phonograph. Jim Lewis reports Teresa Brewer’s “The Ricky Tick Song” on Coral has started to move. Ana Marquart says the operators are showing up better now with the release of “There Oughta Be A Law.” Mr. and Mrs. Al Anderson of Shafter seen along Pico Boulevard on their return from an Hawaiian vacation. Frank Schulte’s Record-O-Pak Field Engine in Los Angeles is now at Paul A. Laymon, Inc., on his ten day stay in the Southland. Frank very pleased with the report Ed Wilkes gave him on the Rock-Ola “200” phonograph. Jim Lewis reports that he is selling as fast as they are received. Charlie Daniel’s completed arrangements for the Rock-Ola “200” phonograph to be used on two ABC TV television shows, Ray Anthony’s Show and “Top Tune.” Eldred Gilder, Monterey Park operator, telling Bill Happel at Badger Sales Company, Inc., the great success he is having with his AMI “GSMO” phonograph. Jack Leonard’s stock in the Prize Premium Department is depleting rapidly. Marshall Ames reports Kennedy’s “True-Home” Bowler was just received in the showroom and is meeting with much enthusiasm among operators. Dickin and Gabe Orland report their record sales to operators and customers have been outstanding. Since they moved into the new sales office at 430 South Orange Avenue, their business has been growing as steadily as their loan as their business is on a steady increase with local business also picking up.

**Bally Announces New In-Line**

**A.B.T. CHALLENGER**

**Target Pistol**

1956 **Model**

**A.B.T. Rifle Sport Gallery**

**Kicker & Catcher**

**A.B.T. Guesser Scale**

**Pace Aristo Scale**

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25 Seeburg M100A Phonographs

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Seeburg - Chicago Coin - Williams - Exhibit

**Call & Write**

For Volume Discount

**Write**

**B. H. Williams on a business trip out in El Paso. . . .**

Jiggs Hamilton came by our Fort Worth office to scout for the new wagon. . . . We wish a speedy recovery for Harold McKenzie of Northside Amusement Co. in Fort Worth who is hospitalized following an operation. . . .

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**Call & Write**

For Volume Discount

**WIRE**

**It’s True What They Say About ‘True Score’**

Because, he added, “it’s true what they say about True Score.”

One of the owners of this bally who wants the greatest of all bowling games, the one game that will earn him a cash box full of dollars should immediately buy “True Score.”

But before we see such phenomenal returns on any games that we’ve ever built here at Keeley,” Huesch claimed.

He also reports that the firm’s “only problem is delivery.”

“True Score” has been working like mad,” he said, “trying to get shipments out just as fast as we can to meet the requests of our distributors.

“This is one game that is true to bowling. It’s ‘True Score’ wins over the players and holds them at the game hour after hour.”

In fact, Huesch reported, “the first test ‘True Score’ we placed in still on the same location.

“The owner won’t let us take it out. ‘Yes’, Huesch comported, “all our problems are deliveries. Once we get our production schedule working at top speed we’ll meet all deliveries all over the country.”

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

B. H. Williams on a business trip out in El Paso. . . . Jiggs Hamilton came by our Fort Worth office to scout for the new wagon. . . . We wish a speedy recovery for Harold McKenzie of Northside Amusement Co. in Fort Worth who is hospitalized following an operation. . . . Minborne Music Co. 2920 West Pico Blvd. Los Angeles 6, California RE 4-2177 WRITE WE WRITE 60 Seeburg M100C Phonographs $475.00 40 Seeburg HF100R Phonographs 660.00 25 Seeburg M100A Phonographs 150.00 Equipment Shipped Or As Is We Are Distributors For Seeburg - Chicago Coin - Williams - Exhibit Call & Write For Volume Discount WIRE B. H. Williams on a business trip out in El Paso. . . . Jiggs Hamilton came by our Fort Worth office to scout for the new wagon. . . . We wish a speedy recovery for Harold McKenzie of Northside Amusement Co. in Fort Worth who is hospitalized following an operation. . . . Minborne Music Co. 2920 West Pico Blvd. Los Angeles 6, California RE 4-2177 WRITE WE WRITE 60 Seeburg M100C Phonographs $475.00 40 Seeburg HF100R Phonographs 660.00 25 Seeburg M100A Phonographs 150.00 Equipment Shipped Or As Is We Are Distributors For Seeburg - Chicago Coin - Williams - Exhibit Call & Write For Volume Discount
Through The Coin Chute

NEW ENGLAND HIBBLES

Bia continues good all around as warm weather continues to hold in New England, sparking music and coin machine takes; new locations and outdoor setups. Arcade bays are readying for the upcoming seasons. Box office is excellent with many new types of games on the horizon. . . . Around with the distracts: At Atlas Distributors (AMI), Barney Blatt is coming along nicely after recent illness and is recuperating at home. Louis Blatt, holding down the plant on Commonwealth Ave., reports AMI 200 biz picking up and biz in general great. . . . At Redd Distributors, Bob Jones, sales mgr., reports the new Bally in-line "Show Time" is showing "fabulous" potential and bids to outrank "Key West". Kiddie rides are beginning to go. . . . At Associated Amusements (Rock-Ola), the 14-foot bowling alley output is phenomenal. Rock-Ola is selling great. . . . Arcade biz is getting big with response to Capital "Auto Test" and Capital new kiddie ride "Drive-In Music Game", Ed Ravreby back from Connecticut trip in which he booked heavy orders and visited with Nutmeg state column. Richard Mandell, gen. mgr., back from trip through Western Mass., and reports music big in that territory with 10c play predominating. . . . At Trimming Automatic Sales Corp. (Seeburg), Williams "Cue Ball" showing great returns. Williams "Cross Fire" and Genco "Circus" gun games are getting the nod from ops and 14-foot bowling alley orders are big. Plenty of action here see Seeburg 200 music machines. Export biz, far from fast associated with his brother, visiting dist this week: Robert Lyons, Lyons Music, Soundskegan, Me.; Donald Swanston, Beverly; Henry Brooks, Dover, N.H.; Oscar Pratt, Manchester, N.H.; Edgar Beals, Needham; Thomas Zeralli, Providence, R.I.; Harold Wiesel, Providence, R.I.; John Lazare, Manchester, N.H.; Oscar Tscheulin, Needham; Jack Grover, Falmouth; Ben Gordon, New Britain, Conn. Ed Blanchard, Webster; Wynn Gaffney, Norwich, Conn.; George Briggs, North Adams; Martin Ferrara, New Bedford; Gene Sweeney, Buzzards Bay; Dick Verges, Manchester, N.H.; Ralph Leary, Boston, R.I.; Andy Aron, Dolins, Hyannis; Larry Bettencourt, Danvers; Dave Grompan, Mattapann; Dutchy Marciano, Beverly; Harry Deshowitz, Chelsea; Larry Daisey, Caribou, Me.; Guy Durgin, Presque Isle, Me. . . . Recording stars still the hottest draws in Bob. With Mills Bros. current at Blistinbr's, upcoming bookings include Pat Boone, April 4-11; Four Lads, April 25-28; Andy Williams, April 29-May 1; Lane Bros, May 6-12; Jay P. Morgan, May 13-19; Patti Page, June 3-5. . . . Favorite meeting place for female debuttes in town for engagements and record promos is the Shutdown on. . . . Norm Prescott, WBN, disk jock, arranging for a broadcast of "Tonight From Blistinbr's" during the Andy Williams engagement. . . . Danny Kaye, who has extended his engagement at the Colonial Theatre through April 20, made all the disk jock programs through arrangements with Ruthie Shapiro. . . . Bill Marlow now at WBZ. . . . Calypso music is getting a big boost in the Hub territory through Pat Mathews, current at the Jewel Room in Boston where the town's disk jocks have been gathering nightly to hear her.

Receipts Down? "Ops Fault"

NYACK, N.Y.—John Van Wyck, Nyack Slate Company, Inc. this city, reported that after an extensive survey, it found that when receipts fall off in pool game operations, it is usually the fault of the operator. "We found tables with original balls, some egg shaped and of different weights, etc.," said Van Wyck. "The cloth was either worn out, or dirty or ripped. Some operators were still using wooden tops, most of which were warped. And the rails had long since lost their bounces.

"The remedy," concluded Van Wyck, "is a good slate top, numbered balls and new live rubber rails. In many instances these improvements, not only hold collections, but improve them."

BINGO GAMES!

Key West — Big Show — Parade — Double Header — Nite Club — Broadway — Beach Beauty — Miami Beach — Gaytime — Gayety — Big Time — Variety — Brazil — Monaco — Starlet — Pixies.

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PRICED RIGHT! IMMEDIATE DELIVERY!

"It's what's in THE CASH BOX That Counts"
Chi Coin Adds Another Cabinet Factory
Also Start Night Shift Working Expect Heavy Production Boost

CHICAGO—Ed Levin, sales director of Chicago Coin Machine Company, this city, reported this past week that the firm had contracted with another cabinet factory for doubled cabinet deliveries.

"This", stated Levin, "in addition to a night shift we have just put on, will boost our production of 'Bowling League' to a new high."

"We believe that even this boosted production, made possible by the addition of more cabinets from another factory added to the cabinets we are already receiving, plus the night shift we have put on, will still not cover the tremendous demand that we are enjoying for our great 'Bowling League'."

"We are trying our best", Ed stated, "to extend this production to all of our operators and all of their operators' customers."

"As we cover orders on hand, we receive more and still more. It's like battling a circle that keeps turning at top speed."

"We don't know just when we'll be on top of the orders, but", Ed claims, "you can tell everyone that we are doing everything we possibly can to meet all orders just as quickly as possible."

"We believe", he said, "that 'Bowling League' is probably the biggest hit game we've yet produced."

CIAA Elects Officers

KNORKE, BELGIUM—Albert Polak and Sal Groenteman, co-owners of the new Luna Park Sportland No. 4, being built at Dique sur la Mer, this one having no stone unturned to make it the Continent's most unique amusement center.

On their recent trip to the United States Polak and Groenteman purchased $35,000 worth of arcade equipment, including a bank of Philadelphia Toboggan Skee Balls, the latest Williams, Gonge, Exhibit, and United rifle ranges, and the newest arcade machines.

The arcade, which Polak and Groenteman say is the largest in Belgium, is being decorated in a tropical décor. For this purpose, International Amusement Co., Philadelphia affiliate of the Belgian Amusement Company, Antwerp, shipped 40 palm trees, complete with coconuts, exotic flowers, climbing vines, and Japanese lamps. The project will be lighted by special indirect illumination. The arcade will also sport a 150-foot bar.

Grand opening has been set for May 19, 1957. City and State officials, as well as Europe's leading coinmen will be invited to a champagne party, marking another milestone for the continually expanding Belgian Amusement Company.

Polak and Groenteman report 1956 broke all records for the first sales in music and amusement games, and predicted that 1958 will surpass even that banner year.

Belgian Amusement, Antwerp, Readying Luna Park Sportland No. 4
Polak and Groenteman Plan Continent's Most Unique Amusement Center

Remember for Export it's International Scott Cross Co.

This Is Your LUCKY Day!

New LUCKY HORSOSCOPE
5c, 10c or 25c PLAY

NATIONAL COIN REJECTOR in each chute
NOW has TWO coin returns and other new features

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Frankfurt Fair

FRANKFURT, GERMANY—At the recent fair in Frankfurt many coin machine firms displayed. Reports indicate that all who attended showed a keen interest in the latest type American amusement and music machines. Note the sign in the upper center portion of the picture featuring Southern Automatic of Cincinnati, O. The picture shows the display of Holland Belgie Europe, Brussels, Belgium coiniers.

“It's What's in THE CASH BOX That Counts”
Distributors Commend Bally Bowling Lanes

CHICAGO—Visiting distributors, present at the Bally factory this past week, took time out to commend the entire Bally organization on the firm's fast moving "ABC Bowling Lanes."

Among distributors who visited with sales manager Bill O'Donnell were R. F. Jones and C. N. (Mac) McMurtrie of San Francisco's Jones' boys, Phil Greenberg of Atlas' Pittsburg, and Phil Hess of Atlas' Des Moines office.

Many other distributors also took time off to visit with executives of the Bally organization and gather round Bill O'Donnell to listen to the phones ringing away as distributors from all over the nation continued to call in for more and still more Bally "ABC Bowling Lanes."

Said O'Donnell, "It's just a tremendously satisfying pleasure to have distributors call in person to tell us how much they and their operator-customers like our 'ABC Bowling Lanes' and also to tell us how satisfied everyone is with Bally service and Bally shipments as well as Bally's way of doing business.

"In turn," continued O'Donnell, "we want to thank everyone of the men who called around to visit us this busy past week and to again assure them the outstanding service and cooperation of the entire Bally organization."

Tennessee Excludes Pinball Games From State Gambling Law

NASHVILLE, TENN.—Governor Clement on March 20 signed into Tennessee law a legislative bill excluding pinball machines from the state gambling law.

Other bills enacted by the Tennessee legislature included a measure to prohibit children under the age of 18 from playing pinball machines and placing the responsibility of determining age upon establishments having such devices.

SEEBURG's

SPECIAL SALE!

For Quick Action

SEEBURG B's

$395.00 EACH

100% Clean and Checked

RUSH YOUR ORDERS

1/3 with order, balance C.O.D.

DAVID ROSEN

Exclusive A.M.I. Dist. To Pa.

855 N. Broad St., Phila. 23, Pa.

PHONE: STEVENS 2-7377

"It's What's in THE CASH BOX That Counts"
When You Enter
The Cash Box
“20 YEAR CLUB”

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN THE Cash Box “20 YEAR CLUB” TODAY!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN The Cash Box “20 YEAR CLUB,” FILL OUT THIS APPLICATION AND MAIL TODAY.

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

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

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

Date of Birth

NAME

FIRM

ADDRESS

CITY

ZONE...STATE

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Almost unnoticed amidst all the hustle and bustle was the official beginning of spring Mar. 21. . . .

Tall about a human drama of the day is the man who knows how to make things hum at World Wide. "We've got the games" says Ted, "we get the orders in and out like a breeze in the middle of March." . . .

Ed Ristau says delivery is going forward as planned and because of new ideas in rotating targets . . . Without a doubt two of the busiest in town are Ted Rubenstein and Estelle Byrd. The former is chasing back and forth to keep their eyes on "Lucky Horoscope" vendors, electric scoreboard 6, pocket pool game, photo reproduction plastics and pool supplies. As if that weren't enough, Ted's getting some new products all lined up . . . One exec who coordinates everything perfectly on his own is Sally's Herb Jones. Ads, announcements, layouts, copy, news, promotions all roll out of the office on schedule . . .

Over at Atlas, Nate Feinstein, Harold Schwartz and Eddie Suskow are running a steady work routine. Nate, back from New York to three cities in January, very impressed with outstanding service and kindness on KLM (Dutch airline) service between New York and Amsterdarmia, etc. Since condolences to the family of Bill, the Sphinx Cohen, who passed away last week. Altho it is several years since Bill retired from one of Minn., many others will remember his own brand of dry humor. As Ted told me that he was one of coinbin leading "characters" of the late 20's, 30's and 40's. . .

Ed Ristau off to Detroit as Jack Barash brought in the blizzard last week from Chicago. . . .

With Nate in Miami, Dave, Alvin and Sol Gottlieb, as well as Judd Weinberg all completely filled with the new 4 player "Majestic," "Making a tremendous hit with the latest deal by the brothers and as far as we know our new idea in rotating targets . . ."

Seeburg B-C-G-R AMI E-F-G Gottlieb '55 & '56 Models Williams '56 Models

WANTED!

Seeburg B-C-G-R AMI E-F-G Gottlieb '55 & '56 Models

Arcade Equipment

Exhibit & Bally Horses

Late Bingos

WRITE! WIRE! PHONE!

COPY MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. PHONE: EVERGLADE 4-2600

Subscription

THE CASH BOX

52 Issues $15

First Class $20

Airmail $30

52 Issues & Free Weekly Classified Ad

Pinballers that do not pay out money but reward players only in free plays are legal under Illinois law and could be licensed . . . Anyone heard from Frank Mencuri down in London going over the board with some new idea for scales. Which he says is still in the bib and jumper stage. In the meanwhile, John H. in "First Milk Sport" ever to be seen in Japan. . . . Sam Lewis at Exhibit busy as can be working on the "Money" machine. Sam also reports deliveries getting forward of view machine and other arcade equip. Chet Gorg maintains that Exhibit '56 Pay-Per-Plays is now the move post card vendors this year than ever before . . . Eddie Foy, mgr. of Ed Gillian's Chicago Music, phones to report his copy of The Cash Box lost in the mail. "Send me another copy quick," urges Eddie, "because I'm comin' the route" . . . Bynie Zorinsky in from Omaha for the tobacco convention. Bynie should be ideal nominee for cigar industry's "Man of Distinction." . . . Gateway's Fred Winter and Bud Kotke always looking for more phones. And reportedly doing grand biz on line of speakers. . . . Jerry Kuk in at Standard-Hardway calling all around for special kind of hardened steel for firm's Metal Typer.

Twas a very touching farewell speech by Harry Freeman at CMAA meeting last Tuesday. But everyone reacted with happy expressions on Harry's face when Sunn Greenberg, patiently waiting until he was thru, promptly reappointed him as Recording Secretary of the Asso. for the coming year.


WORTH REPEATING: Bowlers do their best work when striking.
Over 300 Friends Help Harry Siskinds Celebrate 25th

NEW YORK—Harry Siskind, one of the Master Automatic Music Company pioneer coinmen and one of the most progressive music operators in the business, and Mrs. Siskind, last Monday, March 24th, celebrated their twenty-fifth wedding anniversary at Brooklyn's famed Ben Makaik's Town and Country Club.

More than 300 guests arrived for a private cocktail party, entered the room for a sumptuous dinner and entertainment, and finished the evening with a champagne party in a private room from 11 p.m. until 2 a.m. The festivities were presented to the women and all the men wore silver carnations.

Among those who attended from the coin machine field were Al Denver, Sidney Anderson, Meyer Parkoff, Barney (Shug) Suggerman, Abe Green, Al Simon, David Simon, Irving Holtz, Milton Green, Phil Raisen, and Tony Seaforth.

Among those from the music and record world were Sid Goldberg, Decca Records; Harry Myerson, MGM Records; and Paul Southern, Times Coliseum, Denver.

In addition to the regular show, some of Siskind's friends who entertained were Ziggy Lane, M.C.; Toni Arden, Jan Arden, songwriter George Weiss, Alan Dale, several cabaret groups, the La Playa Sextette, and the Ned Harvey Boys.

Op Reports:
3 Times Better Profits With Clean Machines

SAN DIEGO, CALIF.—“Keep your machines on 10c, 3 for 25c play,” the sign outside of this city, and adds, “but be sure that your machines are sparkling clean. There have been 50 years in the coin machines business”, he continues, “and find out when man will work in three times as much as a dirty machine.

As soon as a phone gets just a little dusty, down goes the play”, advises Peterson. Peterson reports, “after 30 years of operating here in San Diego that coin phonographs, pool tables, shuffle games and shuffleboards will take in three times as much as any machine that is dirty, regardless of the location, itself, may be.

“The last 15 years”, says, “I have kept a man on for every 78 machines doing nothing but going around all week long cleaning and waxing the machines on his route.

For Music Ops:
The Cash Box' Music Charts List EPs

CHICAGO—Greater use of EPs in programming juke boxes is becoming noticeable as more and more music operators take time out to commend this publication on its EP listings.

For sometime now The Cash Box has been listing EPs in its “Best Selling Pop Albums” chart. The star that is used indicates whether the album is on the Extented Play.

Very noticeable of the growing popularity of EPs is in the listing on page 35. Of the 25 best selling pop albums listed, 22 Feature EP.

This is the greatest percentage ever yet noted and, in the near future, it is expected that 100% of the LP albums will list EP play.

Another outstanding example of the growth of EP appears on page 24 of this issue. This is in the “Album Sure Shots” listing for new albums at the top of the charts. The lone album listed here is also in EP.

“In addition”, he states, “every collector has clean glass-towels along with a brush of cleaner to keep the glass inside the machines, as well as the counter box glass, clean.

Another thing that will keep a route at top peak play action”, he sagely states, “is to never allow a machine to be out of order for more than an hour, if at all possible.

Give the server the advice and adds, “if your men fail to uphold their end, get rid of them and get new men.

“If a record is worn, don’t use it. At all times make sure that the needles in your phonographs are perfect. Watch the tubes. If you find a bad tube, break it, so that it will not get into another machine.

“Try what I said”, concludes Peterson, “just for 30 days, and watch the results.”

Canopy for Vendors

CHICAGO—Jennings & Company, this city, has now developed an indoor-outdoor canopy for use with the automatic milk vending machine which that firm manufactures. This canopy is designed for installation on all new Jennings venders, and is available also for mounting on machines already in use.

“Voice-Of-Graph” At Idlewild Airport

NEW YORK—International Mutoscope’s new “Voice-Of-Graph”, which now records in the popular 45 speed as well as 78 rpm, was placed at the Idlewild Airport. The reaction, reports International Mutoscope, was similar to that of other good traffic locations, in that several additional were ordered to meet the demand.

Photo to the right shows customer entering the “Voice-Of-Graph”.

Through The Coin chute
MIAMI MURMURS

First thing Max Wise, Brooklyn operator, did when he parked his bag at the Castaways was to call Willie Blatt to make sure there would be a seat for him at the regular Thursday night gin game that includes Lucky Shohick, Whitey Finuc, Dave Friedman, Willie Levey, Harry Zamnand, Harry Steinberg, and Willie. Jack Semel does a fine job of kibitzing, The Game has been going on since 1932. The faces sometimes change, but the game keeps rolling. . . Sue Gasparo, wife of Tom. Ted Blatt returned to New York from his Miami vacation and Ben Haskel, who needed one badly, immediately sold two weeks, in the past, at the Nautilus Hotel. . . Coinmen in Miami terribly shocked at the double dose of bad news they received a couple of weeks ago. The deaths of Nat Cohen and George Pomper hit them harder than anything that has happened for some time. . . Mr. and Mrs. Bert Lane leaving for New York where Bert will be able to take care of so many things, that he neglected, while recuperating from a slipped disk. . . Charlie Lichtman strolling along Collins Avenue apparently without a care in the world. . . Mike Munves, New York arcde king, bought the balance of the Bull’s Eye Targets and wherever needs any parts should contact him at his Avenue building. . . Joe Mangone takes part in the gin game running at the Castaways motel between trips to Latin-American. . . Willie Blatt bought a scale route from his former partner, J. G. Lovelady. His brother-in-law will operate it.

What’s in THE CASH BOX That Counts

Frantz also reported that sales have stepped up tremendously with the opening of the spring season.

Will “It seems to us”, he advised, “that more and more operators are interested in getting the A.B.T. 3-gun and 6-gun Rifle Sports Galleries which were installed in the St. Louis Arena by E. D. Jones of Forest Park, Highlands are getting very fine play action.

John Frantz

CHICAGO—John Frantz of J. F. Frantz Manufacturing Co., this city, reported this past week that the two 3-gun and 6-gun A.B.T. Rifle Sports Galleries, which were installed in the St. Louis Arena by E. D. Jones of Forest Park, Highlands are getting very fine play action.
April swept Chicago addition, with Player H. Fast Ralph one single Deluxe Knob. Newark from two matches that's which the trade players bring playfield, maker."

"The Majestic" A CHICAGO win 30 flipper game that goes this forwarded to the introduction of D. Gottlieb & Company, this city. Alvin Gottlieb announced this innovation as "just one of many features which makes 'Majestic' a terrific hit that's sure to provide operators with this year's most outstanding moneymaker."

A wheel, inset in the center of the playfield, rotates to bring up 15 colorful targets. These appear one at a time. When hit, each target scores from 30 to 300 points.

"The constant action and unique appeal goes over in a great big way with the players", declared Gottlieb. "Majestic" also provides a single and double match feature. Single match wins one replay, and 1 and 2 players or 3 and 4 players can match to win 10 replays.

In addition, there are five pop bumpers which light up for high scores. More fast action is added by two flippers and two cyclonic kickers.

PARIS, FRANCE—Mr. Starr and Mr. Parisian, of Paris-Swing, well known coin firm in France, arrived in New York on March 25. Messrs. Starr and Parisian made the trip on the as Queen Mary.

U.S. colonists who wish to contact Messrs Starr and Parisian can do so by addressing mail to Mr. Zopinsky, 1145 University Ave., Bronx, N.Y.

"It's What's in THE CASH BOX That Counts!"
The Cash Box’ “Quarterly Export Edition” Clicks

Exporters Request Adding Italian to French, Spanish and German Translations of Quarterly Business Reports

CHICAGO—The Cash Box’ “Quarterly Export Edition” (March 30, 1957 issue) clicked so well with so many that a request has arrived at the offices of The Cash Box to add Italian to the Spanish, French and German translations of the quarter’s business report.

Many are of the belief that, with export business becoming an ever more important factor in general sales, The Cash Box’ “Quarterly Export Edition” should be enlarged to meet whatever other language translations will become necessary as more world markets open to new and reconditioned machines.

For example, one report is to the effect that Brazil where Portuguese is spoken, is becoming an extremely important market for new and used machines.

Another report indicates that sales of used as well as new machines to Japan is increasing.

The leading market, according to the majority of exporting firms here, is still the European continent. Largest shipments going to Belgium and Germany.

Demand continues to grow and this fact alone, many report, has made The Cash Box’ “Quarterly Export Edition” more important to them, especially in view of its many years of publication.

Equalize Music’s Tonal Level

IRVINE, KY.—Francis G. Miller of this city reports that one of the problems he has to contend with is unequal tonal level of various records in his phonos.

He believes that many other operators must also have this same problem.

“My experience has been,” he advaies, “that about 75% of the locations either have their music too loud or too soft.”

In both cases, Miller reports, it’s very bad for the location, for the customers and, especially, for the operator.

As he states, “It’s an operator’s problem.”

He is trying hard to solve it, he advises.
WANT: All used 12 ft. Rock-Ola Shuffleboards and accessories. Complete with over- 
heads, price $175 each. Over and under assortments. All prices $125. 

FOR SALE:—22 ft. American Rock-Ola, 5 balls, $330.00. 
22 ft. AMITAGE Shuffleboards. Complete with overheads, price $125.00. 
Used 12 ft. American Rock-Ola, $125.00. 

WANTED—Letters from friends. Address, will pay $2.00. 

WANTED—1000 Super Shuffleboard players, $60 each. 

WANTED—All types Arcade Machines, including Super Shuffles. 

FOR SALE—New & Used Machines. 

WANTED—Merrick Records. 

FOR SALE—New & Used Machines. 

WANTED—Can anyone tell me prices of Super Shuffleboards? 

FOR SALE—All types Arcade Machines also Menger’s Shuffleboards. 

WANTED—Letters from friends. Address, will pay $2.00. 

WANTED—Letters from friends. Address, will pay $2.00. 

WANT—Attention Everyone in the Game. We want all the details of your Equipment and all the Bally and 
United Bingos you have. Plenty of $$$$. 

WANT—Used Bally Bingos; Gottlieb & Williams Pins; Guns and Phone. 

WANTED—Letters from friends. Address, will pay $2.00. 

WANT—Attention Everyone in the Game. We want all the details of your Equipment and all the Bally and United Bingos you have. Plenty of $$$$. 

WANT—WANTED—Letters from friends. Address, will pay $2.00. 

WANTED—Letters from friends. Address, will pay $2.00.
FOR SALE—AMI Wallaboxes D-80, $54; D-80, $60; KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 36, N.Y. (Tel. Circle 6-4939).

FOR SALE—Buy From Factory Distributor. Steel strong tubular coin wrapper, 11 in. in box, $1.40 each, $3.70 per case. W. B. DISTRIBUTORS, INC., 1012 MARKET ST., LOUIS 1, MO. (Tel. Central 9229).

FOR SALE—Big Time: Gay Time; Beach Park: Night Club; Parade: Broadway: Double Header: Big Show: Keeney Distributing Company: Drivemobile: United Tagetters: Genco Champion Baseball. All in stock. GLOBE AUTOMATIC SENDING CO., 291 WATER ST., QUINCY 49, MASS. (Tel.: MA 9-0010).

FOR SALE—We have a large stock of reconditioned Five Balls, Shuffle Bungs and Bingo. Write for list. WESTERHAUS CORP., 3726 KESSEN AVE., CINCINNATI, OHIO. (Tel.: Montana 1-500).

FOR SALE—Conoco—Extended Range Speakers and Baffles. Quantity at modest prices. Engineered for heavy duty use. Satisfaction guaranteed or money will be refunded. Final offer in Lined Oak, Natural or Mahogany. Packed two to a carton, $11.95 ea. COVEN MUSIC CORP., 3181 E. LINDEN AVE., Mpls. 1, Minn. (Tel.: Independence 3-2210).

FOR SALE—AMI F-120, $675; AMI E-40, $400; Seeburg, M100C, $545; Seeburg M100G, $695; Wurlitzer, 1700, $675; Wurlitzer, 1800, $695. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO (Tel.: Superior 1-6400).

FOR SALE—Make us an offer; Chico Coin Big League Baseball (2-player) for Seeburg. Dickson DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. (Tel.: Regent 3-6931).


FOR SALE—Williams. United and Chicago Coin Electric Front Pool Tables, $50 ea. Write. PENNSYLVANIA VENDING CORP., 1826 E. CARSON ST., PITTSBURGH 3, PA.

FOR SALE—Or trade for Bumper Pool or AMI "D" or "E-40" phones Bally. Late Star Bearet, Bert Lewis Circus Wagon. Lane Fire Engine, Chicago Coin Blonde, Chicago Coin Twin Hockey, Relaxa, 500" Shuffle Alley, Genco Davey Crockett Gun, Exhibit Jungle Hunt, Williams Pepper the Clown, MILLER-MEWARK DISTRIBUTING CO., 42 FAIRARKS ST., N.W., WASHINGTON 7, D.C. (Tel.: GL 6-6070).

FOR SALE—Complete line of used Photographs, Shuffle Games, Graphophones used in any condition. Any used machines wanted. Please write or phone call will convince us. We are factory representatives for United, Williams, Baby Bally, and Greenex machines. TARAN DISTRIBUTING, INC., 310 W. 36th ST., MIAMI 42, FLA. (Tel.: Newton 5253-1).

FOR SALE—Bally Bowlers: Victory, $105; Champion, $105; Rocket, $105; Jet $115; Magic, $165; ABC, $155; King Pin, $145; De Luxe Congress, $395, United Team, $115; 11th Frame, $165; Chicago Coin Cross Bowler, $75; Hollywood, $150; Liberty, $150; ANEROID, $120; 11th ST., ERIE, PA. (Tel.: 7-5254).

FOR SALE—AMI—F-120, $675; AMI E-40, $400; Seeburg, M100C, $545; Seeburg M100G, $695; Wurlitzer, 1700, $675; Wurlitzer, 1800, $695. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO (Tel.: Superior 1-6400).

FOR SALE—Muto-Scope O.K. Champion, $350; Williams De Luxe, $425; King Of Swat, $275; Rock and Roll, $85; Gladster, $265; Marathon, $225; Broadway, $325; Nite Club, $450. AMI DISTRIBUTING, 1800 N. WASHINGTON AVE., CHICAGO, ILL. (Tel.: 455-5296).

FOR SALE—R-Comet, $160; De Luxe 5th inning, $200; Leader, $150; Manhattan, $155; Target, $150; Mars, $250; Lightning, $250; Travel Play, $225; AMI A, $8, 795; AMI D-40, 78, 795; $225; AMI E-120, $495; AMI A, 45, 795; $125; AMI C-130, $50; $85; AMI DISTRIBUTORS, for AMI, United and Williams. Write for jobber's price. Write, wire or phone. CENTRAL DISTRIBUTORS, INC., 2315 OLIVE ST., ST. LOUIS, MO. (Tel.: Main 1-3511 or 2805 MAIN ST., KANSAS CITY, MO. (Tel.: 947-1747).


FOR SALE—Slates Top Table Pool Replacement, any size tables wherever you want them, 3/4 in. Genuine Slate, Best Cloth and Large Lively Bumpers. Lowest Price. Ball for Bumper Games, 2 1/2 in. Size, Red or White, 25c per ball. Will trade for any merchandise, what have you? S. L. STONE, 20, 1200 NORTH AVE., ELIZABETH 4, N. J.

FOR SALE—Model C chrome plater replacement, $175.50 pair. Numbered Pool Balls—Marked on 2 sides —1 to 5, White and 1 to 5, Red; or any combination. W. L. WICO CORP., 2913 N. PULASKI RD., CHICAGO 41, ILL. (Tel.: Mulberry 3-5000).

FOR SALE—Large stock of Bingos, Shuffle Alleys, Pool Games; Photographs. If we don't want what you have, we will make an honest offer to get it. Distributors for United, Exhibit, Rock-Ola and Williams. Write for our price list. DAN STEWART CORP., 140 EAST 2nd SOUTH, SALT LAKE CITY 11, UTAH. (Tel.: Davis 2-2473).

FOR SALE—Or Trade. 1 Voice Recorder and 1/4 for 25¢ Photograph Machine—both Semi-Automatic. Will trade for Shuffle Alleys, Guns, Pin Games or Music or Kiddy Rides. RELIABLE COIN MACHINE, 181 WEST WINDSOR RD., HARTFORD, CONN. (Tel.: Clapiao 9-6565).

FOR SALE—King Arthur, $35; Twenty Grand, $55; Die Jockey, $75; Grand Slam, $85; Four Corners, $85; Gyper Queen, $185; Gatsby, $119.50; Miami Beach, $235. Make offer on Bright Lights, Bright Spots, 3-4-5's, Long Beach, Circuses, Stars. WANT—Big Times, NOBO NOVELTY CO., 142 DORE ST., SAN FRANCISCO, CALIF. (Tel.: MA 1-5433).

FOR SALE—3 Keeney Speedelanes, Chuck Sam Rifle & A. B., Baby Bally, Guns. Also Pool Tables—all makes and models. For best buys, write or call: HY POLO AMUSEMENTS, INC., 1969 W. WILSON AVE., CHICAGO 40, Ill. (Tel.: Longbeach 1-3378).

FOR SALE—18 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game (12 cans) $3.50; Fast wax case 12 cans $4.50; Pucks (set of 5) $12; Fluorescent Lights pairs $22.50; Adjusters $18.50; PURVEYOR DISTRIBUTING CO., 4322 N. WES-ERN, CHICAGO 18, ILL. (Tel.: Unipier 8-1184).
FOR SALE—Broadway, $355; Night Club, $365; Parade, $305; Big Show, $475; Big Time, $195; Williams Big League, $145. Write for our list of other games. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. (Tel.: Canal 7137).

FOR SALE—Congress, New, Write; CC Crisis Cross Targets, $351 Un. 11th Frame, $99; ABC, $325; Rocket, $75; Victory, $65; Champion, $65; Royal, $25; Balls-A-Poppin', New, Write; Gold Medal, $250; Speedy, $95; Rainbow, $95; Mars, $140; King of Swat, $200; Four Bagger, $500; Imperial, $25; LAKE CITY AMERICAN, INC., 4533 PAYNE AVE., CLEVELAND 3, OHIO. (Tel.: Henderson 1-7577).

FOR SALE—Seeburg V-200, Write; Seeburg 100-R, $690; 100-C, $600; 100-C, $490; 100-B, $400; United Regulations, $425; Chi Coin Triple Strike, $200. WANT — All late models 45 rpm phonographs. NA- TIONAL NOVELTY CO., 640 W. MERRICK ROAD, VALLEY STREAM, L. l., N. Y.

FOR SALE—Seeburg M100A, $225; M100C, $575; M100G, $700; M100W, $700, M100R, $800; 3W1 Chrome, $55; Wurlitzer 1800, $750; 1900, Write, AMI D80, $300; 40, $175; Evans Century, $275. MUSICAL SALES, 2334-36 OLYVE STREET, ST. LOUIS 3, MO. (Tel.: CH 1-8561).

FOR SALE — 6-10c Slightly used "Poppettets," $75 eac.; 2 Rock-Ola Wall Scoreboards with Coin Box, $45; 2 Universal Scoreboards, $35; 4 Thunderbolts Kiddie Rides, new paint, new National Coin Rejectors, $395 ea. PACIFIC KIDDIE RIDES DIST. CO., 1212 S. TACOMA AVE., TACOMA, WASH.

FOR SALE — New Rails for Pool Games. 32" x 48", Set $10; New Novelty Top Pyramid Pool for #15 or #1-10 Rotation Balls, 32" x 48", $29.95; Car Sticks 48" Brunswick, $1.69 ea., $18 doz. Quantity discounts. CHAMPION DIST. CO., 3633 W. DIVISION ST., CHICAGO, ILL. (Tel.: Allonby 2-3272).

FOR SALE—100 Telequiz, with film. Restocked, refurbished, ready for location. 5c or 10c play. Special price, $99.50. Write for quantity prices and list of other equipment. C. OR. SALES, 5216 N. LECLAIRE AVE., CHICAGO, ILL. (Tel.: Avenue 3-6181).

FOR SALE—Reconditioned Seeburg 100 Selection Wall-0-Matics, Model 3W1, Chrome Covers, New Selection Buttons, New Aluminum Instruction Plates, $37.50. Telephone or wire collect. SYRACUSE 75-1613. DAVIS DISTRIBUTING CORP., 738 ERIE BLVD., E., SYRACUSE 3, N. Y.

FOR SALE — 200 Seeburgs, Write; 1454 Rock-Olas, Write; 1448 Rock-Olas, $665; Comet Rock-Olas, $450; 100G Seeburgs, $625. These machines are off our route and are like new, 1717 Rock-Ola Steppers, $30; Snail Pools, $50; Long Panel, $75; Palm Beaches, $40; Gene Sky Rocket Guns, $285; Sportsman Gun, $165; Gold Star, $145; Stage Coach, $135; Cypress Queen, $575; H & H MUSIC AND DISTRIBUTING, 1662 THIRD AVE., MOLINE, ILL. (Tel.: Moline 4-6703).

FOR SALE—Wurlitzer Model 1900, Write; Wurlitzer Model 1800, $795; Wurlitzer Model 1700, $625; Wurlitzer Model 1400—45 rpm, $185; Wurlitzer Model 1100—78 rpm, $75; V-200 Seeburg, Write; Seeburg R, $605; Seeburg C, $490; Seeburg A, $175; AMI C 200, Write; AMI E 80, $395; AMI C, $85. LEW JONES DISTRIBUTING CO., INC., 1301 N. CAPITOL AVE., INDIANAPOLIS 2, IND. (Tel.: Mgrone 5-1393).

NOTICE—Wanted. Experienced Bingo Mechanic. Unlimited opportunity, ADVANCE VENDING CO., R.F.D 1, BOX 93, LINTHICUM, MD. (Tel.: Linthicum 871).

NOTICE—That idea you have can become a new coin operated device. Contact Bob Young for Development and Engineering advice. BOB YOUNG'S SERVICE, 3427 REN LOMOND PL., LOS ANGELES 27, CALIF. (Tel.: NO 2-3254).

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

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO. Write, wire or phone, 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel.: Vernon 5-7976).

NOTICE—Attention Operators: It pays to diversify your source of income! Place Latex, Comb, Ball Point Pen machines and others in your present or new locations. Write for free catalog. NATIONAL SANITARY SALES, INC., 6640 N. WESTERN, DEPT. CH, CHICAGO 45, ILL.

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

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ENCLOSE YOUR CHECK—AIRMAIL TO:

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

Price List

This week's used machine quotations
18th year of publication
913th consecutive week's issue

How to use “The Cash Box Price Lists”
(Also known as the “C. M. L. (Coin Machine Industry) BLUE BOOK”)

FOREWORD: Many times throughout the nearly 20 years of publication of the Cash Box Price Lists, some of the most important and valuable confidence, if not price quotes are found in the sections marked “Add.” This is a reflection of the fact that is not always possible to get a true and accurate picture of what is actually happening in each and every market. Some of the most important information is overlooked or not properly evaluated, and it is this type of information that is reflected in the “Add” section of the Cash Box Price Lists.

REGARDING SELLING PRICES IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot get a better price than the one quoted by the seller. As a matter of fact, sometimes the price quoted is not even close to what the machine is worth. In some instances, the price quoted is lower than the cost of transportation to the machine, labor, and parts needed to repair the machine. This is due to the fact that the machine is not in a condition to be repaired and is not worth the cost of transportation to the machine. In some cases, the machine is not in a condition to be repaired and is not worth the cost of transportation to the machine. In other cases, the machine is not in a condition to be repaired and is not worth the cost of transportation to the machine. In still other cases, the machine is not in a condition to be repaired and is not worth the cost of transportation to the machine.

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<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bally Champion Hull</td>
<td>365.00</td>
</tr>
<tr>
<td>2.</td>
<td>Bally Moon Ride</td>
<td>320.00</td>
</tr>
<tr>
<td>3.</td>
<td>Bally Bi-Boy</td>
<td>350.00</td>
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<tr>
<td>4.</td>
<td>Bally Speed Beat</td>
<td>250.00</td>
</tr>
<tr>
<td>5.</td>
<td>4th Lane Merry-G-O-Round</td>
<td>275.00</td>
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<tr>
<td>6.</td>
<td>Bally Rapid Fire</td>
<td>65.00</td>
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<tr>
<td>7.</td>
<td>Bally Undersea Raider</td>
<td>75.00</td>
</tr>
<tr>
<td>8.</td>
<td>Capitol Midget Movies</td>
<td>25.00</td>
</tr>
<tr>
<td>9.</td>
<td>Champion Pool</td>
<td>45.00</td>
</tr>
<tr>
<td>10.</td>
<td>Chairman</td>
<td>100.00</td>
</tr>
<tr>
<td>11.</td>
<td>ChiCoin 4-Player Derby</td>
<td>95.00</td>
</tr>
<tr>
<td>12.</td>
<td>ChiCoin Hockey</td>
<td>55.00</td>
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<tr>
<td>13.</td>
<td>ChiCoin Midget Ske</td>
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<tr>
<td>14.</td>
<td>ChiCoin Home Run</td>
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<tr>
<td>15.</td>
<td>4th Coin Twin Hockey</td>
<td>250.00</td>
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<tr>
<td>16.</td>
<td>4th ChiCoin Steam Shovel</td>
<td>165.00</td>
</tr>
<tr>
<td>17.</td>
<td>Eleko Pool Table</td>
<td>20.00</td>
</tr>
<tr>
<td>18.</td>
<td>Evans Bola Score</td>
<td>40.00</td>
</tr>
<tr>
<td>19.</td>
<td>Evans Bola A Score</td>
<td>140.00</td>
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<tr>
<td>20.</td>
<td>Evans Ski Roll</td>
<td>35.00</td>
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<tr>
<td>21.</td>
<td>Evans Super Bomber</td>
<td>60.00</td>
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<tr>
<td>22.</td>
<td>Evans Play Ball</td>
<td>30.00</td>
</tr>
<tr>
<td>23.</td>
<td>Evans Ten Strike '46</td>
<td>30.00</td>
</tr>
<tr>
<td>24.</td>
<td>Evans Ten Emerald</td>
<td>30.00</td>
</tr>
<tr>
<td>25.</td>
<td>Exhibit Dale Gun</td>
<td>95.00</td>
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<tr>
<td>26.</td>
<td>Exhibit Gun Patrol</td>
<td>50.00</td>
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<tr>
<td>27.</td>
<td>Exhibit Play Gun</td>
<td>100.00</td>
</tr>
<tr>
<td>28.</td>
<td>Exhibit Silver Bullets</td>
<td>35.00</td>
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<tr>
<td>29.</td>
<td>Exhibit Six Shooter</td>
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<tr>
<td>30.</td>
<td>Exhibit Six Shooter</td>
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<tr>
<td>31.</td>
<td>Exhibit Shooting Gal.</td>
<td>85.00</td>
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<tr>
<td>32.</td>
<td>Exhibit Shooting Gallery</td>
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<tr>
<td>33.</td>
<td>Executive Crown Shooting Gallery</td>
<td>125.00</td>
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<tr>
<td>34.</td>
<td>Executive Crown Shooting Gallery</td>
<td>225.00</td>
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<tr>
<td>35.</td>
<td>Games, Inc. Hunter</td>
<td>245.00</td>
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<tr>
<td>36.</td>
<td>Genco Sky Gunner</td>
<td>75.00</td>
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<tr>
<td>37.</td>
<td>Genco Night Fighter</td>
<td>75.00</td>
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<td>38.</td>
<td>Genco Rapid Basketball</td>
<td>130.00</td>
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<tr>
<td>39.</td>
<td>Genco Rifle Gal. (6/54)</td>
<td>115.00</td>
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<tr>
<td>40.</td>
<td>Genco Big Top Rifle</td>
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<td>41.</td>
<td>Genco Champion Baseball</td>
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<tr>
<td>42.</td>
<td>Genco Quarterback</td>
<td>215.00</td>
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<tr>
<td>43.</td>
<td>Genco Hi-Fly Baseball</td>
<td>245.00</td>
</tr>
<tr>
<td>44.</td>
<td>Genco State Fair Rifle (Cal 6/56)</td>
<td>350.00</td>
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<tr>
<td>45.</td>
<td>Jack Rabbit</td>
<td>72.00</td>
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<tr>
<td>46.</td>
<td>Jungle Joe</td>
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<tr>
<td>47.</td>
<td>Knighted Air Raider</td>
<td>65.00</td>
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<td>48.</td>
<td>Kenney Sub Gun</td>
<td>75.00</td>
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<td>49.</td>
<td>Kenney Texas Leagger</td>
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<tr>
<td>50.</td>
<td>DeLaurex Baby</td>
<td>105.00</td>
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<tr>
<td>51.</td>
<td>Chicago Coin Super Jet</td>
<td>195.00</td>
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<tr>
<td>52.</td>
<td>Deeco Merry-G-O-Round</td>
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<td>53.</td>
<td>Deeco Hi-Fly Baseball</td>
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<tr>
<td>54.</td>
<td>Exhibit Mustang</td>
<td>310.00</td>
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<tr>
<td>55.</td>
<td>Exhibit Space Patrol</td>
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<tr>
<td>56.</td>
<td>Exhibit Super Flame</td>
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<tr>
<td>57.</td>
<td>Exhibit Whitey</td>
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</tr>
<tr>
<td>58.</td>
<td>4th Lane Fire Engine</td>
<td>325.00</td>
</tr>
</tbody>
</table>

**Manufacturers New Equipment**

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

**AMI, INCORPORATED**

- **G-200** 200-sel. phonograph
- **G-120** 120-sel. phonograph
- **G-40** 40-sel. phonograph
- **HHG-50** 50-sec. Selective Hideaway
- **HHG-80** 80-sec. Selective Hideaway
- **HC-200** Continuous-play Hideaway
- **HC-120** Continuous-play Hideaway
- **HC-210** Continuous-play Hideaway

**BOBBLE**

- 16 Foot
- 14 Foot
- 4 Foot

**BALLY MFG. CO.**

ABC Bowling Lanes (6 Player) | $3,245.00

No List Price

**BALLY MFG. CO.**

ABE Bowling Lanes (6 Player) | $2,120.00

No List Price

**CHICAGO COIN MACHINE CO.**

Bowling League (6 Player) | $2,125.00

No List Price

**Genco MFG. & SALES CO.**

Circus Rifle Gallery | Regular Model

No List Price

**HUTCHEON MFG. CO.**

Bowling Alley (6 Player) | $1,950.00

No List Price

**J. F. FRANTZ MFG. CO.**

Kicker & Catcher (Counter Game) | $1,300.00

No List Price

**J. H. KEYENE & CO., INC.**

True-Score (6 Player) | $1,750.00

No List Price

**JEPSENBURG**

V-200—Select-O-Matic “200” Phonograph | $1,245.00

No List Price

**JUNGLE**

Jungle (5/55) | $1,245.00

No List Price

**MUTOSCOPE**

Mutoscope Dr. Mobile | $85.00

No List Price

**ROCK-O-LA**

J-2500 Model | $325.00

No List Price

**SEEBURG CORP.**

V-200—Select-O-Matic “200” Phonograph | $1,245.00

No List Price

**SOPR**

Sportsman (6 Player) | $1,300.00

No List Price

**UNIONIZED MFG. CO.**

Bowling Alley (6 Player) | $1,950.00

No List Price

**WILLIAMS MFG. CO.**

Home Ball (Single Player, 5-Ball) | $1,300.00

No List Price

**WILLIAMSBURG MFG. CO.**

Gold Ball (Single Player, 5-Ball) | $1,300.00

No List Price
chicago coin's BOWLING LEAGUE EXTRA BRING YOU BIGGER PROFITS

NEW! ALL METAL ROLLER CHAIN AND SPROCKET BALL LIFT
(ELIMINATES BALL JAMS)

BALLS FEEDING ON TO CHAIN ELEVATOR GET AGITATED IN THE TROUGH PREVENTING JAMMING OR BALL HANG UPS.

3 SECTIONS FOR EASY HANDLING!
(Custom Built For A Perfect Fit)

SCORING HANDICAP CONTROL!

GENUINE GUTTERS!

ALL MECHANISM IN THE BACK RACK!

Your Choice Of 2 Size Cabinets!
14 ft. 8" LONG 29 Inches Wide
12 ft. LONG 18 Inches High

Ball Return Rack Operates The Same As Regulation Bowling!

* Ball Return Button Easily Accessible!
* Automatic Regulation Scoring!
* 3 Inch Hard Rubber Balls!
* Equipped With National SlugRejector!

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THAT'S HOW FAST YOU CAN LOCK UP PROFITABLE LOCATIONS WHEN YOU INSTALL ONE OF THESE NEW WURLITZER PHONOGRAPHS

WITH 50 CENT PLAY

WURLITZER ALL-LOCATION LINE

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UNITED

CREATED IT FOR YOU!

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BRINGING PROSPERITY
TO ALL...

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EVERYWHERE

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PULL APART
HERE

AVAILABLE IN
14 FT. AND 11 FT. LENGTHS

14 FT. MODEL CAN BE SEPARATED
INTO 8 FT. AND 6 FT. SECTIONS
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