Betty Johnson dreamed of success on records and her dream came true with her Bally recording of "I Dreamed". Now back in New York after 2 years on the "Breakfast Club", which was broadcast from Chicago, Betty is dreaming of a career in musical comedy, and is studying hard towards that end. She's not neglecting records however and her latest for Bally, just released, is "1192" and "Little White Lies".
Here are 3 sizzlers from the smash musical, **New Girl in Town**

(words and music from the pen of the fabulous Bob Merrill. Starring Gwen Verdon and Thelma Ritter. Production directed by George Abbott)

**Hugo Winterhalter plays**

1. Theme from *New Girl In Town*  
2. *c/w* It's Great To Be Alive  
   47/20-6889

**Tony Martin sings**

3. Look At 'er  
   *c/w* Mail, Mail, There Ain't No Mail  
   47/20-6888

Coming up on RCA Victor—the great Original Cast Album of "New Girl In Town". Plus additional hit singles from the show, soon to be released. The biggest traffic builder in town will be RCA Victor's "New Girl In Town" promotion. Watch for it!  

---

**American's favorite speed...** 45 RPM  

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www.americanradiohistory.com
Beginning with this week's issue of The Cash Box, The Top 50 Best Selling Tunes On Records will become The Top 60.

This step is being taken in response to a multitude of requests on the part of the music and record trades.

It is further recognition of the vital role this authoritative list plays in the conduct of the music business.

We are happy to be able to meet the needs of our industry and we intend to continue to expand and perfect our services in every way possible.
**SAY IT ISN'T SO**

**HERB JEFFRIES**

BCP 72

DJs — HERE'S THE BIG ONE FOR SPRING PROGRAMMING. The incomparable HERB JEFFRIES returns to records in the manner his talents deserve. "Say it isn't So" reflects the nostalgia of the season with a collection of beautiful melodies, orchestrated by Russell Garcia. Herb's mellow reading of "It's The Talk of the Town", "Angel Eyes", "Penthouse Serenade" and the title tune is variety programming at its best.

DON'T MISS: SAY IT ISN'T SO by HERB JEFFRIES. SUGG. LIST $4.98

**BETHLEHEM RECORDS**

New York Hollywood

---

**THE NATION'S Top Ten**

**JUKE BOX TUNES**

(PLUS THE NEXT 25)

---

**BUTTERFLY**

1. **CHARLIE GRACIE — ANDY WILLIAMS (Tie)**
   - B.Y.1038 — Bobby Carroll
   - C.D.1398 — Andy Williams
   - C.D.1395 — Charlie Gracie
   - C.R.1217 — Billy Williams
   - E.L.505 — Bill Allen

2. **ROUND AND ROUND**
   - PERRY COMO
   - D.A.1212 — Walter Selk O.
   - V.L.1028 — Perry Como

3. **PARTY DOLL**
   - BUDDY KNOX — STEVE LAWRENCE
   - C.R.61792 — Steve Lawrence
   - E.L.30211 — Wingy Manone
   - R.O.4002 — Buddy Knox

4. **YOUNG LOVE**
   - TAB HUNTER — SONNY JAMES
   - C.A.1562 — Sonny James
   - D.O.15531 — (Ric Cortey & Jive Tones)
   - D.O.15533 — Tab Hunter

5. **I'M WALKIN'**
   - FATS DOMINO
   - I.M.5428 — Fats Domino

6. **MARIANNE**
   - TERRY GILKYSON — BANJOTOPPERS
   - C.O.40177 — Terry Gilkyson
   - E.L.30277 — Burf Hess
   - D.O.15537 — Hilltoppers

7. **TEENAGE CRUSH**
   - TOMMY SANDS
   - C.A.1679 — Tommy Sands

8. **TOO MUCH**
   - ELVIS PRESLEY
   - V.I.20 — Elvis Presley

9. **LITTLE DARLIN'**
   - THE DIAMONDS
   - E.X.3101 — The Gladiators
   - M.E.71060 — The Diamonds

10. **COME GO WITH ME**
    - DEL VIKINGS
    - D.E.6031 — Sonny Gode
    - D.L.6172 — Federals

**CODE**

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<td>Day-O...</td>
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<tr>
<td>12</td>
<td>I'M STICKIN' WITH YOU</td>
<td>13</td>
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<td>13</td>
<td>WHY BABY WHY</td>
<td>14</td>
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<td>14</td>
<td>GONE</td>
<td>15</td>
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<td>15</td>
<td>DON'T FORBID ME</td>
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<td>MAMA LOOKA BOOSOOO</td>
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<td>ALMOST PARADISE</td>
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<td>WALKIN' AFTER MIDNIGHT</td>
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<td>WHO NEEDS YOU</td>
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<td>LOVE IS STRANGE</td>
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<td>SITTIN' IN THE BALCONY</td>
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<td>I'M SORRY</td>
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<td>ALL SPOK UP</td>
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<td>BANANA BOAT SONG</td>
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<td>25</td>
<td>NINETY-NINE DAYS</td>
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<td>BLUE MONDAY</td>
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<td>JUST BECAUSE</td>
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<td>28</td>
<td>A POOR MAN'S ROSES</td>
<td>29</td>
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<td>29</td>
<td>ONLY ONE LOVE</td>
<td>30</td>
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<td>30</td>
<td>DON'T OW ME A THING</td>
<td>31</td>
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<td>31</td>
<td>EMPTY ARMS</td>
<td>32</td>
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<td>32</td>
<td>SINGING THE BLUES</td>
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<td>33</td>
<td>LOVE IS A GOLDEN RING</td>
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<td>34</td>
<td>I'M WAITING JUST FOR YOU</td>
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<td>35</td>
<td>LUCILLE</td>
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A Sensational Follow-Up to "I DREAMED"

Betty Johnson
sings

"1492"

BALLY-1033 (7-1033)

"LITTLE WHITE LIES"

IN CANADA: Sparton of Canada Ltd.
### The Cash Box

#### TOP 60

**Best Selling Tunes on Records**

**COMPiled BY The Cash Box FROM LEADING RETAIL OUTLETS**

<table>
<thead>
<tr>
<th>Pos. 1</th>
<th><strong>All Shook Up</strong></th>
<th>13</th>
<th><strong>ME-71060</strong></th>
<th>+DEL VIKINGS How Can I Find True Love</th>
<th>9</th>
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<tbody>
<tr>
<td>Pos. 2</td>
<td><strong>Little Darlin’</strong></td>
<td>8</td>
<td><strong>CA-36215</strong></td>
<td>HILLTOPPERS You’re Walking Hot Feet</td>
<td>7</td>
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<tr>
<td>Pos. 3</td>
<td><strong>Round And Round</strong></td>
<td>5</td>
<td><strong>DA-2121</strong></td>
<td>WALTER SQUEEZE &amp; MI CASA, So Caso</td>
<td>6</td>
</tr>
<tr>
<td>Pos. 4</td>
<td><strong>Party Doll</strong></td>
<td>1</td>
<td><strong>CR-174997</strong></td>
<td>STEVE LAWRENCE Pam-Pam-Pam</td>
<td>5</td>
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<tr>
<td>Pos. 5</td>
<td><strong>Butterfly</strong></td>
<td>3</td>
<td><strong>BY-1025</strong></td>
<td>ROBERT CARROLL Look What You’ve Done</td>
<td>4</td>
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<tr>
<td>Pos. 6</td>
<td><strong>I’m Walkin’</strong></td>
<td>2</td>
<td><strong>TM-4803</strong></td>
<td>FATS DOMINO Pin Me In The Mood For Love</td>
<td>3</td>
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<tr>
<td>Pos. 7</td>
<td><strong>Gone</strong></td>
<td>10</td>
<td><strong>CA-36283</strong></td>
<td>HERMIE Houser Missing Persons</td>
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<td>Pos. 8</td>
<td><strong>Sittin’ In The Balcony</strong></td>
<td>15</td>
<td><strong>CA-438</strong></td>
<td>JOHNNY DEE A Plane In Love</td>
<td>17</td>
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<td>Pos. 9</td>
<td><strong>School Day</strong></td>
<td>3</td>
<td><strong>CA-1811</strong></td>
<td>DOO WAVE CORNELL, My Hope, My Music, My Love</td>
<td>18</td>
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<tr>
<td>Pos. 10</td>
<td><strong>Love Is A Golden Ring</strong></td>
<td>20</td>
<td><strong>CA-3935</strong></td>
<td>DANNY WELZON Dying To Live</td>
<td>21</td>
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<td>Pos. 11</td>
<td><strong>Lucille</strong></td>
<td>22</td>
<td><strong>TF-591</strong></td>
<td>LITTLE RICHARD Send Me Some Lovin’</td>
<td>23</td>
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<td>Pos. 12</td>
<td><strong>Empty Arms</strong></td>
<td>33</td>
<td><strong>AT-1124</strong></td>
<td>JOEY JOE JUDE Love’s A Hurting Thing</td>
<td>24</td>
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<tr>
<td>Pos. 13</td>
<td><strong>Only One Love</strong></td>
<td>31</td>
<td><strong>CA-7782</strong></td>
<td>TESSA BROWER The Rich-Tick Song</td>
<td>32</td>
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**Composers:***

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**Note:** The Cash Box is a publication that compiled the top 60 songs on the charts for the week of April 13, 1957. The list is based on surveys of retail outlet sales and is a barometer of popular music at the time. The songs listed are considered significant in the history of music and are often referred to in discussions of the genre's evolution.
It's NEW!... It's Different!... It's GREAT!

FRANKIE LYMON
and
the TEENAGERS

"OUT IN THE COLD AGAIN"
"MIRACLE IN THE RAIN"
GEE-1036

CONGRATULATIONS to our Boston Distributor Cecil Steen of Records, Inc. on opening of new building and the unique concept of Self Service.

GEE RECORDS
659 10th Avenue, N.Y.C.
**Record Reviews**

**A DISK & SLEEPER**

- **A+ EXCELLENT**
- **A+ MEDIOCRE**
- **C+ GOOD**
- **B VERY GOOD**

---

**The Cash Box**

**Disk of the Week**

**“POOR BUTTERFLY”** (2:04) [Harms ASCAP—Hubbell, Golden]

**“APRIL GIVE ME ONE MORE DAY”** (2:50) [Janns (ASCAP—Old, Sing)\

**SARAH VAUGHAN** (Mercury 71065)

- A few months ago, Mercury issued a sensational 2-LP package featuring Sarah Vaughan singing some of the greatest show tunes ever written. The album has known resounding critical and popular success ever since it was issued, especially “Poor Butterfly.” As a result of the tremendous reaction to Miss Vaughan’s recording of this tune, Mercury last week issued it as a single. It’s a great rendition by one of the most gifted vocalists in our business. And with the single hitting every jukebox in the country, we can hardly wait to get a new platter onto the charts.

- The continuation piece, “April Give Me One More Day,” is another class love tune handled with finesse by the buoyant, beautiful romancer with hitability.

**“SHISH-KEBAB”**

**“HAREM DANCE”** (2:49)

**“BOB A DOO—BOB A DOO”**

**“PRETTY GIRL”** (2:27)

**RAV MELIOCH (Mercury 71092)

- Two fascinating versions of a strange but captivating oriental theme debuted on the record scene last week. And we bet our bottom dollar that the disk jockeys, always in search for something offbeat and out of the crucible, will be eating the wax off both recordings. The Kapp version of the tune is tagged “Harem Dance” and features the Armenian Jazz Sextet. Ralph Marterie’s interpretation on Mercury is the piece titled “Shish-Kebab.”

- The Kapp interpretation is a wild beat-filled opus. Instruments such as snake charmers’ pipes are employed to create a weird and penetrating sound.

- The results are thrilling. The wild rhythm grows in intensity as the side progresses.

- The Marterie waxing is equally fascinating. It features the more familiar instruments with an engulfing delivery of this striking oriental melody. Fabulous five-piece opus for any oriental programming schedule. Both platters will step out.

- Marterie’s is a hard driving rock and roller. The Sextet’s counterpart is another oriental jazz with a vocal.

---

**SHORTY LONG**

RCA Victor 6873

**“LET’S CRAWL BACK IF (2:06)**

[![Beat-Rose BMI—Robbins] With country-tuned goal, strong in the pop field, Don Cherry delivers into the country catalog and comes up with a tune out of all this past. Here he treats it to a solid pop reading. Powerful stuff that could break thru. Strong arrangement.

---

**“APRIL AGE”** (2:55) 

[![Hollis BMI—Vaughan] A very attractive slab of music. It’s a happy one that excels again this time with a well-written love song. Pretty romancer handling it with mellowness.

---

**BOBBY CHANDLER**

**HILLTOPPERS**

**“I’M SERIOUS”** (1:49) [Old Judge BMI—Clausen, Cantrell]

**“I LOVE MY GIRL”** (1:47) [Debucar ASCAP—Marcured, De Angeli]

---

**BOBBY CHANDLER (2:30) [Old Judge BMI—Kindred]

- A swinging new rock and roll cut that could develop into one of the big hits of the next few months, bowed on the disk market this week with excellent recordings on two labels—Bobby Chandler on OJ Records and the Hilltoppers on Capitol.

- The OJ disk is the original. It’s a swinging, smooth sailing jump ballad with the tune “I Love My Girl.” A very good backing for Chandler’s mellow voice. Highly commercial disk loaded with potential.

- The Hilltoppers’ waxing is a great follow-up to their current hit “Morraine.” Jimmy Scoops hands one of his most convincing lead vocals in a long while. It should have no trouble topping the sale of their “Morraine” recording. The crew’s coupling “I Love My Girl” is another terrific shuffle ballad with great teenage appeal. The Hilltoppers have a twin threat, and both sides should make big noise.

- Chandler’s recording, “If You Loved Me” is a tender romancer with an Ink Spots flavoring.

---

**JUST TO HOLD MY HAND”** (2:19) [Lion BMI—Perrryman, Robey]

**CLYDE McPHERSON** (Atlantic 1133)

- Clyde McPhatter, recently on the pop best sellers with his smash “Without Love,” should repeat the feel with his latest Atlantic waxing. (See R & R Reviews).

---

**“MONEY”** (2:54) [Acuff-Rose BMI—Turner] This half stars Fontaine and a chorus gliding thru a strong pop rendition of a hit Warner’s out of the country field, Strong number with a flavoring of “On Top Of Old Smoky.” Potent coupler.

**“CHILLO”** (2:51) [Robbins ASCAP—Morton, Kahn]

**BILL DOGGETT** (Kaz 5044)

- The ram-bum-shush, honky-tonkin’ Mr. Doggett has another solid morsel for his many pop fans. (See R & R Reviews).

---

**ANTHONY PERKINS** (Epic 9208)

**“DELODY FOR LOVERS”** (2:53)

[![Shalimar BMI—Blackwell] Anthony Perkins, rapidly becoming one of the most talked about talents in the pop field, has landed a hard work job with a tender rock and roll beat that his many fans will love. Pretty melody with a commercial beat and a winning delivery by the lad.

---

**LINCOLN CHASE** (Decca 226)

**“YOU AND I AND LOVE”** (2:40) [Cherie-Lively Arts BMI—Chase]

- Lincoln Chase, eclectic in musical form, has a compositional imaginativeness on this release. A truly emotional love story set to a staid, dramatic tempo. Off-beat romancer that should attract considerable listeners. Joe, who goes for the unusual will like this one.

---

**“YOU ARE A POEM, BABY”** (2:38) [Cherie-Lively Arts BMI—Chase]

- A Latin tempo accompanies Chase on his venture thru another motion of emotion. The piece is a most winning pop song. Song compares a person with a poem.

---

**GENE AUSTIN** RCA Victor 6903

**“THAT’S LOVE”** (2:01) [Manna ASCAP—Davis]

- The waxing will be presented on a forthcoming “Goodyear TV Playhouse” production, sings two of the lovely songs to be performed in the show. This half is a love song worded in Austin’s polished style. Lyrics take on a special meaning when Gene sings them. Vast appeal will send this one onto the best sellers.

---

**“TOO LATE”** (2:12) [Alamo ASCAP—Collins]

- The love song is in a vein that the pro as he cruises thru a charming shufle with a romantic story line.

---

**RICHARD MALTON ORCH.**

**“BONKIN’ F I D D L E”** (2:14) [R.C.A. Victor—Benedict]

- [![Richard Malton ASCAP—Malt- Brewhvar vark] Since rock and roll took over, it seems the fiddle has gone out of style. Here Richard Malton, the master of the fiddles, gives the old lad its hey day and let them rock and roll. Result is a cute novelty side with a swinging beat. Catchy lyric too.

---

**“THE CHECK APRON BALL”** (2:38) [Valer ASCAP—Merrill]

- Violins play an important role on this side. Here the orchestra glides thru a charming soft shoe instrumental with a chorus singing sans lyrics. Inconspicuous theme.

---

**PATTY BRANDON/CONEY TRIO**

**“CALYPSO”** (2:44) [![Debmar ASCAP—Marcured, De Angeli]

- Little Miss Patty is the featured vocalist here. Accompanied by the Tiny Big Band, she gives that old tune a calypso beat. Colorful ditty that should appeal to the kiddie market.

---

**“MY LADY’S LAMENT”** (2:07) [Debm- mar ASCAP—Marcured, De Angeli]

- Little Miss Patty is the featured vocalist here. Accompanied by the Tiny Big Band, she gives that old tune an oriental beat. Colorful ditty that should appeal to the kiddie market.
Off to a Great Start

THE ROSEBUDS

"DEAREST DARLING"
(I'm Still In Love With You)"

b/w

"UNCONDITIONAL SURRENDER"

GEE 1033

"It's What's in THE CASH BOX That Counts"
MANIE VAN DOREN (Pep 106)

B+ "GALAMANDER" (2:16) [M. Witmark ASCAP — Baxter] The Prep label makes its first release a strong one. This side introduces a catchy rock and roll by film star Manie Van Doren. Good dance deck from the Warner flicks beat. "Gallamander Youths" is which Miss Van Doren stars. Swinging up beat its.

B "CALYPSO" (2:32) [M. Witmark ASCAP — Baxter] Here Manie gets a solid chord assist as she drives thru a catchy calypso ditty from the same film.

THE DREAM WEAVERS featuring Lee Raymond (Deco 32445)

C+ "FOOL'S GOLD" (2:40) [Trinity BMI — Moore, Davey] The Dream Weavers blend warmly on an inviting love song. Lee Raymond's voice is in the spotlight. Tender ballad.

C+ "I'LL TRY, I'LL TRY" (2:50) [Champion BMI — Wolf, Raleigh] Another number handled effectively by the crew. Pretty tune handed softly by the smooth group.

BUNNY PAUL (Brunswick 55001)

B+ "POOR JOE" (2:11) [Cherio BMI — Willoughby] Bunny Paul, a gal who can sing with the best of 'em, makes a commercial first showing on the reactivated Brunswick label as she introduces a wonderful new calypso novelty that could catch on in today's market. Solid arrangement.

C+ "BUZZ ME" (2:20) [Cherio BMI — Baxter, Moore] This half starts the versatile lark on a swinging, rock and roll that'll have the coins rolling into the boxes. Terrific handclapper.

B BURBEE JOHNSON (King 5031)

B+ "THE SEARCH" (2:16) [Mar-jorie BMI — Johnson, Williams] The output of this must be in top form as the talented vocalist chants a tender and beautiful love song set to a R & R beat. Johnson is an artist who's gotta make the grade sooner or later. This one could turn the trick.

C+ "LITTLE GIRL DON'T CRY" (2:25) [Dornax BMI — Millinder, Davis] Another strong love tale portrayed with deep feeling by the star.

DANNY WELTON (Dot 15559)

B "CALYPSO MELODY" (2:21) [Cromwell ASCAP — Clinton] Harmonic stylist Danny Welton gets a strong instrumental accompaniment as he channels a charming new rendi-
tion of a current best selling instrumental theme. Harmonic lends a base to this attractive melody. Side should bite off a share of the sales.

C+ "BLUE ECHO" (2:26) [Athens BMI — Atkins, Bryant] Here Welton's harmonica presents a light and contagious bounce beat ditty currently attracting considerable attention in the country field.

LEROY HOLMES ORG & CHORUS (Mamie)

B+ "SOUVENIR D'ITALIE" (3:08) [Horns ASCAP — Leutari, Signa] A warm, reminiscent love song with a catchy rhythm that is charmingly presented by Leroy Holmes' overwrought choruses. Angela Drake handles the tender vocal solo. Outstanding Italian-flavored romancer that should make its mark on the best sellers.

C+ "WARM AND TENDER" (2:20) [Famous ASCAP — David, Bacharach] An exciting new novelty from the MGM slicker "Lizaire" is backed by the Henderson's Hideaway chorus and harp.

TRUDY RICHARDS (Capitol 3694)

B+ "WISHBONE" [Shelden BMI — Allen, Birns] Trudy Richards conquers another most commercial side in quite some time as she bounces thru a delightful, fast-paced cornball ditty. Charming novelty with some excellent multiple voicing by the versatile lark. Watch this siren. It's looking up.

C+ "HANGING AROUND" [Rosen ASCAP — Love, Mann] A contagious romancer with a pop-up good dance beat is smoothly handled on this half. Commercial ballad.

THE CUPIDS (Deco 30279)

B+ "MY DOG LIKES YOUR DOG" (1:58) [Meridian BMI — Jones, Bevel] The Cupids, a swinging new quintet, makes an exciting bow on the Delta label with a rocking novelty that'll fast ditty that'll make the jukers hop. Teenagers will take to this crew, starting tomorrow.

C+ "THE ANSWER TO YOUR PRAYER" [Northern ASCAP — Peart] This little ditty displays their skills with some soft stuff as they chant a pretty fish-beat romancer with the roll and flair. Both decks are aimed at the kids.

DONNA FULLER (Liberty 53901)

B+ "DUSKY JANUARY" (2:16) [Liberty ASCAP — Liberty] One of the best guarantors of a new novelty is in Miss Fuller. Lark has a winkful, hazy jazz flavored voice and she soars on this blues romancer. Canary is a talented artist who should make the grade. Jock'll like her.

C+ "I'M GETTING SENTIMENTAL OVER YOU" (2:34) [Mills ASCAP — Washington, Basman] The songstress hands in another fine reading, this time of the wonderful Dorsey theme. Touching melancholy reading.

B BONNIE ANDERSON (RCA Victor)

B+ "RIPPLES" (2:42) [Pincus ASCAP — Leizer, Pincus] An interesting folk flavored ballad is excitingly presented by the rich voiced voice of Bob Anderson. Strong arrangement and recording. Catchy item that could step out.

B+ "PIZZA JOE" (2:17) [Regent BMI — Wolfe, Gogas] This half is a clever calypso novelty with a cute lyric and a pleasant melody. Attractive ditty with charm.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
LATCH ON TO THE MOST UNUSUAL SOUND...... EVER!

SHISH KEBAB

THE UNIQUE SOUND OF CARAVAN AND SKOKIAAN COMBINED INTO ONE GREAT RECORD!

BY

RALPH MARTERIE

COUPLED WITH

BOP A DOO-BOP A DOO

MERCURY 71092

PLAYED NOW! AVAILABLE NOW!

RUSH IN YOUR ORDER!

"It's What's in THE CASH BOX That Counts"
Sophie Tucker arrived in England for her farewell tour and decided to open at the London Coliseum because she was looking forward to the audience's applause at the start of her show. The audience was thrilled, but the critics were more restrained in their praises of the show.

Ray Sonin, the Editor of "New Musical Express," emigrated to Canada, where he took up a new executive position. A string of weekly hits followed, and we are sorry to lose such a wonderful guy.

The DeLanci Agency is negotiating for a visit to these shores by Sammy Davis, Jr. around October of this year.

Rosemary Clooney looks as though she'll have a hit over here with her waxing of "Mongooz;" also coming up strong is the Stargazers version of the same song.

Due over here from the U.S. shortly are Howie Richmond of Essex Music and Burt "Bugs" Hold of Imperial Records. Eddie Fisher is now to close the final week of vaudeville at the London Palladium on June 10. He then starts a concert tour with the Melachrino Orchestra, which is sponsored by the Columbia Phonograph Company's London office.

This week's Best Selling Pop Singles (Courtesy "New Musical Express")

1. Young Love—Tab Hunter (London)
2. Don't Forget Me—Pat Boone (London)
3. Banana Boat—The Andrews Sisters (HMV)
4. Long Tall Sally—Little Richard (London)
5. Knee Deep In The Blues—Guy Mitchell (Philips)
6. Don't You Rock Me Daddy-O—Lonnie Donegan (Fry-Nixa)
7. Cumberland Gap—Lonnie Donegan (Fry-Nixa)
8. True Love—Bing Crosby & Grace Kelly (Capitol)
9. You Can't Help It—Little Richard (London)
10. Blanket Blues—Guy Mitchell (Philips)
11. Banana Boat Song—Shirley Bassey (London)
12. You Don't Owe Me A Thing—Johnny Ray (Philips)
13. Cumberland Gap—Vipers (Paramount)
14. Look Homeward Angel—Johnny Ray (Philips)
15. She's Got It—Buddy Richard (London)
16. Friendly Persuasion—Pat Boone (London)
17. Wisdom Of A Fool—Norman Woods (Columbia)
18. Heart—Max Bygraves (Decca)
19. Rock-A-Bye Your Baby—Bobby Lewis (Brunswick)
20. Garden Of Eden—Rita Vaughan (Philips)
21. Knee Deep In The Blues—Tommy Steele (Decca)
22. Adoration Waltz—David Whitfield (Decca)
23. Wisdom Of A Fool—Ronnie Carroll (Philips)
24. Only You—The Platters (Mercury)
25. I'm Not A Juvenile Delinquent—Teen-Agers (Columbia)
26. Whatever Lola Wants—Alma Cogan (HMV)
27. Stairway—Hilltoppers (London)
28. I'll Find You—Bobby Darin (Philips)
29. Mangelo—The Shadows (London)

BILL HAYES
(ABC-Paramount 8909)

B "ON THE OUTSIDE (Lookin' In)" (2:29) [Greta BMI—Countoff, Duncan] Bill Hayes, who elicited the kudos in the kids' section with "Wishing," now has a bigger wheel. "I wish," he'll do the same among the teenagers with this hard-driving, free-swinging rock and roller. Potential finger snapper that could take off.

B "RAMSHACKLE DADDY" (1:55) [Ampco ASCAP—Hayes] More solid rock and roll stroll that could also be a good dance tempo.

LEON BELASCO
(Tico 6102)

B JIPI JAPA PANAMA HAT" (2:46) [Ginns BMI—Belasco] A contagious calypso ditty is amusingly fashioned in an inviting, light-hearted manner by Leon Belasco. At mid point Belasco breaks in with a cute recitation.

C "HOW'D YA DO IT SOLMON" (2:41) [Lanny Taylor ASCAP—Hecht] Another off beat novelty with an oriental flavor.

KEELY SMITH
(Capitol 3696)

B "YOUNG AND IN LOVE" (2:19) [Chappell ASCAP—Bickleyreicher, Graham] Another excellent romancer with great potential is chanted with warmth and tenderness by Keely Smith. Strong delivery that could take off. Side has today's popular dance tempo.

C "YOU BETTER GO NOW" (2:07) [Chappell ASCAP—Bickleyreicher, Graham] Another excellent delution of a top oldie. Excellent trumpet work by Bobby Pratt tops the jazz. Solid programming for jocks who enjoy big orchestral works.

LAURENCE WELK ORCH.
(Coral 61806)

B "TEN LITTLE TREES" (2:23) [Rayvon BMI—Carr, Braxens, Newell] The warm sound of the acoustic are in the spotlight for this delightful Welk interpretation of an infectious waltz item. Lovely melody engagingly handled.

C "THE BRIDGE OF SAINT LO" (2:21) [ Shapiro-Bernstein ASCAP—Salvador, Cotes, Taylor] Welk works with a string-filled aggregation on this side as he presents a lush and pretty theme. Two strong sides for Welk admirers.

RUSSELL ARMS
(Era 1031)

B "EVANGELINE" [Thunderbird ASCAP—Pober] Russell Arms follows his successful "Five Robles" with another touch- ing interpretation of a tender, wistful ballad. Sentimental, well-written piece of material. Arms' multiple voicing is again effective. Side should do very well.

B "SHARE MY LOVE" [Meadowlark ASCAP—Howard] A charming Latin-tempo romancer with a sumptuous instrument backdrop showing the crooner's dulcet tones wonderfully.

FRANK CHACKSFIELD ORCH.
(Decca 1725)

B "TEMMICATION" (3:16) [Robbins ASCAP—Brown, Freed] Frank Chacksfield leads his superb orchestra thru a thrilling arrangement of a great standard featured in his "Broadway Melody,13." Love job.

C "LULLABY OF THE LEAVES" (2:27) [Bourne BMI—Fetlow Young] Another delicate masterpiece of a top oldie. Excellent trumpet work by Bobby Pratt tops this charming piece. Solid programming for jocks who enjoy big orchestral works.

BOB TEMPLE (Fratresity 762)

B "GONNA SEE MY BABY TO NIGHT" (2:00) [Target BMI—Van Cleve, Temple] Fraternity has a commercial bounce ditty in this catchy side by Bob Temple. Cute romantic tune with a good dance beat and a contagious melody. Side could catch on.

B "HANG MY HAT IN HEAVEN" (2:22) [Target BMI—Van Cleve, Temple] Another easy-swinging, melodic, rhythm item engagingly handled by the warm-voiced warbler. Inviting coupling.

Best Bets

"THE POWER OF PRAYER" "AND SO AM I"
(Decca 9-30285)
45 RPM

London Lowdown

"RAINDROP"
"TOMORROW NIGHT"
(Decca 9-30286)
45 RPM

"THREE WAYS" (To Love You)
"A CHANGE OF HEART"
(Decca 9-30288; 30288)

KITTEN WELLS

The undisputed First Lady of C & W Hitville does it again! Kitten Wells moves to the head of her class with "Three Ways" and "Change of Heart." A well-done disk is exactly that!

Best Bets

"The Cash Box"
Best Bets

"ON THE OUTSIDE (Lookin' in)" Bill Hayes ABC-Paramount 8909
"EVANGELINE" Russell Arms Era 1031
"WISHBONE" Teddy Richards Capitol 3694
"THAT LOVE" Gene Austin RCA Victor 6380
"I DO CRAWL BACK IF I COULD" Shorty Long RCA Victor 6873
"SOUVENIR D'ITALIE" Leroy Holmes MGM 12460
"ROCKIN' FIDDLER" Rock & roll.
"THE SEARCH" Bob Johnson King 5034

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

**THE BON-BONS**

(Columbia 40887)

**B** "THE KISS IN YOUR EYES" (2:24) [Jack Gold ASCAP—Lynn, Sodora] The BON-BONS are in fine form as they blend commercially on a cute rhythm romance with a contagious melody.

**C** "LOVE ME OR I'LL DIE" (2:32) [Jack Gold ASCAP—Meskik, Bel-] [er] This portion features the girls' shuffling and another strong piece of teenage disc fare. Pleasing rock and roller with a good dance tempo.

FRANK METIS & HIS ORCH.

(Jade 104)

**B** "THEY TALK OF KAREN" (2:52) [Catalwa BMI — Bright, Metis, Nathan] Lovely poetry set to music is offered on this charming and touching solo by Frank Metis' orchestra which supplies a string-filled backdrop for Bill Dalzell's tender recital of a moving love tale. At mid point, a chorus joins in, singing the lovely lyrics. Women will love this number.

**C** "THE NERVOUS TANGO" (2:35) [Catalwa BMI — Metis, Nathan] The Midtowners sing with a Spanish accent as the Metis on the organ glide thru an inviting tango.

JONATHAN CRAIG & COLBY-WOLF COMBO

(Fly 1001)

**B** "ROCK-A-BILLY GAL" (2:10) [Columbia ASCAP—Colby, Wolf] Jonathan Craig does an exciting job with the vocal as the Colby-Wolf Combo displays a swinging 'backdrop for this unusual rockin' item. Side has a different new beat that should attract the attention of the younger set.

**C** "ROCK-A-BILLY GAL" (2:10) [Criterion ASCAP—Colby, Wolf] The Colby-Wolf Combo fashions the same fascinating rhythm opus instrumentally on this half. Contagious theme should happen in a big way.

FREDDIE MITCHELL ORCH.

(ARC-Paramount 9003)

**B** "EASTER PARADE" (2:16) [Irving Berlin ASCAP—Berlin] A classic Berlin holiday tune gets an up to date freshening from Eddie Mitchell and his boys. Swinging sax is displayed by Mitchell. Strong deck that should attract heavy play in the coming weeks.

**B** "FREDDIE'S NEW CALYPSO" (2:48) [Pameco BMI — Mitchell] When the Easter holiday has passed, this single probably will attract the kids. A torrid calypso item with a rock and roll flair. Powerful dance deck. Freddie has the beat the kids want.

KAY THOMPSON & FRED ASTAIRE

(Verve 10041)

**CLAP YO' HANDS" (3:00) [Harma ASCAP — Gerashin, Gerashin] A swinging Gerashin and Grossop from the much raved about musical piece "Funky Face" is thrillingly performed by Kay Thompson and Fred Astaire. Wonderful delivery by a great pair of veterans. Folks who see the film will consider this number a must.

**THINK PINK" (1:26) [New World ASCAP—Elders, Gerashin] Kay takes a risk thru this interesting show piece from the same flicker. Special material that should make an interesting change-of-pace on any jockey's program.

PHIL BRITO

(Decca 20504)

**B** "MY BELOVED" (2:58) [BMI Canada Ltd.—Shere, Shere] A fragrant love song is set to a pretty waltz tempo by the charming, sincere voice of Phil Brito. Tender tune with a homespun air.

**C** "OPEN FIREPLACE" (2:46) [Pineclad BMI—Habber, Wol-] [way] Gypsy violins introduce this lovely love ballad chantenced penetratingly by the crooner. Pretty theme.

BOB FLOYD

(Tiffany 1222)

**B** "TOO MANY MEMORIES OF YOU" (2:25) [Lake Forest ASCAP—McNulty, Newell] A rock and roll beat backdrop showcases newcomer Bob Floyd as he charts a rhythmic romance. Solid debut performance by the youngster. Good dance beat.

**C** "PAINTED LIPS" (1:57) [Lake Forest ASCAP — McNulty, Pol-] [lock] Similar beat sets the pace for this tale of heart broken love.

HARMONICA ROGUES & TED MORELL

(Michelle 365)

**B** "PETER PLATYPUS" (2:48) [Eldee BMI — Diamond, Man] The Harmonica Rogues and the Mich-elle label debut simultaneously with a delightful kidlove novelty chantened by Ted Morell and a chorus. Charming bouncy ditty that should appeal to the little ones. Extremely pleasant number with a contagious lyric and melody.

**C** "MISSION OF THE MOON" (2:45) [Eldee BMI — Diamond, Haber] Morell is assisted by the Rogues in this pretty love song.

BOB EBERLY & PAUL WHITEMAN ORCH.

(Grand Award 1013)

**B** "MOTHER DEAR" [Record Songs A S C A P — Rinker, Whitman, Rinker] Veteran songster Bob Eberly gets a lovely string filled accompaniment from Paul Whiteman's orchestra as he presents a touching song about another. Lovely ballad that should tug at the heart strings of many adults. Pretty melody and meaningful lyric.

**C** "DO I LOVE YOU (Because You're Beautiful)" [Williamson ASCAP—Rodgers, Hammerstein] This half features the polished songster performing one of the prettiest tunes from the recent TV presentation of "Cinderella".

SOMETHE SMITH AND THE REDHEADS

(Epic 9208)

**B** "MA! (She's Making Eyes At Me)" (2:17) [Mills ASCAP—Clare, Conger] Somethin' Smith and his Redheads are at their relaxing best as they hand in a delightful, amusing version of a wonderful olde, Light and happy side. Refreshing change-of-pace number for any programing schedule.

**C** "THE MAMBO, TANGO, SAMBA, CALYPSO RHUMBA BLUES!" (2:25) [Carole ASCAP — Allen, George] This side displays the boys on a novelty, incorporating the names of many of the popular dance steps.
NEW YORK:

Congratulations to RCA Victor's promotion manager of single records, Charlie Hall, who became the father of his third son, Friday, March 29. . . Harriet Wasserman is now doing promotion full time for Eddy Gorme and Stu Lawrence. . . Johnnie Ray set for May Ed Sullivan Show on May 5. . . Don James currently headlining at the Palace Theatre . . . Joan Weber into Clubby's in Camden, N. J. . April 24. Bill Hayes has recorded "Rainbow 'Round The World" which the U.S. Committee of UNICEF will distribute on grammy records and summertime to the United States and some foreign countries as pay of UNICEF's "Hi Neighbor" program . . Genie Pat Jackson's 24 girls in 21 days is pha- lusing her "Lonesome Road," Accompanying her publicist Kay Ryan. . . Sammy Kaye is scheduled to open on the 18th, the Mounds of New Orleans, doing a show in his "So You Want To Lead A Band" competition Kaye started the bandleading game in 1942. "Chalypso" a new dance step combining the beats of the cha cha and calypso music was introduced on IT new program via recording by Billy Duke as his Duke . . Marshall Jamison, executive producer of the U.S. Steel TV Hour, has set Duke Ellington as the guest on the 2nd edition of the show May 7th . . . Bud DeLuxe 4950 OUT—LIFE FINE CHANTEZ.. .

CHICAGO:

Marty Drake plowed into our town from his Calif. home to intro his first Rave platter. Marty considered one of the top recording potential sound today. Two years with the great Al Jolson gave him that Jolsonesque vocal quality. Those who have heard his records and also his Ray can say that Marty has arrived. On his Rave he may not be as long as the Ray to carry a record he's being recorded . . . Pee Wee King visited with his many CT fiddlers who are working on his latest disc "A Canny Tune." . . Vic Pascale and Jackie Jock haring from station to station with Jock's new Vik deck, "Haunted Lover." . . Al Chapman and Shim Weiner of Decca trying to keep up with the record ask "Around The World In Eight Days." This thing is taken off faster than any other LP in Decca's history. We broke all sales records the day after Mike Todd's "Eighty Days" won the Academy Award," advised Chapmen . . WIND finally bowing under the weight of "just too many requests to say no" in giving Don Quinn a two hour 10 A.M. conver- sation . . While golfer, Dolm Cherry, was getting in his links at the Master's Tournament last week in Georgia Howard Miller filled in for three nites on Cherry's TM. . . According to the enthusiastic comments the 12292 in the sale of the disk in the top 100. The Verve's "Call Me" is on top of the week. . . While Gene Quillie is busy stealing the show with Gene Mitchell's sockeroo, "Rock-A-Billy." . . MGM's Gordon Gray leading with delight over "tremendous action" received on Chuck Alaimo's "Leap Frog." . . Bob Hillman, Sammy's by local deli . .

Hollywood:

Opera star Helen Traubel will hold her first recording session with Randy Wood in Hollywood for Dot Records following her current appearance at the Flamingo in Las Vegas . . Capitol Records has signed singer Carol Simpson to a seven year recording contract. Her first for the label will be a 12" LP and singer will accompany herself on piano on all recordings. . . A new duo, The Smith Twins have been signed by Verve Records. First single is "Dream Me" and "The Open Secret" written and sung by Buddy Bregman and his orchestra and will be out this week. . . The twins are currently appearing in the San Francis- co area . . . Liberty Records released its new Jones Boys waxing of the title song from the MGM picture, "The Little Hut" this week. . . Stan Kenton takes his "Biggest Show" on a 16-day tour of Australia leaving this week. . . The Elliot List Show now heard six days a week 9:30-10 over KHLA . . . Dickie Nelson will do the Fats Domino tune "I'm Walking" on the Our Gang show this week. . . Earl Embry and Embry show this week. . . The disc of the number will be released by Verve Records . . Mike Conner has added Rave Records to his stable of accounts and is handling promotion for his act Mary Kaye Trio's new Decca LP. . . Dinah Shore's next "Dinah Shore's next" will be temporarily covered due to the success of "Chance of Chantez." . . Night Club singer Al Anthony has been signed by Dot Records to record an album of piano and organ music. . . Bud Shank currently touring Europe with Bob Cooper, who will be heard with him in his hotel room for Miss. Kaye Trio's new Decca LP. . . Dinah Shore's next "Dinah Shore's next" will be temporarily covered due to the success of "Chance of Chantez." . . Night Club singer Al Anthony has been signed by Dot Records to record an album of piano and organ music. . . Bud Shank currently touring Europe with Bob Cooper, who will be heard with him in his hotel room for Miss. Kaye Trio's new Decca LP. . . Dinah Shore's next "Dinah Shore's next" will be temporarily covered due to the success of "Chance of Chantez." . . Night Club singer Al Anthony has been signed by Dot Records to record an album of piano and org.
ANOTHER BIG ONE

BY THE CHORDETTES

LIKE A BABY ECHO OF LOVE

ORCHESTRA CONDUCTED BY ARCHIE BLEYER

No. 1319

"It's What's in THE CASH BOX That Counts"
Capitol has come up with a "Popular Album Programming Service" designed to aid deejays in programming the March Capitol album releases. The service consists of two parts: Pocket-sized cards containing each selection; the writers, whether the pressing is a vocal and/or instrumental; the publisher; and the performance rights. The second part of the service, a new feature of 8 1/2 x 11 sheets repeating the info on the cards plus extensive notes on the disk andbio info on the artist... Jack Thayer (WDGY-Minneapolis-St. Paul, Minn.) will encore the Minnesota edition of the Miss Universe Contest, June 19th and interviews will be third year as encore of the event. Noel Ball is a popular deejay stationed at W9SIX-Nashville, Tenn. We're informed by Mike Gavin (WCCC-Lawrence, Mass.) that WCCC has moved to new studios at 9 Valley St. in Lawrence, and that WCCC's booking "are even groovier." Gale Storm is scheduled to appear in Cleveland area April 9th or 10th writes Tom Edwards (W9ERE-Cleveland, Ohio). The Four Freshmen were guests on the "Phil Swope Show" and the "Teeny Sings" both of WBKH-Hattiesburg, Miss., during their one night at Mississippi Southern College... Sid Knight (KENT-Sevenoaks, La.) thinks that the record companies "are only hurting themselves and the industry by recording anyone that can hold a note, even from a Jew's Harp. How can we possibly program these, with the current hits, standards, and so on, that we must play?" "Here's one voice in the wilderness." Sid continues, "Crying has never been better" anymore. Listeners of Gene Whittaker (WNCA-Siler, N. C.) enjoyed his recent "Salute to Tom Dorsev," "Jo Stafford Story," and "Happy Birthday Harry James." Craig Apker (WSMB-New Orleans, La.) writes that Calypso is finally making an impression on the New Orleans record fan... Al Radka (KFRE-Fresno, Calif.) has a hunch that the new Ann Landers (Guide) release, "Straws In The Wind," could make the top ten... Murray Jordan (WLIB-New York, N. Y.) is delighted with the big response to his new Sunday evening modern jazz show... John Harvey (KGO-San Francisco, Calif.) conducted his drum interview, 60 seconds, recently. It seems that while Harvey gunshot Peter Lawford he was pre-empted by the earthquake in Frisco... Don Bell (KNMP-Moline, lowa) tabs the March 23rd Cash Box editorial, "Everything Changes: Rock And Roll Changes Too" as a "perceptive" column... Newcomer to WWDC-Washington, D. C., Nat Wright, was one of the judges to select A King and Queen at the "American Teenage Prom Festival," March 39th... On April 26th Nat will be a beauty contest judge at a Mt. Vernon High School, and the following night he will fire a boat, aboard a boat, a sorority's annual "Queen Of Mermaids" contest. Fred Fisk, also of WWDC, emceed the "Aids To All Charities Talent" and "Rolling Stones" of Washington for the 2nd consecutive year on March 31st... David Croninger, Program Manager of WIND-Chicago, ... and Chuck Peels of his staff, are the stork for the same day, March 39th. Chuck's wife came through with a boy, and Dave is still waiting... Art Hellyer (WCFL-Chicago, Ill.) decided he had so many commercials on his morning show that he ran an all in favor of commercial show. Listeners were advised to call Hellyer requesting their favorite commercial. Hellyer reports the lines were busy for an hour after he signed off... In a 2nd to his regular radio stint, Eddie Dillon (KFRE-Colo-Springs, Colo.) writes a weekly record column for the Colorado Springs morning newspaper. Due to this additional activity, Eddie would appreciate being placed on the mailing lists for new records, plus publicity and promotional material. The address: Eddie Dillon; c/o KVOR; 512 South Tejon; Colorado Springs, Colorado...

Bill Carrigan (W9JD-Columbia, Tenn.) is back on radio after a short while in TV. Bill recently held boy at a youth center which he has labeled, "Pop Hall." Ed Fortland (W9EEH-Rochester, N. Y.) has a new Saturday night project, "Spins 'N Needles," which features interviews with musicians from the Western New York area. Guests a short while ago included Frederick Fennell, conductor of the Eastman "Pops" Orchestra and Max McCarthy of the Dixieland Rams. The week's cards were lamased, says Bill, when listeners were invited in to question...

June Valles visited Tom Adams (KF9L-Kennebunk City, Me.) recently... James Richard Martin is the new Music Librarian of WWDC-Washington, D. C. Lawrence Anthony has left WWDC New Orleans, and is now situated at W9JD-Chicago, Ill... Bernard J. McInnes, Jr. has been appointed General Manager of WW8-Cincinnati, N. Y.

Addie Lee, whose Roulette disk, "One Little Kiss," is going so well for Fox, thanks his BPA for all their drive during his visit in Pittsburgh, Baltimore, Washington and Virginia who we so sweet to me. I just wouldn't know how to go about telling all these people how much I appreciated what they did for me and how pleasant they made my trip of exposure to the public... Hank Goldman (WANN-Annapolis, Md.) in town for several days making his radio show. Ditto for Terry Myers (CRY-Ontario, Canada) and George "Houndog" Lorenz, Buffalo, "are very groovier."
KENYON HOPKINS
COMPOSER OF THE EXCITING SCORE FOR "BABY DOLL"
AND NOW THE NEW FILM
THE STRANGE ONE
COMBINES HIS TALENTS WITH
ARCHIE BLEYER

ARCHIE BLEYER’S ORCHESTRA and CHORUS

JOCKO’S THEME
Piano Solo by Billy Maxted

and

THE STRANGE ONE
(Both from the Film “The Strange One”)
No. 1313

KENYON HOPKINS’ ORCHESTRA and CHORUS

ROSE BUD
(From the Film “The Strange One”)

and

BOY’S THEME
(From the Film “12 Angry Men”)
Film Score Composed by Kenyon Hopkins
No. 1322

SOON TO BE RELEASED! KENYON HOPKINS’ FIRST CADENCE LP
“ROOMS”, AN ORIGINAL PROGRESSIVE JAZZ BALLET, COMPOSED
AND CONDUCTED BY MR. HOPKINS.

cadence
RECORDS INC., 40 EAST 49th ST., NEW YORK CITY

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
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21) CALYPSO MELODY. 22) TOO MUCH. 23) SITTIN' IN THE BALCONY. 24) BANANA BOAT SONG. 25) WALKIN' AFTER MIDNIGHT. 26) POOR MAN'S ROSES. 27) EMPTY ARMS. 28) DON'T FORBID ME. 29) SCHOOL DAY. 30) ROCK-A-BILLY. 31) CHANTEZ, CHANTEZ. 32) I'M WAITING JUST FOR YOU. 33) LOVE IS STRANGE. 34) THE WALL. 35) WIND IN THE WILLOW. 36) BANANA BOAT SONG. 37) JUST BECAUSE. 38) BANANA MAMA. 39) BALLERINA. 40) FIRST DATE, FIRST KISS, FIRST LOVE. 41) LUCILLE. 42) AFTER SCHOOL. 43) MANGOS. 44) THAT'S WHERE THE HEARTACHES BEGIN. 45) LET ME SING AND I'M HAPPY. 46) SO RARE. 47) LUCKY LIPS. 48) ONLY ONE LOVE. 49) MOONLIGHT GAMBLER. 50) WONDERFUL! WONDERFUL! I DREAMED! TRICKY! SILENT LIPS.

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
IT'S HAPPENED AGAIN!!!

A C & W Artist goes POP

JIM REEVES
"FOLLOW WAYS"

The Cash Box
Sleeper of the Week

"FOUR WALLS"
"... a consistent hit maker in the country field, comes thru with an excellent coupling that should go great guns in the pop market. RCA Victor introduces a powerful new item that has a potential to ride to the top of the charts in both the country and pop charts..."

b/w

"I KNOW AND YOU KNOW"

RCA VICTOR 20/47-6874

THE BILLBOARD'S
*Review Spotlight on...

POP RECORDS

JIM REEVES
FOUR WALLS
"... on top is a wonderfully tragic ballad with a melody and lyric that definitely hang on... nod to 'Four Walls'...

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Music
Williamson
Central
Phone:
Poor
DAYS
Ben
Lin
Jackie
w
Party
Little
Remick
Roosevelt
Commander
Korwin
Williamson
Love
Mills
Strange
"Order
LOS
Jackie
Williamson
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Famous
H.
Chappell
Lowery
Sylvi.
Williamson
THE
Williamson
Disney
A

THE SMASH HITT...
(8 performed on the Steve
Allen TV Show)
MARTHA CARSON
sings the new Pop
"LET THE
LIGHT SHINE
ON ME"
RCA Victor 20/47-6861

2 Sensational
Songs by the exciting
New Voice

"I WANT TO HANG MY
HAT IN HEAVEN"

published by
VALLEY PUBLISHERS
BOX 10033, KINGSTON PIKE
KNOXVILLE, TENN.
George Morgan's
THE TEARS BEHIND THE SMILE

Grown-Up Tears
COLUMBIA 40864 (4-40864)

Don't Cry, For You I Love
COLUMBIA 40859 (4-40859)
HOLLYWOOD — Twenty-five new high fidelity albums were released last week by Capitol Records.

The April merchandising campaign consists of 11 new pop albums, six new classical packages and eight "Capitol of the World" sets.

Two of the new pop albums are by Tennessee Ernie Ford, "Tennessee Ernie Ford Spiritually" and "Tennessee Ernie Ford Favorites." Other sets in the pop category include "Trancers" Choice" with Les Brown and His Band of Renown; "Jackie Gleason Preludes" for the Love Hours"; "Swingin' Calypso," an album of authentic calypso music by Lord Flea and his Calypsonians; "Hey . . . Let Yourself Go!" by Nativity for Sid Ramin and his orchestra; "Solo Session," featuring the voice and trumpet of Ken Errai; "Chasing Shadows" with Jackie Davis at the console of the Hammond Organ; "A Child's Garden" recorded by Frank Remington described on the album cover as " . . . a rather witty bouquet of Mr. Freberg's best-selling blossoms" (Freberg himself wrote the album's "High & Happy Revival Day!" featuring the voices of the St. Paul Church Choir of Los Angeles, and "Mini-Mosh" with Mickey Katz and his orchestra.

Included in the new "Capitol of the World" kits are "International Vibrations" by Ray Martin's Piccadilly Strings (recorded in England); "Evie" consisting of songs sung in eight languages by England's Eve Boswell, with George Melody on the piano; "Marachia de Mexico" featuring Dora Maria and Pepe Villa's "Mariachi Mexico" (recorded in Mexico City); "Hula Hula "Crying in Alors" by Nino Posadas (recorded in Buenos Aires); "South Seas Honeymoon" featuring the voices of the Alols and the Zizou Bar Trio (recorded in Tahiti by Gaston Guillbert); "The Music of Poland" featuring Orchestra of Radio Pol sciak Radka Francuska, conducted by Van de Walt (André Go Verberg); "Hi-Fi Vienna Waltzes" newly recorded in Vienna by Karl Hoffmann and Max Schenker conducting the Wienervokspop Orcheter, and "Hi-Fi Vienna Strauss Waltzes" also newly recorded in Vienn by Karl Hoffmann and Max Schenker conducting the Wienervokspop Orcheter.

The six new high fidelity classical albums are: "Young Person's Guide to the Orchestra" and Dohnanyi's "Variations On a Nursery Tune" by the London Symphony Orchestra conducted by Felix Slatkin, with Victor Aller, pianist; "Music of the Great Keyboard Masters," conducted by Karl Gerstein, pianist; "Bach's Partitas" and Sonatas for Solo Violin" by violinist on National, and "Chopin by Starlight" featuring the Hol- lywood Bowl Symphony Orchestra, conducted by Carmen Dragon. Each of the above classical packages are recorded in "Full Dimensional Sound" (FDS), the label's high fidelity system. Other new classical sets in high fidelity on the April program include Beethoven's "Sonata No. 23 in F Minor, Op. 111" featuring Victor Scherider, pianist, and Turina's "Impresiones de España" (Nos. 1 and 2) featuring Estes Buchanan, pianist.

The program is being promoted by Capitol with a comprehensive campaign including national consumer advertising; a press kit consisting of two 12-inch disks containing excerpts from the new pop albums, for disk jockey programming use; full-color divider display; a special folder for the new pop albums; full-color pop album display; full-color pop album box and hander; full-color pop album counter card; sectional full-color advertising materials; full-color "Ernie Ford Spirituals" display, and a full-color classic catalog supplement.

All Star Lineup Set For MOA Show

NEW YORK—Hirsch de La Vies, entertainment chairman of the MOA Convention, has reported that the following list of artists has been confirmed by the various record companies to appear at the MOA banquet and show, Tuesday evening, May 21, 1957, at the Morrison Hotel in Chicago.

Terry Bonnet (Columbia); Pat Boone (Dot); Bill Haley and His Comets (Decca); the Happy Jackets (Fa- bor); Dick Jacobs' Orchestra (Coral); Joni James (GMG); Sonny James (Mel-Tel); Micky Marko (ABC-Dot- tain); Margie Meintz (Fraternity); Mickey, and Sylvia (Dot); Hondo and Galé Stomp (Dot); and Roger Williams (Kapp).

In receiving the report, George A. Miller, national president of MOA stated that he was highly elated with the many recording artists who have already confirmed their appearance at the show.

The following is a list of Music educators who have confirmed their reservations with their checks:

- ABC-Paramount Records; Bally Records; Broadcast Music, Inc.; Capitol Records; Columbia Records; Decca Records; Diakon Records Company; Dot Records; Ferris Records; Frawly Records; Jubilee Records; Mercury Records; MGM Records; RCA Victor; The Cash Box and Billboard. Many others have not yet confirmed their reservations.

For information regarding reservations contact: Music Educators National Conference, 240 W. 48th St., New York, N.Y.

Raymond Scott Form "The Jingle Workshop"

NEW YORK—Composer Raymond Scott has formed "The Jingle Workshop" to further concentrate on the writing of commercials for television and radio.

Scott has written not only the score for the Broadway show "Late Song," music for the Ballet Theatre, film stars, and many popular tunes, but has also conceived, written, arranged, con- ducted and recorded some of the top commercial jingles.

The composer feels that jingle writ- ing is a definite challenge for with a few words, you have to get the message through to millions in just 10 or 15 seconds.

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

SEVEN DAYS IN BARCELONA

by Freddy Martin

and his Orchestra

RCA VICTOR 20/47-6871

published by
BRITTON MUSIC CO.
a subsidiary of
EKO TELERADIO PICTURES INC.
Gen. Prof. Mgr. IRVING DEUTCH
1440 BROADWAY N. Y.

"It's What's in THE CASH BOX That Counts"
NEW YORK, N.Y.—Appointment of George F. Marek as Vice President and Operations Manager, RCA Victor Record Division, has been announced by Lawrence W. Kania, Vice President and General Manager. Marek, formerly manager of Victor’s Album Department, succeeds Howard L. Letts who has been transferred to NBC as Vice President, Business Affairs, for television. The Marek promotion was part of a three-way organizational shift in which two other veteran RCA Victor executives also were promoted.

W. W. Bullock, who heads the Singles Department, steps into Marek’s job. Bullock’s successor is Jack Burgess who has been Manager, Custom Records Administration. All changes become effective immediately.

Marek, a native of Vienna, came to this country in 1929 and since has combined a business and musical career. Before joining RCA Victor in 1950 to head up the Red Seal department, he was Vice President of J. L. Tarcher and Company, advertising agency. He has written extensively on music and since 1940 has been Music Editor of Good Housekeeping Magazine. His books include The Good Housekeeping Guide to Musical Equipment, A Front Seat At The Opera, and Puccini. He currently conducts a weekly NBC radio program titled Classical Music For People Who Hate Classical Music.

Bullock, a native of New Jersey, joined the Victor Talking Machine Company in 1926 as cost clerk. He became assistant plant manager for the RCA Victor Record Division in Hollywood in 1938. He served as plant assistant in Indianapolis from 1942-43 and then became Manager of material and production control at the Company’s Camden plant. In 1945 he was named operations manager of the RCA Victor Distributor Corporation in Detroit. He also served as assistant regional manager in the Western region and record field representative in the same district before becoming Manager of Record Sales Planning in 1946. Since he has served as Manager of Record Sales Planning and Commercial Sales and Merchandise Manager.

Burgess, who was born in New York City, came with RCA Victor in 1938 as a sales trainee. A year later he became a field sales representative, handling all consumer products until World War II. After serving in the Army he returned to RCA in 1946 on a rotating assignment for the Record Division. He was assigned to the Chicago Region in 1947 as sales representative. Early in 1948 he became eastern sales representative. Later that year he joined the Popular Artists and Repertoire Department. He again joined the sales organization as Eastern representative and remained in that job until 1951 when he became Merchandise Manager. In 1953 he became Manager of Field Sales. Then late 1955 until September of 1956 he was Manager of Singles Sales. Since the fall of 1956 he has been Manager of Custom Records Administration.

KAPPY JORDAN RESIGNS FROM FLAIR-X RECORDS

NEW YORK—Kappy Jordan has resigned as president of Flair-X Records. Miss Jordan, who assumed the leadership of the firm a couple of months ago, resigned because of a difference of opinion between her and some of the stockholders.

No replacement has as yet been named.

Miss Jordan stated: “I should like to take this opportunity to express my sincere thanks to the many people in the business and the press who did so much to help me in the tremendous task of getting the company off to a good start.”

MGM SIGNS ANGELA DRAKE

NEW YORK—MGM Records has signed singer Angela Drake who makes her disk debut on the LeRoy Holmes record of “Souvenir D’Italie.” The young lady, a newcomer to the recording business, was discovered by Harry Meyerzon and LeRoy Holmes.

CELEBRATION

PITTSBURGH, PA.—When Lou Boerstein’s Pittsburgh distributorship added the Coral label to the lines it handles, the Record Distributing firm staged a party at the Copa in Pittsburgh to celebrate the occasion. Above are some of the dignitaries who attended: (Top Left) Coral thru Ray Biggins, whose first waxing for the label is “True Love Gone” in U.S. by 49 different men with Barry Kaye (WJJIS) deejay, (Top Right) Betty Madigan with Coral’s national sales manager Norm Weintraub, (Bottom Left) Tim Tormey and Miss Madigan, (Bottom Right) Frank York of Coral and Jean York.
SHE'S OUR ROSIE, AND SHE'S AT IT AGAIN!
Millions of hearts beat faster when the lovely Miss Clooney delivers her sensational interpretations of the 'great new songs.' The new disc is a calypso tune with a memorable melody line sided with one of the smash songs from the B'way hit, "BELLS ARE RINGING."

ROSIE

Just How Much
I Love You b/w
Just How Much
I Love You

featuring Billy Rowland on the lead side while flip features the Singing Girls.

4—40871

MADDOX MEN AND ROSE

When the Maddox brothers and their sister Rose had cut this disc, it was apparent to one and all that the C&W market wasn't going to hold it alone. A wonderfully easy melody and beautiful, sentimental lyrics are bound to break this runner out of the stable and into the wide-open "pop" field.

4—40895-c

MADDOX MEN AND ROSE

Just How Much I Love You b/w
No Wedding Today

No Wedding Today b/w

Johnnie Ray with the "Conniff Sound"

4—40893

JOHNNIE

Looks like the new Mr. Ray has won himself a permanent seat on the charts. This latest entry exhibits his remarkable versatility in a combination of a swingin', rockin', rhythm number with a truly sentimental ballad.

Yes Tonight, Johnnie Ray with the "Conniff Sound" b/w

Johnnie Ray with the "Conniff Sound"

4—40893

MITCH

Mrs. Miller's son has some sound ideas about sound. In his newest release, he takes the same tune and gives it two completely different treatments, a double-barreled entry headed for plenty of action on both sides.

Just How Much I Love You b/w
Just How Much I Love You

featuring Billy Rowland on the lead side while flip features the Singing Girls.

4—40871

THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN THE BUSINESS

COLUMBIA RECORDS

A DIVISION OF CBS
® "Columbia" © Marcos Reg.

"It's What's in THE CASH BOX That Counts" www.americanradiohistory.com
ROCHESTER, N. Y.—And all the “cats” joined in. That’s what happened at a recent Teen Dance conducted on a Friday night by Rochester dee-jay Ed Ferland (WHEC). The music is being supplied by Jimmy Larou’s Orchestra. Ferland has been running these dances on a regular basis. Ed is in front of the mike throwing records to the kids.

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NEW YORK, N. Y.

Dick Kallman
"YOUNG AND IN LOVE"
# 5061
LIBERTY RECORDS, INC.
1556 N. LaBrea
Hollywood, Calif.
HOLLYWOOD, CALIFORNIA

Gale Storm
"DARK MOON"
# 15588
DOT RECORDS
SUNSET & VINE
HOLLYWOOD, CALIFORNIA

Central Sales Takes
On Hi-Fi Phono Line
HOLLYWOOD—Jim Warren, president of Central Record Sales, Los Angeles, last week announced that his firm had been appointed distributor for the Southern California area for the new Murasonde High Fidelity Phono line. The line of phonographs is designed and manufactured by Whitney Electronics of Columbia City, Indiana, and features a separate speaker enclosure which hangs from the wall. According to Warren, “With this unique feature, Murasonde brings the consumer the advantages of components..."...at a price within the price range of package units.”

Central plans to add an additional 5000 feet of floor space for display and warehousing of the phonographs as well as for its expanding record department.

Sammy Kaye Into Roosevelt For 8 Wks
NEW YORK—Sammy Kaye and his “Swing and Sway” orchestra have been signed for an eight week engagement as the headline attraction at the Hotel Roosevelt Grill starting Monday, April 22 according to an announcement by Roosevelt General Manager Edward L. Buckley. Kaye will be making his first New York appearance in a hotel supper club since 1954.

During the past three years Kaye has been busy in TV and radio, and on “showroom” engagements in hotels and ballrooms around the country. Appearing with Kaye’s orchestra at the Roosevelt Grill will be his new featured vocalists Barry Frank and Sandy Summers. Also on hand will be the Rayzoo and the Kaye Choir.

Kaye has big current sellers in his two dance album versions of the Broadway musicals, “Bells Are Ringing” and “My Fair Lady.” Among his current recordings through the years have been “Harbor Lights,” “Honey,” “It’s All In The Game,” “Little Girl,” “Music, Maestro Please,” “Chiecy Chick” (“In The Mission Of St. Augustin”), “It Isn’t Fair” (which launched his featured singer at the time, Don Cornell, on a big-time career), “I’m On The Right Road,” “Wanderin’” and many others.

Eldee Music Forms Michelle Record Company
NEW YORK—Leo Diamond and Benjamin Schur have formed Michelle Records, to publish and distribute all of their music publishing business, Eldee Music Corp. with performances licensed through BMI.

Their first release is a novelty tune “Peter Flatpus” written by Leo Dia... and Dave Mann. Dave Mann co-authored such hits as “There I’ve Said It Again,” “Dearie,” “Somebody Bad Stole De Wedding Bell” and many others.

Ted Morrelli, also known as Tony Morrelli in the Midwest, does the singing with a group of children joining in on the choruses.

The Harmonica Rogues supply the instrumental accompaniment on the “Peter Flatpus” side and set up the rock and roll backing on the flipside, “Mission Of The Moon.”

Michelle Records plans to offer one release each month and has signed Jimmy Smith’s Cavalier, four male singers from the West Coast and in Canada. They recently appeared at the Palace in New York.

Benjamin Schur is also associated with Rozanna Records, Inc. creators of the Melodee Oyster Seder with Barry Gray narrating in English.

Leo Diamond will handle the affairs of Michelle Records.

Rockin’ ‘Round The Clock
RCA Country Troup Tours Europe
NEW YORK—For the first time in music-history a “Concert in Country Music” is touring Europe this Spring. It left McGuire Air Force Base April 1. The group’s first stop was in Rhein Main, Germany. The show features RCA Victor recording stars Jim Reeves, Jim Ed Brown, Maxine and Bonnie Brown, Hank Locklin, Del Woods, and Janis Martin. The Wagon Masters Orchestra. Also featured are M.C. comic Dick O’Shaughnessy and Little Red Hayes.

Steve Sholes, Chief of the Country and Western Department at RCA Victor, said the idea for the tour originated from the widespread popularity and demand for American country artists to appear in person before the U.S. Military personnel overseas. According to the Army, Country and Western record sales often exceed pop in military sales outlets.

After Rhein Main, the group was in Frankfurt to perform for Army and Air Force personnel stationed there. Then they will do 21 shows in all for the Army as well as 15 commercial dates, sandwiching in both radio and TV appearances. The RCA Victor show features appearances in France, England, North Africa, as well as possibly Belgium, Holland, Spain, and the Scandinavian countries.

Dick Brodorick of RCA Victor’s International Department is handling the arrangements for America’s latest musical ambassadors of good will in cooperation with the U.S. Army.

RCA Victor's "Rockin’ ‘Round The Clock" Troupe tours Europe.

NEW YORK — Station WTTM, Trenton, N.J., celebrating its 15th year as an all-crystal anniversary this month, has launched a birthday celebration campaign to make it “clear as crystal” the job it is doing in community service.

The celebration was launched when the station pulled a switch. Instead of getting a crystal birthday gift, general manager Fred E. Walker (right) presented New Jersey’s recently married Governor Robert E. Meyner, a crystal punch bowl for the Governor’s new mansion, Morven, in Princeton.

At the same time, Meyner issued a statement, which was recorded, commending the station for its community service and broadcasting of a variety of community service programs.

Maintaining the crystal anniversary theme, the Trenton Trust Co., in main town Trenton, used a window display of crystal objects as well as a display of antique pieces of crystal.

A series of newspaper ads, basically institutional, cited the station’s accomplishments in the past year and outlined its policy of community service.

In addition, photos and stories of the celebration were sent to local newspapers.

A special news release was prepared along one of the bureau of the Station Program Director Tom Durand and General Manager William Bell, who have been with WTTM since the day it went on the air, April 2, 1942.

The following is Gov. Meyner’s statement:

“In a time when the freedom and liberties of people throughout the world are being under threat by forces of authoritarianism, it becomes more important than ever for the American public to be well-informed through a free flow of information, forming the basis of opinion, thought leading to democratic action.

“Essential to this free flow of information are the media which supply it, freely and without the censorship characteristic of some other countries.

“Radio, as one of these media, has played a vital role in maintaining this freedom of information.

“As a forward-looking radio station, concerned with the obligations and responsibility of providing such information, Trenton’s Station WTTM has been among the leaders in the state and nation in offering programs of community interest and in the community service.

“This function has resulted in Station WTTM’s winning national recognition for originality and superiority in programming and service.

“Thus, on the occasion of the 15th anniversary of Station WTTM’s founding, it should like to offer my congratulations and commend the station for the service it has provided the people of New Jersey.”

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

Teresa Brewer's

"EMPTY ARMS"

b/w "THE RICKY-TICK SONG"

CORAL RECORDS

9-61805 (61805)

"It's What's in THE CASH BOX That Counts"
NEW YORK—Fans surround young singer Dean Jones following his national TV bow on the Steve Allen show. Jones, who is getting a big push from MGM, introduced his disk "Young And In Love," on Allen's nationwide hook-up. The singing actor is scheduled for seven more appearances on the Allen show, the next being on May 12. Dean is featured in the film "Ten Thousand Bedrooms."

**ABC Signs Writer-Singer**

NEW YORK—Based on the acetate dubs he was carrying under his arm at the time he happened to be dining in the on-the-scene restaurant where Larry Newton, National Sales Manager of ABC-Paramount, was also present, Charlie Donald, a tall young Texan, has been signed to a long-term recording pact with the label.

The six-foot former model has always had the desire to concentrate his activities solely on singing, but has been devoting much of his time lately to songwriting. On the acetates, Donald had recorded his own "Bop With Me, Baby," backed by a ballad, "Just For Awhile," which he had written in collaboration with Lee Cathy, an old Texas chum. Rather than settle for a mere demonstration record, the youngster (23) invested almost his entire savings in a complete recording session, with full orchestra and chorus to back him up. The result, according to Newton, was "equal to anything of professional caliber I've ever heard—and more commercial than most."

Sam Clark, President of ABC-Paramount, last week declared that the signing of Donald to the long-term deal would probably turn out "to be most significant, in view of the fact that the single-writer type probably hit the top in show-business in the shortest possible time."

The Donald sides have been skedded for immediate release by the label.

**RCA Victor Signs Georgia Gibbs; Mercury Signs Billy Eckstine**

NEW YORK — Two major artists switched labels this week. Georgia Gibbs leave Mercury to RCA Victor and Billy Eckstine went from RCA Victor to Mercury.

The Gibbs signing came after weeks of rumors that had the singer considering offers from several firms. Georgia has had many hit records among them "Kiss Of Fire," "Dance With Me, Henry" and "Tweedled Bee." The signing was celebrated with a party attended Friday by Victor officials and members of the trade. It was held at the Johnny Victor Theater. Eckstine's switch with Mercury involves a dual contract in that he will also be on the Emarcy label. It is planned to cut him both pop and jazz-wise in singles and albums. Of the first projects will be to reunite him on record with Sarah Vaughan. Eckstine has left for the Coast where his first sessions have already been scheduled.

**South African Record Film Issues Tourist Souvenir Album**

JOHANNESBURG, SOUTH AFRICA — For the first time the music of the modern urban African has been introduced to the public on high-fidelity long-playing records with the release of Trutone Africa Limited's "Music Was Born In Africa."

This record was conceived as an ideal souvenirs for tourists visiting the Union who wanted to take away some mementos of their stay. It will remain a stock item on the Trutone catalogue and initial sales figures from Durban and Cape Town (the Union's major tourist centres) have indicated an enthusiastic reception.

The music of the urban African is a blend of ancient tribal chants and modern jazz idiom that results in a different type of listening.

The twelve cuts that make up "Music Was Born In Africa" are original African compositions with the exception of two—"Dinah" and "Tenderly"—but the test was that the interpretation of these two standard numbers was so typical of the urban African that they were included.

"Music Was Born In Africa" was compiled from recordings made in all the major centres of South Africa during 1956.

Not only the record itself but the artwork and printing of the sleeve are also entirely South African.

The Trutone Company hopes to make arrangements for pressing the LP in the United States and Britain in the near future.

All trade inquiries should be addressed to Pan African Record Sales Corporation, Ltd., P.O. Box 9299, Johannesburg, South Africa.
We're Expanding

If you are associated with the Record Industry . . . this announcement concerns you:
The story of Records, Inc., is a story of progress!
The latest chapter in our story is the greatest advance in the merchandising of phonograph records.
In our new spacious building, we are prepared to offer an unique concept in SELF-SERVICE,—specifically designed for Records, Inc. by one of America’s leading display architects, William Riseman Associates, Julian J. Borowko, Designer-in-charge.
In line with our expansion program, we have doubled our sales force. To provide you with greater concentration and coverage, we have formed two sales and promotion divisions headed by Don Dumont and Dick Fitzsimmons, both young and dynamic go-getters.
We invite you to visit us at our new address to celebrate our Fifth Anniversary.
Our humble thanks to the manufacturers, dealers and disk jockeys who have contributed to our growth and progress. Without their growth and progress, ours would never have been possible.

Sincerely,

Cecil Steen
President

P.S. On the following and preceding pages are some of the lines that we’re not only happy to represent, but without whose support this message would never have appeared.

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

Records, Inc.
790 Commonwealth Ave., Boston, Mass.
Phone: LOnewood 6-1310

April 13, 1957
The Cash Box, Music

Ella Fitzgerald Set
For Copa Date

NEW YORK—Ella Fitzgerald has been signed to make her first appearance at the Copacabana in New York and will open the three week engagement on June 13. Following two weeks of concert dates in the British West Indies and Panama, Ella leaves for Europe on April 20th to fulfill the European tour with “Jazz At The Philharmonic.” That tour was cancelled when she was taken ill at the Paramount Theater. The European itinerary for JATP is as follows: April 25, Gothenberg, Sweden; 24th, Oslo, Norway; 26th, Malmo, Sweden; 27th, Upsala, Sweden; 28 & 29, Stockholm; May 1 & 2, Paris; 5th, Amsterdam; 6th, The Hague; 7th, Brussels; 8th, Zurich; 9th, Basel, Switzerland; 10th, Manheim Germany; 11, Munich; 13th, Duisburg; 14th, Frankfurt; 15th, Heidelberg; 16th, Stuttgart; 17th, Nuremberg; 18th, Dusseldorf; 19th, Cologne; 20th, Essen; 21st, Berlin; 22nd Hamburg; 23rd, Hanover; 24th, Bremen; 25, 26 & 27th, Milan, Italy; 28th, Turin; 29th, Florence, 30 & 31, Rome; June 1, Rome; 2nd Naples; 3rd Palermo, Sicily. Beginning June 5th the troupe will appear for one week in Monte Carlo.

In addition to Ella Fitzgerald, JATP personnel includes the Oscar Peterson Trio (Ray Brown, bass; Herb Ellis, guitar) drummer Jo Jones; trumpeter Roy Eldridge and violinist Stuff Smith.

Other bookings set for Ella to follow her engagement at the Copa include the Ipswich, Mass. Jazz Festival on June 26th and 29th; Newport Jazz Festival, July 4 & 5; and Ella Fitzgerald’s engagement at the Hollywood Bowl on July 19th.

Liberty Buys Masters

Hollywood — Liberty Records has purchased the masters of two Wayne Shanholt’s tunes, “The Other Side of the Moon” b/w “In A Small Forgotten Town.” In addition, according to company exec Bobbi Dieterle, Gloria March, who warbles on the masters also received a Liberty pact. Release of the two sides is slated for this week, along with the new Henry Manu single, “Big Band Rock ’N Roll” and “Hot Rod” from the U-I film, “Rock Pretty Baby.”

According to Mrs. Dieterle, “Liberty’s policy of signing promising newcomers is continuing to pay off dividends. This is evident by the 500,-000 ‘Stillin’ in the Balcony’ disks sold by newcomer Eddie Cochran in the first six weeks of sale. In addition, the new Patience & Prudence platter ‘Dreamers Bay’ got a whopping 100,-000 order from the company’s distributors throughout the country.”

Liberty’s latest pactee, Dick Kallman is currently on a national local disk jockey tour plugging, “Young in Love,” released three days ago.


It’s “Tricky” (Original)
by Gus Jinkins

FLASH RECORDS

LOS ANGELES CALIFORNIA

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
The Cash Box, Music

Do It Again...
with a 2 Sided Smash
POP AND R & B

"MARY"

"I AM OLD ENOUGH"

published by
VILLANOVA MUSIC CO.
1619 Broadway, N. Y.

published by
PEER INTERNATIONAL
Gen. Prof. Mgr. MURRAY DEUTCH

Okeh 7085; 4-7085

The New Schoolboys release is available in the Boston territory at Records, Inc.

OKEH AND EPIC RECORDS extend their best wishes to CECIL STEEN AND RECORDS, INC. on the occasion of their expansion and new innovations of modern merchandising of phonograph records.

"It's What's in THE CASH BOX That Counts"
LONG BEACH, CALIF. — Before leaving for a ten weeks tour through England and Scotland the Platters played to a capacity house at the Long Beach Municipal Auditorium. The date which was co-ordinated by Mike Kasino and presented by KPOP disk jockey, Earl McDaniel was one of the most successful to be played in the auditorium. Long Beach recently ruled out all rock & roll promotions in that city due to the disturbances that a few rock and roll dances have caused in other communities; however, Kasino’s conviction held that the Platters, after playing some of the nation’s classiest spots and voted the #1 vocal group of 1957 in the pop field, could not be classed as a definite rock & roll act. The police on duty reported no trouble whatsoever at the Long Beach date, and at fifteen minutes before closing the ticket sellers were still very busy.

**Decca Pacs Ray Doggett**

NEW YORK—Decca Records announces that they have signed vocalist Ray Doggett to an exclusive pact. The 21-year-old singer hails from Sweetwater, Texas. Besides singing, Doggett has written over a hundred tunes, including the sides that comprise his initial Decca release, “It Brings The One Who Loves You” and “That’s The Way Love Is With Me”.

NEW YORK — Phil Goulding WMGM staff announcer and conductor of the popular “Music With A Beat” program, died last week (Friday, March 29th) at his home, 111-39 76th Avenue, Forest Hills, after a long illness. He was 39 years old. Funeral services were held on Monday in Lowell, Mass.

Goulding, who joined the Metro-Goldwyn-Mayer station in 1944, was a veteran radio broadcaster, a feisty adlibber, and comedian, with a vast knowledge of popular music. Surviving are his widow, Mrs. Thelma Hansen Goulding, a former Lowell radio actress, and two brothers. One of his brothers, Ray Goulding, is a widely-known radio and television personality and member of the famous “Bob and Ray” team.

Goulding was born on March 7, 1918, and attended the public elementary and secondary schools in Lowell, Mass. He graduated from Lowell High School in 1936 and a year later became a staff announcer at WLLH, Lowell. In 1941, Phil went to WEEI, Boston, where he served as news editor until 1943. His next assignment was as staff announcer on the then WABC, key station of the Columbia Broadcasting System. He joined WMGM in January, 1944.

During his Lowell, Mass., days, he was a keen student of the little theatre movements and appeared with the Blackfriars in many productions, including “Christopher Bean” and “Brother Orchid.”

**Diaz Signs Ma’melles**

NEW YORK — Herman Diaz, Jr., Vik Records artist and Repertoire chief, announced he has signed the Ma’melles, a vocal group, to a recording contract. The four girls, Merilyn Luke, Pat Strong, Donna Glazier and Marilyn Christensen, music majors at the Brigham Young University, were members of the BYU A cappella Choir and organized the quartet while on tour with the college choir. Signed to the recording contract while performing in New Orleans, the Ma’melles have recently cut their first single for Vik. The group will tour the Eastern states and the New York area in June, after receiving their B.A. degrees at the University.
featuring FESS PARKER

A Cash Box best bet!

“RESTLESS” (Rock & Roll)

and

“WEDDING BELL CALYPSO”

(Man Talk Too Much)

Disneyland RECORDS

2400 WEST ALAMEDA AVENUE

BURBANK, CALIFORNIA

“Hit Material? You Bet!”

FESS PARKER

(Disenyland 49)

B+ “A HOLE IN THE SKY” (2:15) [Musicland ASCAP—Howard]

Fess Parker follows up his “Wrangle Wrangle” smash with two strong sides aimed at the teenage market. This half is a strong fish-beat ballad that the kids can dance to. Potent rock and roller that could step out.

B “WEDDING BELL CALYPSO” (2:43) [Walt Disney ASCAP—Parker, Ebsen, Camarata] This half features the versatile performer in a contagious calypso novelty about the man who talks too much and finds himself walking down the aisle to be married. Both sides should win the approval of youngsters and adults.
**CLASSICAL**


This is an auspicious beginning for Camden's new series of "Budget Specials." Here is the historic 7th Symphony by the Late Master, performed by the orchestra he conducted between 1925 and 1936, the Philharmonic-Symphony Orchestra of New York. For a disc recorded in the thirties, the sound is marvelously preserved. Striking 1-12"LP's/"Symphony of Live," this rare treasure even at a regular LP price.

**MOZART**—Concerto No. 5 in A Major ("Turkish")—Cleveland Orchestra/George Szell—Columbia CL-1873 (1-12 LP)

The Mozart and Bach works here fill many demands at the violinist, a factor that does not detract Nathan Milstein, for his playing is a credit to the label. In this, his last disc for the label, he displays his technical and interpretative mastery, which is sure to please the true admirer of the Renaissance style.

**BRAHMS**—Symphony No. 1 In C Minor—Vienna Philharmonic/Herbert von Karajan—Columbia 4-4885 (12" LP)

This is the first recording made by Decca's familiar conductor, Igor Markevitch, in the U.S. Pressed during the Markethall's well-received concert appearances here, the disc is a fine representation of the dramatic Brahms. The No. 1, the orchestra under Markethall is the Vienna Philharmonic, and this piece contains only a limited number of LPs. This recording is not only a well-made one, but it has given much pleasure for many years and for tremendous consumer reaction.

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Entertains For The Home Folks

NEW YORK—Ivory Joe Hunter, whose "Empty Arms" on Atlantic made an instantaneous hit in the sales columns, appeared on Ed Sullivan's TV show recently, then headed to his hometown of Monroe, La., for a rest. The residents of Monroe complained about the fact that Hunter appeared on the Ed Sullivan Show for only three minutes, so Jimmy Knox, who owns station KNOE-TV in Monroe, put Joe on for thirty minutes, making everyone in Monroe very happy.

Hunter is now out on 46 one-nighters.

Don Elliot Working College Dates

NEW YORK—Don Elliot has temporarily given up club work, devoting himself to single concert engagements and concentrating on college. In the past few weeks, Don has played University of Vermont, Williams College, University of Pa., Pratt Institute, Hofstra College and Brown University.

On Friday, April 5, the Don Elliot Quartet played Manhattan College; on Saturday, April 6, Brandeis University, and on Saturday, April 13, he will play Hamilton College, with North Texas State and Penn State to be scheduled within the next few weeks.

Don has also been playing occasional club concerts at Rich's Three Gables, White Cannon Inn, and others. These concerts are mostly scheduled for weekends, and leave the week open for recording work. Elliot has lately served as A&R man, contractor, and leader or sideman on numerous record dates. He just finished backing Peter Lawfow, Lillian Roth, Bill Lawrence, Julie Wilson and others, as well as working on his own record dates.

Since his appearance as Jacki Gleason's replacement on March 23, Don is being considered for a summer replacement show under the auspices of the Jacki Gleason Enterprises. The Don Elliot Quartet has been signed to play at the Newport Jazz Festival.

Doherty Joins MGM

NEW YORK—Bob Doherty, formerly chief engineer of Coastal Recording Studios in New York City, has joined MGM Records engineering department. He replaces Clair Krepps who resigned to join Cook Laboratories.

Sandy Moore Opens Record Center

FREEPORT, Ll., N.Y. — Sandy Moore, Long Island's biggest coin machine operator, and distributor for phonographs and games, opens Sandy Moore's Record Center at 240 E. Merrick Road, Freeport, Ll., as a record retail outlet on Saturday, April 6.

In a promotion program, Moore has tied in with Lee Donahue, WKIT dj, known for his "Night Train" program, for a Saturday broadcast from 11 AM to Noon, directly from the premises. This store broadcast will be run every Saturday at the same time.

A further promotion will start Donohue off to Miami Beach, Fla., immediately following the broadcast. He will drive down in his Austin Healy miniature auto, stopping off at various radio stations en route. Part of the promotion will be publicizing a local singer, 12-year-old Sharon Strauss from Oceanside Junior High School. The youngster just made her initial recording for Jubilee Records, and Donohue will hand out copies of the record through his trip.

In addition to the retail outlet, Moore has inaugurated a one-stop record and machine service for operators in his area.

THE ORIGINAL — THE HIT

"SEVEN DAYS IN BARCELONA"

HENRI DE PARI

RKO UNIQUE RECORDS 1400 Broadway N.Y., N.Y.

RKO UNIQUE RECORDS 706 UNION ST. MEMPHIS, TENN.

Attention: Operators' Associations

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

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

Meeting Dates

Music Operators' Associations

Apr. 8—Tri-County Juke Box Operators' Association
Place: Elam 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: Beaconfield 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.
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.

May 2—Phonograph Merchants' Association, Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)

2—California Music Merchants' Association
Place: Sacramento Hotel, Sacramento, Calif.

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

6—California Music Merchants' Association
Place: 311 Club, 311 Broadway, Oakland, Calif.

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

June 27—West Virginia Music Operators' Association
Place: McAule Hotel, Wheeling, W. Va., 6:00 P.M.
(W. Va. M.O.A. Executive Board)

**April Album Releases**

**ATLANTIC**

POPULAR:  
- "The Greatest Rock & Roll!" by Ray Charles, Laron Baker, Clutters, Clyde McPhatter, Ruth Brown, Chuck Willis, Joe Turner, Drifters and Ivory Joe 
- "Bette Davis Eyes" by LP 8001
- "Bix, Duke, Fats"—Tommy Talbot—LP 1250

**BETHELEHM**

JAZZ: 
- "All Of Me"—The Debonair Mr. Hartman—Johnny Hartman—BCL 6014
- "Sounds By Socasol"—Frank Socasol—BCL 70
- "Jazz Mainstreak"—Petitfour-Mitchell—BCL-2
- "Goosin"—Leroy Leno—BCL-71
- "Mal Tom Sings Fred Astaire"—BCL 10048
- "Franco Frye Sings Folk Songs"—BCL 6017
- "Shady It Isn't So"—Jeffrey BCLs—BCL 70
- "Shades of Sal Salvador"—BCL 39
- "Jazz Prickteens"—Eddie Shu & Bob Hardway—BCL AW 52
- "West Coastin'"—Conde Candel and Stan Lopez—BCL 9

**BLUE NOTE**

JAZZ: 
- "Jutta Higo with Zoot Sims"—LP 1530
- "Lou Donaldson Quartet, Quintet, Sextet" with Hardie Stein, Kenny Dorham and Art Blakey—LP 1537
- "Kenny Barry, Vol. 2" with Tommy Flanagan, Oscar Pettiford and Frank Foster—LP 1543

**BRUNSWICK**

POPULAR:  
- "Skyrock"—Jackie Paris—BL-54019
- "The Fox" in Hi-Fi—George Williams—BL 54022
- "Tony Scott In Hi-Fi"—BL-54021
- "Freddy Wayne"—BL-54022
- "This Is Art"—Art Lund—BL-54023
- "The Swimming Heron"—Woody Herman—BL-54024
- "Here's Charlie"—Charlie Ventura—BL-54025
- "Jockie Cain And Ray Krol"—BL-54026
- "Concert Jazz"—Featuring Tony Scott, "Tony Gibbs And Don Ellis"—BL-54027
- "Passion"—Herb Jeffries—BL-54028

**CAMDEN**

CLASSICAL:  
- "Great Artists At Their Best Vol. 4"—Various Classical Artists—CAL 351
- "American And The Philharmonic Symphonic Orchestra"—CAL-352

POPULAR:  
- "Melodic Magic"—Henri Rene and his Orchestra—CAL-352 ³ CAE-389
- "Dreamland Special"—Vance Monroe and his Orchestra—CAL-354 ³ CAE-388

**CAPITOL**

POPULAR:  
- "Viennese Waltzes"—Vienna Volksopernchor—T-10051 ³ EAP-1.10051, 2-10051, 3-10051
- "Strass Waltzes"—Vienna Volksopernchor—T-10053 ³ EAP-1.10053, 2-10053, 3-10053
- "Music of Poland"—Orchestral Sekci Polish Radio—T-10047
- "South Seas Honeymoon"—Voices of the Atolls—T-10080 ³ EAP-1.10080, 2-10080, 3-10080
- "Spanish Guitar Scherzos"—Nino Pascas—T-10082
- "Mariches De Mexico"—Pepe Villa—T-10035
- "River"—Eve Boswell—T-10077

"*All records released were reviewed by "The Cash Box".*
Mozart: Symphony No. 39 in E-Flat Major (K.543); Symphony No. 40 in G Minor (K.550); Symphony No. 41 in C Major, "Jupiter" (K.551/622) — performed by the London Symphony Orchestra in London. 


Bruckner: Symphony No. 9 in D Minor, Op. 107 — performed by the Vienna Symphony Orchestra under Sir John Barbirolli.

Verdi: Requiem — performed by the Milan Philharmonic Orchestra under Arturo Toscanini.

Wagner: Symphonic Poem "B≪ღत≫rtenfest" — performed by the Berlin Philharmonic Orchestra.

Rossini: William Tell Overture — performed by the London Philharmonic Orchestra.

Mendelssohn: Elijah — performed by the London Symphony Orchestra.

Mahler: Symphony No. 9 in D Major, Op. 120 — performed by the Royal Philharmonic Orchestra.
JAMAICA—With calypso songs and singers making a sensational invasion of the United States, bandleader Sammy Kaye (left) studies some native recordings and music of the island's ballads in Kingston, Jamaica. Stanley Motta, owner of music store there, discusses the latest calypso fad with Kaye.

Mitchell Renews With Columbia Records, Signs ABC-TV Deal

NEW YORK—Singer Guy Mitchell signed two hefty contracts this week for records and television. His Columbia Records contract, which expired on March 17, was replaced with a new five-year deal that calls for an annual minimum guarantee of $40,000 plus other benefits.

Since his smash hit recording of "Singing the Blues" broke out into a world-wide hit late last year, Mitch-ell's records have been on the best-seller lists. His latest is "Rock-A-Billy."

It was also revealed that Mitchell's television contract with the American Broadcasting Company is a five-year, one-million-dollar-plus agreement. It calls for him to be paid whether or not he is on the air. However, he will be starred in his own half-hour musical show beginning in October and sponsored by the Revlon Company.

Entertainment budget for the show, which will be produced by Edward Joy Productions, is tabbed for $45,000 a week. It will feature at least two guests a week, an established name in show business and an up-and-coming recording personality.

******************
TIARA RECORDS PRESENTS
"I WONDER"

by

"CONFESSIONS THE BLUES"

GLEN COVINGTON

T. 45-6101

and

"JIPI JAPA PANAMA HAT"

by

"HOW'D YA DO IT SOLOMON"

LEON BELASCO

T. 45-6102

CALL BY DRILL

TIARA RECORDS

1650 BROADWAY

C. 63877

NEW YORK—Connie Francis, MGM recording artist, takes refuge under Philadelphia record distributor Ed Barsky's coat after a waitress drench-ed her dress with overlarded milkshake. Incident occurred while Connie was being interviewed on the Art Miller show on radio station WDNR, Camden, N. J. Art had Connie slip out of her dress and rushed it off to one of the show's sponsors, a one hour dry cleaning plant located near-by. By interview's end, Connie was decent. Both dress and singer are doing fine. Interview with Art (at microphone) went off on schedule.

"Only those records best suited for commercial use are listed in THE CASH BOX"
**The Cash Box, Music**

**Best Selling Pop Albums**

*Also Available in EP*

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**SAN FRANCISCO**—Additional tremors must have been felt on the West Coast when Mercury recording artists, Rusty Draper and the Crewcuts, opened in the Golden Gate city. In wake of the quake the Crewcuts opened at Fack's Night Club while, on the same night, Rusty Draper opened at Bimbo's 365 Club. Pictured above, left to right, are Ridgeway Music Publisher, Charlie time, Marty day, Fack's vocalist, Ree Brumell, Crewcut Pat Barrett, Fack's and Recording Excels of Cavalier Records, Tom Spilman, Crewcut Ray Perkins, Rusty Draper, Songwriter Sid Mobell and Crewcut John Perkins.

**Ralph Williams Named To Head Sales For RCA Custom Records**

NEW YORK, N.Y.—The appointment of Ralph Williams to the newly-created post of Manager, Custom Record Sales for RCA Victor was announced this week by Emmett B. Dunn, Manager of Custom Records. At the same time, Dunn announced a new telephone department. William P. Kelly, named to head up the Field Sales Activity of RCA Recorded Program Services, another new post, and Edward H. Kelly has become Advertising Manager for Custom Records. The Custom Record Department presses records for independent labels and also embraces RCA Recorded Program Services which includes RCA Thesaurus (radio transcription service), and a TV film distribution department.

Williams joined the recording department of NBC in 1945 after a 10-year career as a teacher. He came to the RCA Victor Custom Record Department in 1948 as a sales representative. More recently he has been Manager of Sales Planning for the department. Kelly, who has been with RCA Victor for seven years in the Sales and Popular Record Promotion sections, will now devote his time to advertising and promotion of Custom Record Sales and the company's Recorded Program Services. He succeeds Frank O'Sullivan who will now handle exclusively advertising and promotion for Camel Records, the company's increasingly active low-priced label.

**Capitol Offers Program Service**

HOLLYWOOD — Capitol Records, to further the already-agreed-to play of the disk jockey's album line, is offering jockeys a new popular albums program service. Enlarged in each package of albums are "Programming Tips" sheets offering the DJ information about each album and a thumb-nail bio on the artist featured. In addition, accompanying each LP is a 3 x 5 index card listing each of the titles of the tunes in the albums, their composers, whether the side is vocal or instrumental or both, the publisher of each tune, the performance rights agency and the timing of each selection.

**The First, The Best, The Original**

*MARKET PLACE*

by **RAY STANLEY**

ZEPHYR RECORDS

8510 Sunset Blvd., Hollywood, Calif.

**TRUE LOVE GONE**

(Come On Home)

Sensationally recorded by

- **BETTY MADIGAN**
  on Coral
- **THE ENCHANTERS**
  on Coral

MILLS MUSIC, INC.
NYMEX:

Jerry Blaine, Cosmat and Jubilee, back from Florida vacation looking especially beautiful under the tanning lamps. Jerry was so impressed that he decided Minnie’s for him too. So, Al takes off with his wife and children for two weeks leaving the office duties in the capable hands of Bob Rosen, who just left the Echo and Bobo. Of course, none of us will miss the shoemaker who doesn’t wear shoes! Well the same can’t be said about our music friends: Anyone at Ben Matlik’s Towne was in for a real surprise last Friday would have seen Jerry and Elliot Blaine, Al Silver, Jack Braverman, Lou and Bob Deley, with Tom Delaney (and of course all the wives) cutting some fancy dance pieces. Among the less active were Frank Abravenna and Hysler, spared his what, were scared off by the crowded floor. . .

Atlantic Records flying high with several of their newest albums making great sales totals. Here’s Jerry Hunter’s “Arms” breaking for an & b runaway while racking up “Jip” tippy dixies in the posh So. Joe Turner’s “Touche The Sunsets” & Chuck Willis “C. C. Rider” both headed upward—and now Clyde McPhatter’s “Just When I thought I had it” hitting in the Sively & Esquire for Pearson just for his own private use, but with no intentions of releasing the record. However, Pearson, who is managed by the Righteous Brothers, was not so quickly convinced to strain his enthusiasm and take up the copies around to several jockeys in Kansas City. As a result the deck broke out and Herald is now on the lookout for the orders pressed for national distribution. . .

Norris The Transcriptionist writes that the late George MacRae, brother of bandily crazy about his “The Wall Street Daily Crazy” and “Mary Ann McCarthy”. Norris says he recently flipped through the Record Mirror during the Chicago’s big “Little Kiss” session, which he said he was going to do. . .

Pennleynia, the most popular of the Hawaii and the Philippines. He was accompanied by The Four Robins and The Sepia Dolls. . .

Dondria Lalisac sends clippings that describe the tremendous public response to her new single “Don’t Ask Me To Be Lonely” on her Decca De-Love package. . .

Bob Doby, Duke and Peacock, say “Watch Joe Medwick, he’s your guy you’re hearing plenty about.” Bobby says Medwick has just completed one of the most important singles in music history. He is pleased with the way “I Smell Trouble” is gathering up the dollars. . .

Herman Lobinsky, Savoy and Kalatra of the district, report that Herman’s new single “All of Me” and “What You Don’t Wanna Cry Anymore” has been a hit among all jockeys in the area. . .

Johnny Halona, Alpha Distributer, wanting “Here’s My Love” to be a hit. . .

Johnny says Havae did it when he picked up a number two pen. . .

George Golber didn’t lose any time getting his entry in the contest for his first home release. They are “Don’t Ask Me To Be Lonely” by the Dubs, formerly on the Johnson label. The new number one spot in the district. . .

Jerry Hunter, leader Buddy Johnson, the other disk is “Mine” by Jimmy Stone from the Cross Country label in Lodi, N. J. This disk is said to be “The Greatest Record Release for the Winter” . . .

A music publishing firm called Real Gone. Golber picked up a number two pen for his first home release. They are “I Don’t Wanna Cry Anymore” by the Dubs, formerly on the Johnson label. The number one spot in the district. . .

LAVERN BAKER

Pa. signs Lloyd The Fat Man, Epic artist. . .

Back Ram has an album of his songs tilled, “Happy-Rama”. Folkie includes such as “Great Sixties”, “Babe of New York” and “Great Pretenders” and “Chicago”.

PHIL CHESS proctor claims he says plans are in the works for even bigger hits for the big Shaw sparrow now on the road. . .

“Reports from Cleveland’s Gleason’s claim that Bob—one, all around the house, see Jerry Reed. “In fact, it was recently reported, ‘the fire department made them clear the house after each show in order to keep an eye on the building. Last Friday Bob, Peacock/Duke was in town last week to session two groups, The Uniques and The El Toros. Bobby is expected to cut a new single which will be by a new group making a name for themselves. A group of two, Richard’s Carp, Jimmy Brown’s Ork, Buddy Knox’s Ork, The Del-Vikings (Orioles), The Spaniels (Vee-Jay), Sunny Land Slim (Cobra), Otis Rush (Cobra), the entire Blue Angel nitecy calypso show, . .

On going past the scheduled time of ales for Jackson’s First Argo LP.”

“John Lee Hooker post cards that Hollandale, Fla. crowds are ‘the most’ and that The Orioles are now selling out at the Golden Stallions. Ernie Leanner found enough clippings to cut and think about what was really hot around United Distributors. Top seller for the distri is R. Parker’s “Dulcimer” The Next Time I See Me” followed very closely by Bobby Blue Bland’s “I Smell Trouble”. George Leanner outlined that DXvex’s “No Hype” was by taking off with Okeeh’s “Joy Ride” by Doc Bagby right on its heels. As for the thirsty Jackson is planning to present R. B. King, Jr. Parker, Bobby Blue Bland, Ace, and very hopefull, Coont Basie. Chief disk, “The Man From The Island” by Mel Londoway, was one of the few hits in the last 2 weeks. The Spaniels last week “They cut some pretty good material”, advised Carter. As we were leaving, a new pressing was discovered. A white Ricks, all-though shooting to someone on the phone about Billy Boy’s Cash Box R&B Best Beat, “Kissing At Midnight”. . .

At the other end of record row, they are “Saying You” by Jimmy Reed’s “Honey Where You Going”. Abner greatly eltated over pop recognition with his new double, R. B. King, Jr. Parker, Bobby Blue Bland, Ace, and very hopefull, Coont Basie. Chief disk, “The Man From The Island” by Mel Londoway, was one of the few hits in the last 2 weeks. The Spaniels last week “They cut some pretty good material”, advised Carter. As we were leaving, a new pressing was discovered. A white Ricks, all-though shooting to someone on the phone about Billy Boy’s Cash Box R&B Best Beat, “Kissing At Midnight”. . .

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LOS ANGELES:

Fast-rising rhythm and blues artist, Jessie Belvin has joined the Terry Joe Hunter show now touring the West Coast. Her new Modern Records release of “Don’t Close The Door” and “By My Side” couple a romance ballad with a rock and roll jump tune. . .

Harry Okan’s Arrow Records have released the original recording of “The Wrong Door” by The Jackson Brothers. Three major companies are covering the tune. . .

Lowell Fulsom currently at the top of the records sheet with “Taramambo” now doing the live disk-jockey show every weekend from the Ball- ennium in Los Angeles. . .

Mahalia Jackson’s “I Claimed It” b/w “God Is Good” to kick over really big in the inspirational field.

CHICAGO:

Phil Chess prouder than proud over letter received from Microphone Music Co., Honolulu, Hawaii, stating they have signed the largest record deal in the history of recording. The deal includes a number one spot in best selling albums on the Islands. “This is the first time in the history of the music business that an ‘indie’ album has made it to the number one circle out here”, states Chess. Spiritually, Maceo Woods is planning a “Spiritual Cavalade of Stamps” including not only Woods but Pat Love with The Gospel Harmonettes and The Davis Sisters. . .

Ike Turner through town visiting with various discjockeys, “Move pending”, predicts Turner. . .

Busy-busy Stan Pat wearing out his legs trying to keep up with The Rosheeds’ Darkest Dearling” and Frankie Lyon’s Teenagers doing “Out In The Cold Again” both on Oco. . .

Shelly & Lee

Sherill Lee

www.americanradiohistory.com
Cleveland—Capitol artists George Shearing and Marian McPartland meet with Tom Brown, WHK, jazz jockey, at the Modern Jazz Room Sunday afternoon session for Brown's Jazz Ohio Club. The Jazz Ohio Club now numbers over 1000 members who meet once a month to listen to the music and discussions by famed jazz artists. Shearing was appearing for the week at the Modern Jazz Room, and Marin was at the nearby Theatrical Lounge.

Glancy Appointed To New Columbia Post

New York—Kenneth Glancy will assume responsibilities for the newly created post of Product Manager of Extended Play, as well as low priced LP lines, according to an announcement last week by Hal B. Cook, Vice President of the Columbia Records Sales Corporation. In the new position, Glancy will be charged with developing merchandising and general coordination of packaging, scheduling and marketing of EP and low priced LP products.

Glancy is a Columbia sales veteran, having served the firm for four years as field sales representative for the Detroit Distributor up to 1953. The following years he served as District Sales Manager in that market. Recently he has been serving as District Manager for the New York-Newark-Philadelphia area and will continue to function in that role for the remainder of 1957.

Glancy will headquartered in New York and report to Cook.

Presley On Shorr Show

Detroit, Mich.—For three hours, Elvis Presley was the guest of WXYZ deejay Mickey Shorr on his radio show, Friday, March 29th.

Shorr went to Chicago where Presley was working and got the whole show on tape. Last Tuesday, he announced to his listeners that he would have Presley on his show, and in the next few days, over 15,000 phone calls were received by WXYZ inquiring about where and when the show would take place. Callers were told the show would be conducted from an unknown spot to prevent riots.

Shorr will emcee the forthcoming Presley one nighter set for the Olympia in Detroit. The stint is already sold-out with 32,000 people scheduled to attend the two performances at a $4.50 top.

Time Flies

New York—Dizzy Gillespie is now celebrating two anniversaries—15 years since the birth of bop music which he founded in 1942 and the one year anniversary of his new big band, Gillespie & Co. are still one of the most popular night club attractions in the country.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
LIBERTY SIGNS RUMSEY TO HANDLE JAZZ

HOLLYWOOD—In a move to solidify the company's growth in the jazz field, Liberty Records last week signed Howard Rumsey, a pioneer of West Coast Jazz, to a long-term pact in a dual capacity. Rumsey will be artist and repertoire supervisor on all of the company's future jazz efforts, and will also record with his Howard Rumsey's Lighthouse All-Stars. Liberty's Jack Ames stated that Rumsey will be given free rein within the Lighthouse series of albums to create and develop new jazz ideas for the company.

Eight years ago, Rumsey, a part-time musician—brick tile layer, brought his original group to the renovated lighthouse in Hermosa Beach for a limited engagement. The local citizenry flocked on the invasion by the jazz musicians and provided little initial support, either financial or moral.

Despite this reception, jazz prospered. Today, the Lighthouse All-Stars are continually employed (52 weeks a year) in the same spot (the Lighthouse).

The first Lighthouse All-Stars, in addition to Rumsey on bass, was composed of Shorty Rogers, Jimmy Guiffre, Bob Cooper (still with the group) Milt Bernhart, Frank Patchen and Shelby Manne. Additions and changes through the years have seen many of the top names in the modern jazz field on the West Coast and either members or as special guests, sitting in with the group. This includes such jazz stalwarts as Rolf Ericson, Bud Shank, Claude Williamson, Max Roach, Stan Levey, Conte Contodl, Frank Rosolino, Chet Baker, Gerry Mulligan, and others.

COMSTOCK NEW ATLANTA DISTRIB

NEW YORK—The new Columbia Records distributor in the Atlanta, Georgia, territory is the Comstock Distributing Company, according to an announcement made last week by Hal Cook, Vice President of the Columbia Records Sales Corporation. The new firm replaces Distributors, Incorporated in that area.

Cook points out that Distributors, Inc., which had serviced this area, has relinquished this portion of its territory in order to expand and develop its continued service of the Jacksonville, Florida, market.

Donald Comstock, President of the new distributor firm in Atlanta, has a rich background in the record business and in the past nine years has been a salesman, branch manager and, most recently, a District Manager for Capitol Records.

PRESTIGE RELEASES FIRST ALBUM

NEW YORK—Prestige Records has released the first in a series of albums featuring new vocalist Barbara Lea. The disk features the accompaniment of Johnny Windhurst, Dick Cary, Al Casamenti, Al Hall, Dick Hyman and Otis Johnson.

At the same time, the diskery announced the appointment of the following distributors to handle the 12" LP line: Jay Kay in Detroit; Harold N. Lieberman Co. in Minneapolis and Roberts Dirt, Co. in St. Louis.

PRESTIGE RELEASES FIRST ALBUM
THE DREAMERS
(Fig 119)
B
"DO NOT FORGET" (2:24)
[Limey Music BMI—Richard Berry]
The Dreamers has expertly
through a slow beat pretty. The fem-
teamwork results in good sound and
wording. Please.
B
"TOMMY'S HIDDEN JEWEL" (1:57)
[Limey Music BMI—Richard Berry] This
another illiteracy reading. Rhythmically
romancer fashioned pretty.

THE "S" ROYALES (King 5032)

B+ (2:27) [Arno Music BMI—Pauling, Paul] The "S" Royals rock out a
middle beat jump blues with a good,
but typical Royales reading. Deck
should get a fair reaction.
B+ "TEARS OF JOY" (2:38) [Arno
Music BMI—Lowman Pauling] The "S"
Royales rock out with a dainty
slow beat bouncer. Stronger deck as
the material and treatment come off in

LIGHTNIN' SLIM (Excels 2106)
B+ "MEAN OLD LONESOME
TRAIN" (2:37) [Excelsior BMI—
West, E.B.] Lightnin' Slim chants
a middle beat down home blues with
a strong, authentic bit of blues sing-
ing. Wax captures that same train
whistle in the night. Should do very
well in the down home markets.
B+ "I'M GONE" (2:21) [Excelsior
Music BMI—West, Glee] Slow beat
in-
sulting beat and lyric. Typical
outpouring of a singer.

SCREAMIN' JAY HAWKINS (Okeh)
B+ "YOU MADE ME LOVE YOU" (I Didn't Want To Do It) (1:58)
[ASCAP — S. Hawkins, Mac
er, London] This disk should grab
mountains of airplay. Screamin' J
Hawkings takes that de oldie
and torments it to a fare-thee-well. His
reading is like something you've never
heard before. For programming it's
a must. Something to hang your hat on.
Wild — morbidly dark, commercial.
Should start the phones ringing.

B+ "DARLING, PLEASE FORGIVE
ME" (2:17) [Atlantic Music BMI—
Nash, Hawkins] For offset it's Screamin' J.
Here's another Hawkins treatment of a de oldie
and love theme. Jay reads tenderly, with
scaren of agony in the background.
Screamin' Jay's horrible, tortured
cries of anguish make you want to
go to his rescue. Comment on the first
deck also apply to this one. A disk
Jockey's delight.

DABS FIVE ROCKS AND A ROLL
(Dover 6001)
B+ "YOU PRAISED WAL-
LA" (2:32) [Danby BMI—Babs
Gonzalez] Babs dishes up a gay little
ditty with that Country steel
flute, with a fair commercial value.

C "NO POO, S—NO FUN!" (2:46)
[Barclay BMI—Babs Gonzales] Babs
turns his talents in the direction of
the calypso. The stronger deck.

THE MIDNIGHTERS (Federal 12293)
B+ "I'M THE DOORWAY CRYING"
(2:20) [Jay & Cee BMI—Henry
Ballard] The Midnighters blend on a
lyric reading of a good, alert blues.
Syncopated rhythm supplied
instrumentally gives the vocal team
a fine line. Material gives
out a shade of support that is required.

B+ "E BASTA COSI" (2:35) [Marc-
Kay BMI—Robert Riley] Quick
beat calypso is the coupling. Deck
comes off with appeal.

SHY TONE ORCH./
BABY WASHINGTON
(4 & 466)
B+ "EVERY DAY" (2:30) [Zell's
Music BMI—Z. Sanders] Baby
Washington rocks out a middle beat
rhythmically ditty with a spiritual back-
ground. Ok shouting with a strong
instrumental support by the Shyne
Orchestra.

RICKY JONES (Herald 498)
B+ "I'M WALKING MY DOG" (2:04)
[Angel BMI—Jones, Allen] Ricky
Jones delivers a quick beat jump
with an ingenious vocal. Sprightly deck
that inspires foot tapping. Happy and
pleasing wax.

C+ "HATE TO SAY GOODBYE"
(2:26) [Angel BMI—Jones, Allen] Jones
bangs out a quick beat racer on the
flip. It is a r & b jump with a
country sound. Ok wax.

BOB KORNEGAY
(2:59)
B+ "FOCUS VOY POCO DOO"
(2:55) [Aladdin BMI—Stone, Kornegay, Steward] Big Bob shows out a quick
beat dixieland novelty with an
enthusiastic vocal. This is what
one should get for action after the excitement aroused by his
"I'm In The Phone Booth."
Heavy hitting wax.
B+ "COME BY HERE" (2:59)
[Angel BMI—Stone, Kornegay] Big
Bob Kornegay does it the
calypso swing with a quick beat
novelty. Sprightly deck.

THE JIVERS (Aladdin 1125)
B+ "RAY PEARL" (2:05) [Aladdin
BMI—John Sauter] The Jivers
bump merrily with a quick beat
jump. Deck combines good vocal
sound, driving ork in the breaks, and a
beautifully ditty, Ok side.

C+ "DEAR LITTLE ONE" (2:15)
[Aladdin BMI—Sauter, Memer] The
Jivers swing out lightly with a pop
styled music hit. Easy reading of a pretty romancer.

OTIS RUSH (Cobra 5100)
B+ "GROANING THE BLUES"
(2:50) [Armel BMI—Dixon] Otis
Rush shows out a slow beat blues
with deep depression. Country material and
down home walking, Strong wax
that should break out with a
rash of airplay.

B+ "IF YOU WERE MINE" (2:25)
[Armel BMI—Dixon] Rush han-
ers a rhythmic bouncer with appeal.
Deck, though southern in nature, has
the appeal to all markets. Rush turns it
in good performances.

WYNONA CARR
(Specialty 600)
B+ "DO WHAT YOU KNOW ABOUT LUCI" (2:45) [B. Marks BMI—
David, Livingston] Miss Carr han-
ers herself like a real professional.
She sings like a bird, but has
those little extra squeaks and belts. Very
listenable deck.

B+ "REMEMBER ME" (2:48)
[Venice BMI—W. Carr] Wynona
Carr delivers a slow beat pop-
thef, easy approach to an intimate
lyr. Pretty offering.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"NOBODY BUT YOU" (2:24)  
[Are BMI—Little Walter]  
"EVERYBODY NEEDS SOMEBODY" (2:39)  
[Are BMI—W. Jacobs]  
LITTLE WALTER  
(Checker 839)  
- Little Walter delivers two down home numbers that should gather him a good deal of attention. "Nobody But You" is a middle beat rhythm blues that should appeal to the entire R & B market. Walter wails in convincing manner, giving the tune the little bit extra it needs to kick off. Good blues deck that should be watched. Similarly, "Everybody Needs Somebody" is a strong blues etching that could take hold. Little Walter gives it a real meaty reading. We like "Nobody" a shade better, the big no means overlook "Everybody."  

"MARY" (2:14)  
[Lark BMI—Redd, Marrar]  
"I AM OLD ENOUGH" (2:10)  
[Peer International BMI—Redd, Davis]  
THE SCHOOLBOYS  
(Oak 7983)  
- The Schoolboys, coming off a two-sided hit, again reach for the double status. First time out of the box, The Schoolboys sang to "Shirley" and now switch to "Mary." Fickle tho the lads might be with the girls, they don't fickle with the jocks, ops and tailors. They come up with a top-notch treatment of the quick beat jump featuring a stick-out lead. The coupling, "I Am Old Enough," is a sincere rhythmic slow beat ballad beautifully done. Again the lead shows an knack in roll lyric. The one so young. Stirring deck that will offer stiff competition in its coupling. Two sides to be reckoned with.  

"RANG TANG DING DONG" (2:50)  
(I Am The Japanese Sandman)  
[Boss BMI—Williams]  
"YOU TOOK MY LOVE" (2:48)  
[Boss BMI—Thomas]  
THE CELLOS  
(Apollo 510)  

JOE PERKINS AND THE RICKIES  
(King 5030)  
B "HOW MUCH LOVE CAN ONE HEART HOLD" (2:18)  

"A NEW FEELING" (2:27)  
[Mar Kay BMI—Riley, Bragg] Joe Perkins and The Rookies switch to a slow paced ballad pretty. Easy to listen to wax done with sincerity and warmth.  

KENNY AND MOE  
(Deluxe 6122)  
B "I WANT TO LOVE YOU" (2:25)  
[Men-Lo BMI—Ballard, Polham, Lucie] Kenny and Moe turn in a strong and effective reading of a slow, rhythm blues. Wailing platter has mood, sound and tune. Could break out and become a good sales attraction.  


LITTLE WILLIE FOSTER  
(Cobo 5011)  
C+ "CRYING THE BLUES" (2:40)  
[Armel BMI—W. Foster] Little Willie Foster turns in a good performance on a typical southern blues. Deck should grab a good reaction in the southern territories.  

"LITTLE GIRL" (2:31)  
[Armel BMI—W. Foster] Similar comments on a similar recording.  

THE THREE D'S  
(Paris 503)  
B "LITTLE BILLY BOY" (2:09)  
[Great BMI—Johnny Dalton] The Three D's bang out a quick beat jump with a rock and roll feel. The story tells of Little Billy who learned the latest rock 'n roll dance step. Good vocal teamwork with a beat the kids should like.  

"LET ME KNOW" (2:05)  

"It's What's in The Cash Box That Counts"
They Like The Colonel

NASHVILLE, TENN. — Jim Denny (right) head of the Jim Denny Artist Bureau, presents Col. Tom Parker, manager of Elvis Presley, with a plaque which reads: "To Our Friend, Col. Tom Parker. We Think The Best Talent Manager of 1956".

Denny presented the award on behalf of a number of other artists including Webb Pierce, Carl Smith, Red Sovine, Goldie Hill, Jimmy Dickens, George Morgan and the Duke of Paducah. The artists and Denny felt that Parker deserved such an award for his many years of great contribution to the growth of the country music field. Although Parker is now associated with an artist whose appeal is in both the pop and country field, he has devoted much of his knowledge and talent to many artists in the country field thru the years.

Plans New Label

CHICAGO—Don Robey of Duke and Peacock records in town this past week revealed that his firm is planning to add another label to the two it now has.

Robey also advised that he had signed new artists for the firm on this trip.

He seeks a name for the new label and has some suggestions, which, he believes, may prove valuable.

Chet Atkins Named Musical Director For RCA Victor

NEW YORK—Chet Atkins, internationally famed country-western artist, has been named a Musical Director for the RCA Victor Record Division.

The announcement was made by Steve Sholes, Manager of Victor's Specialty Record Department, Atkins, who has been recording for Victor for the past 13 years, will conduct recording sessions at the company's Nashville, Tenn. studio. He has been doing part-time work for Victor since 1938 on a consultant basis.

In the four years Atkins has worked as a consultant for Victor he has been directly associated with Sholes in producing some of the all-time great Country Western hits. He was musical director at the session during which Elvis Presley made his first recording for Victor, "Heartbreak Hotel." In 1965 he conducted the session at which the Davie Sisters recorded "I Forgot More Than You'll Ever Know," most hit of the year in the Country and Western field. He also has been musical director at record dates for such top talent as Jim Reeves, Hank Locklin and others.

Atkins, who consistently wins trade praise as one of the recording world's outstanding instrumentalist in Country Western, is one of Victor's biggest awards.

The 33-year-old guitarist is a native of Cut Off, Tennessee. His father, James, was a pianist and voice teacher, but Chet's regis interest was a small local guitar that belonged to his brothers, Jimmy and Lowell. When the brothers placed together Chet had to switch to fiddle for lack of another guitar. At the age of nine, he acquired his own instrument through a trade for a broken pistol that had come his way in another trade. From then on, it was all guitar, and Chet was called on to play for every community, social and school program.

At 17, Chet made his first radio appearance in Knoxville, Tennessee, a station where he later had his own daily show.

Chet is married to the former Leona Johnson, who is the twin sister of Jethro's wife (of the popular Homer and Jethro team).

His newest Victor album is "Finger Style Guitar" and his most recent single is one of his own compositions, "Blue Echo.

No. 1 Sands Fan

Baltimore, Md.—Miss Pat Ross, 19-year-old youngster who has a "Teen Age Crush" on Tommy Sands, proudly displays her membership card in the Tommy Sands Fan Club at Baltimore's new Bally Buddy Deane (WITH). Pat is the first official member of the new fan club in this area.

If you are reading someone else's copy of The Cash Box why not mail this coupon today!

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Enclosed find my check for $15 for a Full Year (52 Weeks) Subscription.

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

Right Song — Wrong Artist

NEW YORK—The #5 tune in the Boston "Hot" chart, appearing in the April 9th issue should have read "Just Because" by Lloyd Price (ABC-Paramount 9702) and not by Larry Williams (Specialty 597).

52 Issues

THE CASH BOX $15
SHEVEPORT, LA—David Houston of RCA Victor Records dropped in to chat with Chuck Duraway of KENT recently and also to plug his new release of “I Ain’t Goin’ There No More.” They had a half hour interview discussing the current trend of Country artists going Pop.

Price And Robbins Receive Columbia Records’ First Gold Guitar Awards

NASHVILLE, TENN.—April 6 was a big day in the lives of Grand Ole Opry stars, Ray Price and Marty Robbins, for on that date they received Columbia Records’ first Gold Guitar Awards. “Geedown,” as they are called by the trade, are presented to the Columbia country artist whose record has sold 250,000 copies or more. Marty Robbins’ rendition of “Singin’ the Blues” far exceeded the one-quarter million mark and Ray Price’s “Crazy Arms” was the best selling country record of 1956.

Presenting the awards on the stage of the Opry was Hal Cook, vice president and director of sales for Columbia and Don Law, Columbia’s Country A & R man. Immediately following the award presentation, Ray and Marty embarked on a promotion tour which will take them across the nation meeting and talking with disk jockeys about their latest Columbia Records. Marty’s new release is “A White Sport Coat” and Ray’s has not yet been announced.

Both Ray and Marty entered Prince Albert’s NBC portion of the “Grand Ole Opry” on Saturday night, April 6 which was designated as Geepee Day on the Opry. This was the first time in the history of the show that it had had a double encore as well as the first time that the Gold Guitar Awards had been given.

Decca Adds 19 Year Old Singer

NEW YORK—Don Woody, 18-year-old vocalist from Missouri, has been added to Decca’s Country roster. He makes his bow on the label with two tunes on which he is co-writer: “You’re Barkin’ Up the Wrong Tree,” and “Bird-Dog.” In addition to his professional music business activities, Woody is still attending Missouri State College, where he is a sophomore.

The Country Records Disk Jockeys Played Most

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

1. GONE
   Fein Husky (Capital), Donny James (Capitol), Johnny Cash (Sun)
2. YOUNG LOVE
   Sonny James (Capital), Jim Reeves (RCA Victor), Johnny Cash (Sun)
3. THERE YOU GO
   Johnny Cash (Sun), Patsy Cline (Decca), Johnnie Carter (Columbia)
4. TOO MUCH
   Elvis Presley (RCA Victor 20-6800; 47-6800)
5. I’M TIRED
   Webb Pierce (Decca 30155; 9-30155)
6. AM I LOSING YOU
   Jim Reeves (RCA Victor 20-6749; 47-6749)
7. WALKIN’ AFTER MIDNIGHT
   Patsy Cline (Decca 30221; 19-30221)
8. KNEE DEEP IN THE BLUES
   Marty Robbins (Columbia 40815; 4-40815)
9. TRAIN OF LOVE
   Johnny Cash (Sun 258; 45-258)
10. SINGING THE BLUES
    Marty Robbins (Columbia 21545; 4-21545)

Mercury-Staraday Moves To Madison, Tennessee

LOS ANGELES—Don Pierce and “Pappy” daily have announced that the Mercury-Staraday and Staraday Record Company home offices have been moved from Los Angeles to Madison, Tennessee. The new address for Mercury-Staraday is Box 115, Madison, Tennessee.

Don Pierce pointed out that the rapid growth of the Staraday firm in the recording and publishing field, together with the expanded activities required by the Mercury-Staraday “Country Series” had made it impossible to get maximum results from the West Coast to the move to Nashville, the country music capital of the world, was inevitable. “Pappy” Daily and Don Pierce had been planning to operate in the Nashville area for some time.

Murray Frost, assistant to Don Pierce, is also making the move. Both Don and Murray Frost are selling their homes in the Los Angeles area and moving their families to Tennessee. Murray Frost is purchasing the home formerly occupied by Gabe Tucker who has returned to Houston, Texas. Gabe was formerly manager of Ernest Tubb and Justin Tubb and the Wilburn Brothers. Pierce has purchased a lot on Old Hickory Lake and plans to build as soon as possible.

Pierce has a heavy itinerary for the coming month. He will be visiting all of the Midwest, Eastern and Southern distributors and branches during April, May, and June. He will be concentrating on the working with Mercury-Staraday salesmen, one-stop, and key Country dealers to insure maximum promotion for Mercury-Staraday releases. In addition, Daily and Don Pierce will be attending the MOA Convention in Chicago during May, the Country Music Disk Jockey Convention in Kansas City during May, and the Jimmie Rogers Memorial in Meridian, Mississippi.

At the same time, “Pappy” Daily announced that he had acquired Charlie Walker, formerly on Decca, for the Mercury-Staraday Country Series. Charlie’s first release couples, “Dancing Mexico City,” a George Jones song, with “Gentle Love.”

A new George Jones release is scheduled for April, and certain Mercury-Staraday releases will be by the Country Music Disk Jockey Convention in Kansas City, May, and the Jimmie Rogers Memorial in Meridian, Mississippi.

His Latest — His Greatest! PORTER WAGONER sings “GOOD MORNING’ NEIGHBOR” RCA Victor 20/47-6444

VALLEY PUBLISHERS
BOX 10033, KINGSTON PIKE
KNOXVILLE, TENN.

Bobby Bare

“Life Of A Fool” “Darling Don’t”
CAPITOL # 1868
OPAL MUSIC

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>I'M LOSING</td>
<td>Johnny Cash</td>
<td>Sun</td>
</tr>
<tr>
<td>2</td>
<td>TAKE THE 'A' OFF 'MAMA'</td>
<td>Kitty Wells</td>
<td>Decca</td>
</tr>
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**Country Reviews**

**BULLSEYE**

**THE THREE WAYS (To Love You)** (2:35) [Springfield BMI—E. Jay, J. Dixon]

“A CHANGE OF HEART” (2:37) [Auff—Rose BMI—B. & F. Bryant]

Kitty Wells is one of the few gal singers around today to buck the trends with any consistency. The thrush recently rode high with her solo crooner, "Repenting," and is currently doing big things with her Webb Pierce duet effort, "Oh, So Many Years." Now the thrush puts her best foot forward, once again, as she goes it alone on the ballad "Three Ways to Love You," a beautiful pendant to the thrush set that her sincere, whole-hearted method is the best of "Three Ways to Love You." Two sterling performances by Kitty with little to choose between 'em. Ops and dealers—get with it!

**“GOOD MORNING NEIGHBOR”** (2:15) [Valley BMI—F. Wilson]

**“WHO WILL HE BE?”** (3:19) [Warden BMI—G. Wilson]

Porter Wagoner (RCA Victor 20-6844; 47-6844)

Here’s a power-packed two-sider that Porter Wagoner’s vast legion of fans, as well as lovers of sacred music, are gonna buy up the carloads. One end, titled "Who Will He Be," spotlights Porter on an inspiring vocal and recitation. Chorus and arr back up superbly as the artist imparts his message with telling effect. "Good Mornin’ Neighbor" is a sparkling, hand-clappin’, jubilee-style opus that Wagoner and the vocal group project with febrile spirit. An outstanding religious pairing.

**I NEED YOUR LOVIN’** (2:27) [Conway BMI—Twitty, Paulman]

Conway Twitty (Mercury 71086; 7108645)

A bright new prospect for both the country and pop markets makes his debut on the wax scene. (See Pop reviews.)

**BILL WIMBERLY**

(Mercury- Starday 71089; 7108945)

B "BACK STREET" (2:41) [Star- rite BMI—B. Wimberly, B. Dee]

Here’s a tender, tear-compelling mod- erate paced romantic opus that Bill Wimberly, along with his Cousins, Rhythm Boys, deals out in convincing fashion. The guy’s willing to take the risks of a hidden love affair if over the gal needs him. B "MISSOURI D R A G ’" (2:44) [Starrite BMI—B. Wimberly, B. Dee]

The artists display their fine in- strumental-wares on this fetching, middle beat rhythm piece that the jocks are gonna spin aplenty.

**FREDDIE HART**

(Columbia 40908; 40906)

B "FRAULEIN" (2:09) [Hayward BMI—L. Williams] Freddie Hart comes up with a strong entry as he hops on a middle beat tenor-ter that’s starting to climb the country lists in rapid fashion. Splendid offer- ing that should grab off a big slice of the sales melon.

B "BABY DON’T LEAVE" (2:19) [Vidor BMI—F. Hart]

Flipside the chart-precociously delivers a romantically, bluesy item, Engaging vocal and r & b-flavored in- strumental assist.

**CARL MANN**

(Jaxon 502; 45-502)

B "ROCKIN’ LOVE" [Knox BMI—C. Mann] Carl Mann has a hard- dinger in this unusual two-tempo debut. It’s a fascinating blues item that moves along at an easy gait up ‘til the mid-point where it breaks into a solid rock ‘n’ roller, Intriguing sound on a deck with tremendous pop- country prospects.

C "GONNA ROCK AND ROLL TONIGHT" [Knox BMI—C. Mann] Mann tells it like it is on his new C. M. single. A pithy country rocker that Mann belts out in his usual boppin’ style. The Kind Katts colorfully support on both sides.

**SMILEY & KITTY WITH RITA FAYE**

(MGM 12453; 12454)

B "WISHFUL THINKING" (2:05) [Ace BMI—I. & C. Louin]

(BMI—D. Rose BMI—I. & C. Louin) The Smiley-Kitty-Rita thing is a happy marriage of a young, attractive girl with a good, clean cut number that has 'em swooning in their seats. Top grade material that the trio handles effect- ively. Good bet for deejay program- ming. Could step out.

B "TILL THEN I’LL REMEMBER" (2:27) [Ace-Rose BMI—Bull- man] Some more first quality close harmony, this time on a lovely sentimental mite. Pretty wedding of mel- ody and lyrics.

**BOBBY BARE**

(Capitol 3668; 3666)

B "DARLING DON’T" (2:28) [Opal BMI—B. Bare] Bare turns in an impressive performance on this second outing for the label. It’s a strong, vocal & instrumental number that the warbler renders with warmth and sincerity. A side to watch closely.

B "LIFE OF A FOOL" (2:16) [Opal BMI—B. Bare] This one’s hard to fault, reflects that he took advantage of an innocent gal who really cared for him. Good melody and arrangement, and quite a few things that the song- writers polish off with finesse.

**KENNY BROWN**

(Radio 121; 45-121)

B "WITHOUT A PRETTY GIRL" (2:01) [Flex BMI—Brown, Peters- son]

The Arkansas Ramblers showcase Kenny Brown in a tasteful instru- mental fashion as the vocalist brightly sports a contagious, quick beat romanti- cism bouncer.


**Buddy Shaw**

(Starday 618; 45-618)

B "NO MORE" [Starrite BMI—R. Snider, B. Shaw] Buddy Shaw displays an enticing, rockabilly style as he steps up to bat out an evocative, bluesy number. Pleading phrasing that oughta make the heartstrings ring. Could make a heap of noise with exposure.

B "THE BREATH OF LIFE TO ME" [Starrite BMI—R. Snider, B. Shaw] Changes the pace on the bottom portion as he movingly projects an expressive, mean beat love ballad.

**JIMMY AND JOHNNY**

(Decca 30278; 9-30278)

B "HERE COMES MY BABY" (2:14) [Cedarwood BMI—W. Pierce, J. Math] And here come Jimmy and Johnny with an enjoyable up beat love cutie that has the quality, novelty and charm to break through the “hit barrier.” Watch it. Could be a smash.

B "DON’T GIVE ME THAT LOOK" (2:10) [Cox BMI—J. Math] On the under deck the boys are afraid to start love anew with the false-hearted gal. An up tempo jitter that the song- writers polish off with finesse.

**BOB STRONG**

(Blue Hen 130; 45-130)

C "MOON OVER NIGARA" [Zinn BMI—Norman, Short, Bru- ney] Bob Strong, warmly backed up by his Sugarbrush, Serendipsters, softly spins a slow moving tune devoted to the honeymooners.

B "I GAVE TO YOU MY HEART" [Strong] Another slow paced opus, this time a country musical backdrop, is wrapped up in an attractive style by Strong. Easy-on- the-ears pairing.

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

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April 13, 1957

Hank Snow Feted on 20 Years With RCA Victor

NEW YORK, N. Y.--Hank Snow, one of the world's most widely-known Country singing stars, last week was presented with a gold statuette of Nipper, RCA Victor trade-mark, commemorating his 20 years as a recording artist on that label.

The presentation was made by Lawrence W. Kanaga, vice president and general manager of Victor, at a luncheon in New York's Town Tennis Club.

In presenting the award, Kanaga pointed out that Snow has consistently been one of the greatest record sellers in his field ever since he joined the label. His most recent single record release, "Coffee Sweetheart" backed with "Marriage & Divorce," as well as a new album, "Country and Western Jamboree," are currently moving up rapidly on the charts.

Although Snow originally built his reputation in Canada, it has taken too long for Hank to equal and surpass his Canadian fame here in the United States. However, his early childhood and circumstances leading up to his singing career were not so quite so rapid and easy.

By the time he was twelve he was fending for himself, sailing to sea, as a fishing schooner. It was here that his singing and guitar playing talents developed, and he had ample opportunity to put in plenty of hours of practice while entertaining his comrades.

At fifteen he became a lumberjack, and subsequent jobs included fish peddler, fish peddler, insurance salesman, steamboat, druggist, errand clerk and newsboy. Later, he began his way to Halifax in order to audition for his first radio job.

Hawkes was an overwhelming success, and his first commercial program started in 1936 over station CHNS, when he began backing himself with a five-piece band and using the name "The Singing Ranger." During the middle and late thirties he was featured on the "Canadian Farm Hour" and received top billing at numerous Canadian exhibitions and fairs. Despite all his activity he found time to open his own guitar studio and begin extensive personal appearances. In 1936 he first began recording for RCA Victor in Canada.

It wasn't until 1944 that Hank made his debut in the U.S., selling war bonds in Philadelphia and broadcasting over stations WCAU and WIP. Once he was heard on the radio, he landed a feature program at WWVA in Wheeling, W. Va., and did guest appearances at WCAU. It was about this time, too, that he purchased his famous electric horse, "Dahmerce."

In 1948 Hank made his first American tour, and the following year, his first RCA Victor platter was released in this country. There was an immediate and overwhelming response. Since then, he has recorded hit after hit, including many of his own famous compositions such as "I'm Movin' On," "The Golden Rocket," "The Rhumba Boogie," and "Music Makin' Mama from Memphis."

In 1956 he signed a seven-year contract with WSM in Nashville, Tenn., in spite of the fact that the station had its doubts as to Hank's ability to succeed. These fears were quickly dispelled when "I'm Movin' On" and subsequent releases really did "move on" to become big hits.

Hank enjoyed an unprecedented honor when his million-seller, "I Don't Hurt Anymore," remained at the top of the charts for exactly one year—from May, 1954, to May, 1955.

Hank is married and the father of a grown son, who is now taller than his dad. Young Jimmie Rodgers Snow has been making numerous TV, radio, and personal appearances with his father; and on a couple of occasions has, according to Hank, "stolen the show."

MGM Releases 3 Hank Williams Albums

NEW YORK—MGM last week released a special Hank Williams package containing three 13-inch long playing records and a four-page brochure featuring photos and biographical material on the late song writer and recording artist whose disks have sold in the millions since his untimely death three years ago. The package will retail for $1.98.

Cover design features an oil painting replica of Williams.

The popularity of Hank has never diminished in the years since his death. The record exec has a back-log of Hank Williams tapes and masters to last for years.

Small Named Talent Scout For Event Records

WESTBROOK, ME.—Al Hawkes, owner and general manager of Event Records in Westbrook, Maine, has appointed Jim Small as his national talent scout for the company. Event deals strictly with Country and Western music.

Small, who has been in the Country field for the past 26 years, also manages some of the acts he has placed on Event. Among them are Jimmy Copeland and his Texas Kids, and Sonny DeFreest whose first release "Little Boy Blue" and "Hurt By Love" was just issued.

Hawkes, the label's proxy, is a veteran Country singer and entertainer.

Dean Show Bows April 8

NEW YORK—George Hamilton IV, the collegiate whose ABC- Paramount recording of "A Rose and a Baby Ruth" catapulted him to the top, and Jan Crockett, who attracted national attention as Miss Florida, will be featured on "The Jimmy Dean Show" which premieres Monday, April 8, over the CBS Television Network, 7:00 to 7:45 a.m. E.S.T., and rebroadcast 7:00 to 7:45 a.m. C.S.T.

The easy-going country-style music show will be presented from Washington, D.C. five days a week by Jimmy—through-Friday, with Dean as host.

Miss Crockett and young Hamilton will join with Dean's regular family, the Texas Wildcats Band, The Country Lads Duo, and ventriloquist Alice Helston in presenting the early morning feature.

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

Randy Blake Moves "Supertime Frolics" To WLW

CINCINNATI, O.—Randy Blake, popular country disc jay, has moved his "Supertime Frolic" Show to radio station WLW in Cincinnati.

The program is being broadcast every evening from WLW (except on Monday) from 8:05 to 9:30 EST. It

KPOK Opening

LAS VEGAS—Happy about the whole thing at the recent KPOK opening are (left to right) Saxie Dowell, KPOK executive vice-president; Abe Schiller, executive vice-president of the Las Vegas Flamingo Hotel; Mayor Malcolm White of Scottsdale; Dick Gilbert, president of KPOK; and Arizona's State Treasurer J. W. Kells, all of whom are holding "Thousand Dollar" bills given away by Mr. Schiller: owner of the ornate saddle once owned by the late William S. Hart.

Many state and local officials—and more than 1,000 invited guests—were on hand for the two-hour broadcast from 4:46 p.m. which marked the opening of KPOK offices and studios to the public at the Safari Hotel Radio Center building.

Congratulations to Hank Snow on His 20th Anniversary with RCA Victor and still going strong from Elvis and the Colonel

www.americanradiohistory.com
Glad to hear that Columbia's George Morgan is on the mend after a successful eye operation, two weeks ago, according to word from Promotion Manager, Roy Cahn. His 1st scheduled appearance since coming out of the hospital was for the March 30th, "Ozarck Jubilee" show. Buzz notes that publicity has been extra heavy on Morgan's latter appearances, "For I Am the One, Don't Ever Cry, For I Love You" and it seems to be catching on both country and pop-wise. Decays desiring a copy can easily obtain one by writing to Cahn at 298 Cherokee Rd., Nashville, Tenn. or to Auffe-Rose Pub., 2210 Franklin Rd., Nashville.

Steve Robbins, American Corp., notes that besides his A&R duties for Ed Ross, Mac Wiseman is being booked by Americans on weekends. After playing San Diego, Calif. on March 22nd & 23rd he plays the "Town Hall Party" in Hollywood on the 5th & 6th of April and then heads north. Mac's nextest Box effort tagged "American" and "Step It Up And Go."

Ed Preston, Personal Manager of Peggy Jo Stew- art, the 14-year-old yodeling sensation of Canada's "Main Street Jamboree" (now on CHCH-TV, Hamilton, Ontario, Canada and the "Ozarck Jubilee" on March 23rd. On hand to get the ball rolling was Stanley Schelten of the Evans & Associates agency, Glenn Elliott of William-Dickie Mfg. Co., Wm. K. Rennefroh of ABC Sales. The firm is to announce an "Ozarck Jubilee" affiliation in "Life" and "Look" magazines next month.

Sonny James, currently riding high with "Young Love" and his latest release "Rags to Riches, First Love" on Capitol, opened the famed Palace Theatre in New York on April 4th. His next "Jubilee" appearance is one of the highlights of the month.

Marvin Rainwater is on a string of personalities in New York. He is currently on the air on WOR as "Gordie Find Me A Bluebird" MGM success. . . . Anita Carter guests on Dow Chemical Company's Red Foley Show over ABC Radio April 13th. Her second appearance in Canada, Ontario, April 20-24, with electric standard guitarist Speedy Haworth going along. . . . Sheet music, in "One Step At A Time," penned by Hugh Ashley, will be available shortly as a result of an arrangement between Earl Barton Music, Springfield, and Hamilton, Ontario, Canada. Reports that Jax, Red, Slim Wilson, the Tall Timber Boys, Flash & Whistle, Suzi Arden, Jubilee Promenaders and Pete Stamper will entertain at a closed get-together of 2,000 farmers in Madison, on April 28th. Following an ill-timed jump from a stage in Englewood, Colo. . . . Ardis Wells and her All-Girl Band of Minneapolis will be on "Ozarck Jubilee" April 6th. . . . The Hackmen Quartet will be featured at Municipal Flame Club April 10th thru 13th.

Recent visitors to the Cash Box office in New York included RCA Victor's Pee Wee King and publisher Nat Tannen.

Bookings for Myrna Lorrie will have her in Hamilton, Ontario, Canada and vicinity from April 6th to the 14th with several appearances on "Main street Jamboree" covering both TV and stage appearances.

Myrna and her Personal Mgr., Henry Gall, will shortly embark on a DJ tour to promote her new RCA release, "Conquered With Love" and "That's What Sweethearts Do."

The April appearances of RCA Victor's Blackwood Bros. Qt. includes Dayton, Ohio on the 2nd; Canton, Ohio—1st; Marion, Ohio—14th; Chicago, Illinois—5th; Detroit, Mich.—6th; Mishawaka, Ind.—7th; Rome, Ga.—12th; Birmingham, Ala.—15th; Greenville, S.C.—16th; Lodi, Ca.; Charleston Church, Cincinnati, Ohio, Revival the 21st thru the 28th and in Kansas City, Mo. on the 30th.

Ruth Snider, Manager & Agent for Buddy Shaw informs that Shaw's latest Saturday evening out this week, is tagged "Mr. Morgan's "The Steel Guitar" and "Life Of Me"."

William R. Packham, General Mgr. of WDAT-South Dayton, Fla., types that his is the sole station in the area preparing C&W music. Spinning the country wax on the West Palm, Fla. office is Uncle Bill Bennett.

Thanks to Bill Carter and Fan Club President, Marge Whitney, 1130 West Judd Road, Flint, Mich. for the nice letter they sent to the Cash Box offices. They tell us they're looking forward to Bill's first release on Starday.

Cowboy Howard Vokes says that Bob Stack, KIMO-Independence, Mo. is getting a terrific response to his Fee-Bee waxing of "Any Place I Hang My Hat Is Home" and "I'm Throwing It Off The Ledge". Voke says that's breaking big in Kansas City and spreading to Alva, Lo., Texas, Okla., Iowa, Mo., and North Dakota and that several companies are negotiating for the master. Hugh reports that he's booked into Greensburg and Pittsburgh, Pa., has signed "Cowboy" Joe Bisco. He'll cut 6 sides according to Fee-Bee exec Matt Purin and Joe Averchak. Fee-Bee shows is currently a smash waxing by the Del-Vikins on WDAT, being added to both Bele and Johnson City, Tenn. tells him he's been neglected by Decca Records.

Banjo player and writer of "I'm Just The Same" and "Keep The Star Spangled Banner Waving", Diahl Graham, is the featured artist with Curley Gold and his Texas Tune Twisters' Western Swing Band playing one-nighters throughout the northern California area.

Charline Arthur who is a regular of "Cowtown Hoe-down", KCLU, Ft. Worth, was a recent guest of "Red River Jamboree", Paris, Texas, where she plugged her new coin record, "Hello Baby" and "Cryin' Alone". The Jamboree, produced by Bob Glenn and Pee Wee Reed drew capacity crowds for both Charlene's and the Belew Twins' guest appearances on March 16th & 17th.

Ken Parsons, KLA-Little Rock, Arkansas, writes of recent visitors to his all-night "Country-Fried" show, Ronnie Brown of the Brown Trio, and Dave Rich, Ronnie sat in with him 'til four o'clock. Four days later Dave made the whole show on a stopover—going to guest on the "Louisiana Hayride", San. Antonio, and then back to participating in decays of the city, Tommy Trent of KTHS, "Smiley Mac" of KARK, and Albert of KVLC. Ken writes that Dave will join George Jones, Justin Tubb and Benny Martin 2nd in Huntsville, Ala. He also writes that the Browns left Fine Print March 28th and "Bill will March which will notify them to carry it to 17 nations overseas with the RCA Victor show. Maxine's husband, Tommy Russell, will join them before they leave this country.

Singers Jimmy Dean, who will star in the "Jimmy Dean Show", guests on CBS Television's "Good Morning With Will Rogers, Jr," Thursday and Friday of this week. Jimmy made his first appearance on the CBS Television Network, where the new program will occupy the 7:00-7:30 A.M. EST and CST, period starting April 8th.

Guesting recently on Bob Jennings' "Country Store" show over WLAC-Nashville, Tenn., were Dave Rich, Marty Robbins, Eddie Hill, Bill Carlisle, The Browns, and The Cash Box Boys. The show was booked by Diahl Graham, who has been the featured artist with the group. Jennings' group consists of Ernest Tubb & His Texas Troubadors, The Willburn Brothers, Kitty Wells, and Johnny & Jack & The Tennessee Twins' Boys played to packed houses at Asbury Park's Convention Hall on Friday, Newbury, N.Y.'s Armory on Sat. and at the Sunnydale Gardens in Queens, N.Y. for Sun. afternoon and evening performances. The shows were booked by the Jolly Joyce agency and promoted by WATF-Newark, Jax. deejays, Doc Larkin and Lynn Rees.

Slim Harper, WVNJ-Newark, N.J. types that due to heavy bookings, Harper will have to sit out at New Jersey's "Home on Country Music", The Coral Bar And Rest. RCA Victor's "I'll Leave My M G M's to You" campaign has been bookedHarmon to do for 5 nights a week, Wed. thru Sun. The boys will be on hand Apr. 10th when the Coral celebrates its 4th birthday. Slim is also booked at WJZY-TV, "Big Eared Jamboree", Billy Sage, rhythm man and singer with Harper's Country Gentlemen, is out with his first release on Trail Records titled "Gone Fishin' Me A Baby" and "Bagging Women". Harper adds that wax artists are looking forward to Slim's "Main Street Jamboree" and can contact him at WVNJ or by phoning Fairlawn 4-4809.

Attention: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 1721 Broadway, New York 19, N. Y.
Dual Pricing

- At the phonograph
- Anywhere in the location

SEE YOUR SEEBURG DISTRIBUTOR!

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American's finest and most complete music systems
WASHINGTON, D. C.—The Small Business Administration, this city, released a review this week which could be of great importance to many of our readers. "A growing number of small business owners are taking a new look at the legal structure of their firms," it states, "Many individuals or proprietors are wondering if they would be better off with a different set up." The article advises consultation with a lawyer, but details a brief general picture of what the different legal structures involve.

In addition to the tax situation, six other points are suggested as significant in siding up legal structure: cost and preparation in starting; size of risk; usefulness of laws; substitution of administration; influences of applicable laws; and attraction of additional capital. Three main types of structure are analyzed: single proprietorships, partnerships, and corporations. If any of our readers are interested, we suggest they write to the Small Business Administration, Washington 25, D. C., and ask for "Aids," No. 80.

CHICAGO—Altho mid-west coin machines have been shipping machines for export, one of the handycaps during the winter months is freight costs. These charges are always higher during the coldest months, as the Great Lakes are closed, and shipments have to be made by rail to eastern ports. With the Great Lakes opening its season, it is predicted that new lines are entering service, and it is expected new shipping records will be set. With few exceptions the lines are planning to increase the frequency of sailings with new or chartered vessels in a concerted drive to point up the advantages of inland shipping to Mid-west and Far Western shippers.

NEW YORK—One of our columnists, whose son was home from college recently, told us that even in the most technical classes, the students keep their sense of humor. Seems that in one particular class, the professor had just concluded an experiment concerning atoms. He commented: "Please note that at the beginning of the experiment there were 27 atoms; now there are only 26. Students," he demanded pointedly, "what happened to that other atom?" There were several moments of tense silence. Then a low voice from the rear of the room said slowly, "Don't anybody leave this room."

Regardless of how many operators have reported this fact; regardless of how many times this publication has printed these reports; and regardless of how many manufacturers, distributors and leaders of the industry have joined in to urge operators to change to a more equitable commission basis with their locations, it still seems that all this must be brought home again and again to those operators who are, today, because of tremendous increased overhead expenses and continuing static income, struggling just to hang on to their businesses. These operators must be made to realize that from every dollar they take out of their machines on a 50-50 basis they actually wind up with but 10¢ while the location gets 90¢.

This may be difficult for some operators to realize. But they simply must take into consideration the following absolute and definitely indisputable facts. All the storekeeper removes from the 50¢ he gets from every dollar taken out of the machine on a 50%-50% basis is whatever rent he can charge for the few square feet of space taken up by the machine, compared to whatever monthly rental he pays for all the square feet in his place and, in addition, whatever the cost of the electricity used by the machine when it is in operation. And this, every operator in the nation, along with the majority of storekeepers agrees, is less than 5¢ from every 50¢ the location obtains. Therefore, the location owner has 90¢ profit from each 81 the operator hands him on the old, outworn, economically unsound and completely inequitable 50-50 commission basis.

What happens to the operator's 50¢ he gets from each dollar taken out of his machines on the 50-50 commission basis? The operator not only has to pay for the machine, he has to allow for servicing, for tires, trucks, parts, supplies, labor wages, license fees, and dozens of other overhead expenses which, all leading operators agree, amounts to 45¢ of each half-dollar he gets as his share. Therefore, the operator is actually obtaining but 10¢ from each dollar his machines take in on the inequitable 50-50 commission basis.

How any operator can continue to remain in business on a progress or and profitable basis on 10¢ is something no intelligent businessman will ever be able to figure out logically.

Of course, there are locations, perhaps 1% or 2% of an entire route, where an operator can continue on a 50-50 basis and still show a somewhat decent return on his investment.

But the average location, the secondary and lower spots, the places that knock down the average from these 1% excellent locations, these spots are forcing operators, who continue on the inequitable 50-50 basis, into eventual bankruptcy.

There is only one answer. That is the Cash Box "10¢ Play Plus" plan. This plan urges operators, in addition to 10¢ play, to obtain a more equitable share of the gross intake from all of their machines.

Whether the operator does this by arranging for front money, minimum guarantees, 60% 40%, 65%-35% or 75%-25%, is up to the individual operator and his knowledge of what his locations will agree to.

Whatever the operator does he simply must, to assure himself his future welfare and security, assure himself continuing in business on a progressive and profitable basis, especially as overhead expenses continue to zoom upward and costs of equipment go ever higher while intake remains more or less static, change to a more equitable division of the gross intake immediately.
Complex Electro-Mechanical New Equip’t Requires:

Op’s Report Lack of Good Mechanics
Acute, Advise This Halts Route Expansion Plans. Urge a “School For Mechanics” be Created to Train Men in Repair of All Types of Machines

CHICAGO—“The shortage of mechanics is growing more acute every day and,” this operator advises, “unless we can get some good mechanics to work for us we’ll just have to cut down on the expansion plans we had for next spring.

Nor is he the only one who is feeling the shortage of good mechanics. The problem is nationwide. In scope. Operators all over the country report a dearth of good mechanical help.

What’s more, it seems, the complexities of the modern electro-mechanical machines require the very top type mechanics for repairs and maintenance.

“It’s not as easy, nor as quick,” one distributor here said, “to develop helpers into mechanics anymore.

“The new machines,” he explained, “are much more complex and intricate as far as electronics and mechanics are concerned.

“We have to depend on but one or two men to keep our reconditioning department going at top speed and hope that one or two helpers will develop into sufficiently good mechanics to help us out.”

Almost from its very first issue, The Cash Box has been urging the members of the industry to create a “National School for Mechanics.”

Over the years many have written to this publication expressing that a “School for Mechanics” continues to be one of the most outstanding necessities.

To help operators, jobbers and distributors, manufacturers have created traveling service schools. These have helped tremendously to bring about understanding of the various individual machines of those manufacturers who conduct such schools.

But the average mechanic needs to know all the types of machines, ranging from pin-ball machines to amusement, as well as music machines, kiddie rides, bowling and shuffle games, and everything else that requires expert maintenance and repair.

General, all-around mechanics, are becoming ever-more difficult to find. The lack of such mechanics has held many from expanding routes as well as distributing business.

The hope is that the trade will soon get together to arrange for a “National School for Mechanics” as has been urged for over 14 years now by this publication.

Seeburg Shows New Phonographs
Distribs Tremendously Enthused. Prepare Big Showings For Operators

CHICAGO — Seeburg distributors were among the most enthusiastically elated in the industry this past week after being shown the new Seeburg 200 and 100 selection phonographs.

“Not only are they the most beautiful phonographs in the history of the industry,” reported one well known Seeburg distributor, “but, what’s more,” he added, “they are engineering triumphs.”

Other Seeburg distributors were just as elated and outspoken in regard to the new 200 selection and the new 100 selection phonographs which they saw here this past week.

“Never before,” claims one distributor, “have there been as many outstanding innovations in automatic music as are featured in the new Seeburg phonos.

Another distributor described the Seeburg 200 as:

“The ‘jet’ model phonograph for the jet age.”

There was much talk about use of albums and how these can prove extremely profitable to the operators among all Seeburg distributors.

“With manufacturers now far ahead of record singles,” one distributor explained, “the new Seeburg 200 selection phonographs give operators the greatest opportunity to cash in on the profitable, growing album market.”

As yet no official description or reports have been issued by J. P. Seeburg.

It is understood that showings are getting under way by distributors all over the country.

“We would like the operators to judge for themselves when they see our new phonographs,” is the way one Seeburg executive put it.

“There’s no use trying to describe our new phonographs,” said a Seeburg distributor, “just tell the operators to come on in to our showrooms and see for themselves.”

George A. Miller, MOA Pres., To Open Headquarters For MOA Convention, April 15, At Morrison Hotel, Chicago

Exhibit Space Going Rapidly

CHICAGO—“Almost I had every intention of being in MOA convention headquarters at the Morrison Hotel, Chicago on April 8,” stated George A. Miller, president and business manager of Music Operators of America, “so much material has piled up on my desk here in Oakland, and so many dates have to be handled, that I had to postpone my arrival in Chicago until Sunday, April 14.

“Therefore,” he continued, “official headquarters for MOA will be opened in Suite 1728 at the Morrison Hotel on Monday, April 15.”

Miller will then supervise all matters for the MOA Annual Convention being held here on May 19, 20 and 21, directly from the Chicago headquarters.

“We have made arrangements to have enough help on hand in Chicago”, Miller advised “to give all interested parties prompt attention and correspondence will be answered immediately.”

“Because of the numbers of firms desiring exhibit space,” stated Miller jubilantly, “away beyond our expectations, we are now making plans to enlarge the exhibit facilities. Space in the Grand Ballroom and the Constitution Room are almost completely sold out. A total of 51 exhibits have been booked, and with the convention still two months away, many more booths will be taken.”

The following exhibitors, according to Miller, have confirmed their reservations with checks: Coin Machine companies: American Shuffleboard Company; AMI, Inc.; Auto-Photo Company; Bally Manufacturing Company; Bally Vending Corporation; Capitol Projector Corporation; Continental Vending Machine Company; Fischer Sales; National Rejectors; National Vendors; Nyack Slate Company; Rock-Ola Manufacturing Corporation; Rowe Manufacturing Corporation; United Manufacturing Company; United Music Corporation; Wico Corporation and The Ralph Wurlitzer Company. Record and Music companies: ABC Paramount; Bally Record Company; Broadcast Music, Inc.; Capitol Records; Columbia Records; Coral Records; Decca Records; Diabek Record Company; Dot Records; Fabor Records; Faber Records; Jubilee Records; Mercury Records; M-G-M Records and RCA Victor Records.

Also, The Cash Box and The Billboard.

Miller advises that those desiring to reserve exhibit space or banquet tickets can do so immediately if they phone or write him at 128 East 14th Street, Oakland, Calif., prior to April 14. After that all communications should be made to him at the Morrison Hotel in Chicago.

Great progress also has been made by Hirsh de LaViez, entertainment chairman, in lining up a program of recording artists to appear at the banquet. Many of the top name recording artists have agreed to appear. Among them are: Dick Jacobs’ Orchestra; Pat Boone; The Platters; Bill Haley and His Comets; Tony Bennett; Sonny James; Roger Williams; Mickey Mouse; Happy Jesters; Margie Meinert; Joni James; Gale Storm; Mickey and Sylvia; and others.

Roadmen

CHICAGO—Al Theoekie and Bob Bever, United Manufacturing Company, this city, meet to discuss the routes they’ll take when they go out on the road to meet distributors and operators on United’s new “Bowling Alley.”
"20 Year Club" Reaches New Membership Peak

Over 1,500 Men and Women Actively Engaged in Industry for 20 Years or Longer Are Now Members Of The Cash Box’ "20 Year Club"

By Under Way For Alternate 20 Year Club Members. Men and Women Who Have Been Actively Engaged in Coin Biz 10 Years or Longer, But Not Yet 20 Years

CHICAGO—There are now over 1,500 members in The Cash Box' "20 Year Club".

These latter are members of the 20 Year Club's "Golden Circle". Old timers in the industry consider that the 20 Year Club membership limit is a right interpretation that this is better than 90% of all the coin business men and women who are still engaged in the industry for 20 years and longer.

At the first meeting of the "20 Year Club" held in Chicago all agreed to the appointment of an "Alternate 20 Year Club".

The "Altarites" would be men and women who have been engaged in the industry for 10 years or longer, but not yet 20 years.

When the "Alternate" member reaches his 20th year in the industry he is automatically transferred to the "20 Year Club".

There is now a membership drive underway to attract more "Alternate members for the "20 Year Club".

All members of the "20 Year Club" will have their names and addresses of men and women who have been engaged in the industry for 10 years or longer, and not yet 20 years.

These men and women will be enrolled in to membership of the "Alternate 20 Year Club".

As we write this, charming Karla (Mrs. Alfred W) Adickes of Chicago, Ill., Germany, is visiting the United States and, at the same time, completing her 25th anniversary. Karla Adickes is a tall, statuesque lady, to know her is to love her. She speaks English fluently. Even the shoe she walks in, is of proper material. And to prove it, she related this story to me. When Karla went to obtain her visa, so she could make this visit to the U.S., the gentleman in charge asked her how she is. She looked down at her feet by boat. She very calmly and sweetly told the gentleman that she was taking the boat. "May I ask on what boat you booked passage?" asked the gentleman. She thought for a moment, and then replied, "The Constitution, of course." But believe me, really and truly, Karla speaks English very well, but, in her attempt to be coming over to the States she fumbled and quickly realized her error. Of course she corrected herself and told the gentleman she really meant the U.S.S. Constitution. (Karla dear, may your visit to the United States be a most memorable and a very, very happy one). The Adickes, by the way, were royally entertained and shown every bit of Chicago and wherever they visited. ... Thanks to George A. Miller, who, I hear, has named one of his cats after the vendors for the Fashion Show Luncheon to be held at the Morrison Hotel during the ANA convention, Grandma, a very lovely wife, Juanita, along with charming Mrs. Marie Willoughby, Black Head, Wis., make up this committee.

The three so gorgeous Weinland children, (I'm in love with all three of them) are among my greatest and most vociferous column fans for sure. Kaye (Mrs. Art) Weinland tells me the children are waiting impatiently for my column to appear. They feel very disappointed when I miss a few weeks. When a wonderful and beautiful family, Edna (Mrs. Ray) Moloney and her three beauti- ful children, are in the neighborhood, at this writing. The children are enjoying their Spring vacation. No golf this Spring, thanks to the economy. The three girls need plenty of attention. And Edna is the kind of devoted mother who gives her three charmers but every moment of her time. ... Nicky (Mrs. Hal) Trickett, just at the Owensboro plant, is happy to see me every time I see her. And what a stunning dresser the gal has become. Very Chichi, I would call her. (By the way, Nicky, what happened to our luncheon date?) ... So sorry I couldn't be with that greatest of gals, Mary Gillette, (Aside, Mary, I'll phone you soon.) ... On the way, gals, you definitely must visit Mary's Old Orchard Record Shop in Skokie. Hear she's just simply fantastical.

Finally got to meet Rosemary (Mrs. Paul) Huescho, and what a treat it was. She's lovely!!! And what a marvelous family, Patricia is 9, Bob is 7, Mary Virginia is 5 and John is 2. Ian, that spacing them out but perfectly? ... Must tell Lou Casola that he definitely must drop in on this very charming and lovely wife. Lou should be bringing her to Chicago every trip. The gal is a great asset to any man. ... In addition to Trudy (Mrs. Ben) Coven waiting for that new cruiser to be finished, so she can scout about on Lake Mich, she's busier that she knows how to handle. Jeff, who heads a charity group that'll give a dinner and dance to raise funds for Mount Sinai, was at the Chicago Convention Club on May 1. ... Please, gals, a little Spring gossip will be appreciated. Do write just a note, Thanks.

Sandy Moore Opens One-Stop Record Center

Will Supply Under One Roof Records, Games, Phonos. Parts, Premiums

FREEPORT, N.Y.—Sandy Moore, dynamic columnist, launched an all-inclusive one stop operation last Saturday, April 6, which will bring under one roof a one stop record shop, new and used games and parts, games and phonograph parts and premiums. It will be known as Sandy Moore's Record Center and will be housed at 240 E. Merrick Road, Freeport, L.I. The new business will be a part of the Young Distributing Long Island Corporation.

Moore advised he will staff the One-Stop Center with personnel who have had long experience in both coin machine and record operations. Moore wants to offer the operator everything under one roof. He can buy any record he wants, new or used games, or phonograph parts, for anything on his route, premiums, and—we will even finance him. We will have a balance sheet set-up, even to re-financing his route, stated Moore.

Young Distributing Long Island is the distributor for the Wurlitzer and Chicago coin line.

Moore hosted a cocktail party on April 7, Sunday, to celebrate the grand opening of his new business, coin room, and new one-stop record center. Come in and visit all over the city and Long Island attended.

W. Va. Music Ops Meet

FAIRMONT, W. VA.—The West Virginia Music Operators Association, Inc., Charleston, held an annual meeting on March 24 in Fairmont to discuss the general problems of the coin machine industry.

The following members attended: J. H. Boyer, director, W. Va. MOA; Kenneth Mathes, Thomas, W. Va.; Robert Manley, M & M Novelty Co.; David Kuss, Steubenville, O.; Stanley Alcock, E. E. Creal Co.; Elmo Trickett, Mid-Town Novelty Co.; Ross Gerard, Vice-President, W. Va. MOA; William Trickett, M & M Novelty Company; Harold W. Shaw, Mid-State Distributors; Dana M. Hicks, Executive Secretary, W. Va. MOA.

Post Cards and Prizes

LITTLE FALLS, MN.—"Music here has been hardest hit by TV," reports Stanley C. Wenzel of Little Falls Music, this city.

"It's very difficult to get locations to cooperate. It seems," he continues, "that in this area they like to hear their own till ringing. Instead of only trying to improve income from music and games."

On this last, he adds, "we use a postcard system, because of this, where we explain the reason why income has continued to drop in music. Such cards go out at intervals of about once per month.

"In this way, by stating the reasons for the loss in income, we hope to get them to cooperate and work to help increase the income."

Regarding his games, Wenzel uses an "On-Site" system which he states, has proved helpful.

“We suggest, he advises, "that merchants give their own merchandise for prizes. We reimburse for whatever they have given away.”

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
More Agree On:

OPERATOR-COOPERATIVES


CHICAGO—Not only the nation's farmers, but a great many other business men have found their continued progress and salvation in "cooperatives".

Drug stores, food markets, grocers and many many others, even local retailers, have banded together in cooperatives in an effort to survive as well as to adopt more ethical business practices.

For some time now this has been in being in the coin machines industry. In the far west there are cooperatives in action.

One such "cooperative", the not called by this name, has approximately ten operators as members who have invested money but not pooled their own routes. It is reported that these operators are very happy with the financial return they are enjoying.

Another cooperative of outstanding size exists in a large midwestern city.

Here operators used one route as the backbone and have, since then, invested much money in this cooperative. Here again, it is reported, the operators are very well satisfied with the financial returns.

Still another cooperative in the far west is a combination of many routes. Operators pooled their routes to form this cooperative. It is not only growing but, from all indications, these operators are very happy over the results they have already achieved.

So it has been going around the nation with more and more operators starting to discuss the possibility of putting together a cooperative. Especially in those areas where they are having trouble getting 10c play and "10c Play Plus" into operation.

There is a belief that, by operators coming together to either pool machines or finances, they can start an area working on "10c Play Plus".

Even if they have just pooled finances, while maintaining and operating their own routes, they will also see to it that their routes change to "10c Play Plus".

"Yes", says Ed Oliver of Montgomery, W. Va., "the need for more and better income will bring operators together into cooperatives." In fact, he adds, "I have thought about discussing this with other operators for some time now."

"I am definitely of the opinion", he concludes, "that "operator-coopera-
tives" can work out successfully from both an operating and financial standpoint."

K. A. Connors of Richmond, Ky. is also of the opinion that operator-coops will help bring about greater prosperity and better business practices.

"I would definitely like to see this come about", he says, "in this section."

"I know cooperatives well", writes James S. Ross of Cleveland, O., "because we tested them here in Cleveland in 1947.

"Yes", he adds, "I'll go on record right now that cooperatives can work out successfully from an operating and financial standpoint."

Other well known operators who have been in the industry for over 30 years, agree that "operator-cooperatives" can prove successful. Especially in those areas where "10c Play Plus" should be put into operation. They also believe this will also result in better business practice and progress for all concerned.

WHAT DO YOU THINK ABOUT OPERATOR-COOPERATIVES?

1—Do you think that the need for more income (like complete agreement to use dime play and a more equitable commission arrangement) may bring operators together into "cooperatives"?

2—Are you of the opinion that operator "cooperatives" can work out successfully from both an operating and financial standpoint?

SIGNED

FIRM

ADDRESS

CITY & STATE

TEAR OUT—MAIL TODAY TO—

THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.
"10c Play Plus" Plan Gains More Followers

Reports From Dime Play Cities

Green Bay, Wis.—N. R. Boetker of Badger Sales, this city, advises that 50% of the phonos here are on 10c, 3/25c and 5/25c play. 100% of the games are on 10c play. On music ops the commission is 50%. Some get minimum, front money and some $60-40. Most games are on 50-50, some on 60-40.

Counsel Bluffs, Ia.—D. L. Clem of this city reports 100% of phonos here are on 10c, 3/25c or 4/25c play with 50-50 and 60-40 commission basis. Most of the phonos here are on 10c play with 50-50 commission basis.

Pasqua, N. J.—M. Ehrenfeld of Telemusic, this city, advises that about 30% of the phonos are on 10c, 3/25c and 4/25c play, 60% of his games are on dime play. Ops get front money and 50-50.

Moline, Ill.—Burrell Brown of this city advises that 75% of phonos here are on 10c, 3/25c and 5/25c play and on 50-50, 100% of the games here on 10c play.

Germansoro, N. C.—Bill Azapion of Tri-City Music reports that just about 40% of the phonos here are on 10c, 3/25c play working on 50-50 basis.

Phoenix, Ariz.—Roy E. Garrison of this city advises that phonos here are still on 5¢ play.

Brooklyn, N. Y.—Ralph Elfeante of Elite Music, this city, advises that 60% of his phonos on 10c, 3/25c play and that 100% of his games on 10c, 3/25c play. Reports he has contract deals for minimums but that games are on 50-50 basis.

Omaha, Neb.—Howard N. Ellis of Coin-A-Matic, this city, sends in a clarified report advising that 90% of phonos and 75% of games in this city are on 10c, 3/25c play. Ellis reports he works on 60-40 basis.

Conrad, Mont.—H. H. Dooliver of this city advises that 85% of phonos here on 10c, 3/25c and some on 5/25c play. His firm pays 1/3 commission to locations and has been working on this basis for past 20 years. About 85% of the phonos here are on 10c play on 50-50 basis.

Raswell, N. Mex.—B. B. Ginsburg of this city advises that 50% of the phonos here on 10c, 3/25c play on 50-50 basis. 100% of games reported on 10c play and on 50-50 commission basis.

Ft. Worth, Tex.—C. W. Frank of Big State Noveltiy, this city, advises 85% of phonos on 16c, 5/25c play and on 50-50 basis and that 100% of phonos on 10c play on 50-50 commission basis.

Pittsburgh, Pa.—J. E. Purcell, Jr. of Diamond Vending, this city, reports 100% of phonos here on 10c, 3/25c play on 50-50 basis except on new machines minimum basis. 85% get $10 per week minimum. Advises 30% of games here on 10c play and on 50-50 basis.

Flashing, N. Y.—Ben Feinberg of Monarch Music, this city, speaking for his firm only, reports that he has 50% of his phonos on the 10c, 3/25c play and on 60-50 commission basis.

Benton Harbor, Mich.—Marshall Boynton of Barenstein Candy, this city, advises that 100% of the phonos here are on 10c, 3/25c play, mostly on 50-50 basis. Only 25% of the games are on 10c play, all 50-50.

Hayre, Mont.—James P. Decker of Pete J. Weyh Co., this city, advises 100% of the phonos here are on 10c, 5/25c play and work on 60-50-35% commission basis.

West Chester, Pa.—E. T. Jones of Southeast Amusement, this city, advises that 75% of the phonos here are on 10c, 3/25c and 5/25c play, 60-40 is commission method plus minimums ranging from $15 to $25 per week. 100% of Fuller’s games are on 10c play with 50-50 split.

Plattsburgh, N. Y.—Donald Bushey of Don’s Amusement, this city, advises that 75% of both music and games here are on 10c, 3/25c and 5/25c play. All machines work on 50-50 basis as yet.

Yuma, Ariz.—L. A. Lovang of A. A. Amusement, this city, reports that 97% of both games and phonos here are on 10c play. Music on 10c, 4/25c and games 10c, 5/25c, 50-50 commission basis.

Long Beach, Calif.—Wm. A. Thompson of this city reports that about 50% of phonos are on 10c play and 90% of games are 10c, 3/25c play.

Fieldale, Va.—B. L. Atkins of this city reports that all phonos and games here are still on 5¢ play.

Pocatello, Idaho.—Dan Kennea of this city reports that both 100% of the phonos and games here are on 10c play, 60/40 commission on musie, 50/50 commission on games except on new bowlers.

 Methuen, Mass.—American Machine Issuing Co., this city, reports that 90% of their phonos and 100% of their games are on 10c play. Firm has switched from $10 front to 60/40 commission on phonos.

Savage, Md.—Ellsworth L. Hackley of Savage Vending, this city, reports that 75% of the phonos and 40% of the games here are on 10c play.

Colorado Springs, Colo.—Charles E. Whale of Pike’s Peak Music reports that 40% of the phonos and 85% of the games here are on 10c play.

NEW ORLEANS, La.—Tom Amico, this city, reports that about 10% of the phonos here are on 10c play. No games.

Albuquerque, N.M.—J. Harry Birdgrove of Birdgrove Sunshine Novelties, this city, advises 100% of phonos here on 10c, 4/25c play, 50% of the games here are on straight dime play, 50-50 commission basis throughout.

Newmarket, Ont., Canada—J. D. VanGorder of this city advises that about 75% of the phonos here are on 10c, 5/25c play. New equipment works on 60-40. Rest on 50-50.

Fayetteville, Ark.—Otto Gage of Tri-State Sales, this city, advises that 25% of the phonos are on 10c, 3/25c play and 25% of the games are on dime play.

Natchitoches, La.—R. M. Fletcher of Hyde-Fletcher Music, this city, advises that about 60% of the music and 25% of the games here are on 10c, 3/25c play, 50-50 commission basis.

CHICAGO.—More operators from all over the country report that they are now starting "10c Play Plus" in their areas.

As one very well known midwest operator stated, "It's the only way to show some profit.

Other operators are approaching individual locations and arranging for front money or minimums or a more equitable division of the gross revenue.

The new bowling games have opened the eyes of a great many operators who have learned that locations will not oppose or protest a more equitable division of the gross intake from machines.

As one operator stated, "Once the locations know our problems and advantages and when they see new games which are now almost out of control and, unless we get a more equitable share of the gross we can't continue on in business, they are more than happy to work with us.

More and more operators have learned this fact. They have placed before their locations reports from their accountants and bookkeepers and have shown the location owners that they are not showing any profit and, in many cases, are actually losing money because overhead is greater than ever while income has remained static.

The greatest thing you people of The Cash Box have done and are doing and should continue to do is to tell the operators that they must get more equitable share of the gross income from all of their equipment.

"I've changed over to 65%-35% in most of my locations," this operator continues. "In some I have also obtained minimum guarantees of $7.50 per week up to $15 per week. In a few places it pays me to continue on 50-50, but in others I have changed to 64-36."

The above is typical of many letters which arrived at the offices of The Cash Box.

Such letters continue to arrive with great regularity as more and more operators adopt The Cash Box "10c Play Plus" Front Money, Minimum Guarantees and or a More Equitable Division of the Gross Income from All Equipment.

There is no doubt that the progress being made by outstanding operators throughout the nation, as well as in surrounding countries such as Cuba, Mexico, Canada and others, will bring about greater assurance of more profit, able business for all concerned.


W. Va. Music Ops Board Meets

CHARLESTON, W. Va.—The regular quarterly meeting of the West Virginia Music Operators Association Board of Directors and Advisory Council was held Sunday, March 31 at the Daniel Boone Hotel, this city. Sixteen of the subjects discussed were the plans for the third annual convention to be held at W. Va. Tech, March 28 and 29, and a general discussion of the new license law effective April 1. Also discussed as general programming of activities for the coming quarter.

At a meeting of the council were: James K. Hatfield, president; John A. Wallace, Secretary; Harold Bothe, Manager. William N. Anderson, First V.P.; Edward M. Oliver, Treasurer; Dana Hicks, Advertising Sec.; C. R. Fleming, Director, J. H. Kisler, Director; Max Carpenter, Director; Raymond Tahor, Director; Darryl Derrick, Sign at Arm's; W. T. Cruse, Mervin F. Frye, C. A. Duncan, Hohart Boothe, William Wortham.

Max Munves Dies

NEW YORK—Max Munves, for many years connected with his brother Mel in this city, died Friday. Munves was considered one of the earliest record dealers. He was a partner of Max in the New Yorker phonograph company, which was established in 1907.

Max Munves, as well as being associated with the coin machine industry for many years, at one time running a leading business of pinball machines in Lower Manhattan. When these machines were eliminated from the local area, Max joined up with Mike. In addition to his many other chores here, Max handled advertising, a catalog of material.

Burial details were incomplete as we go to press at the memorial services of Max were being held to be held in a Miami, Florida, Thursday, April 4. He was 65 years old.

Sandy Moore... Offers Operators A ONE-STOP SERVICE for EVERY POSSIBLE NEED RECORDS—NEW AND USED MACHINES—PARTS—PREMIUMS Complete Your Shopping ALL AT ONE TIME AT ONE PLACE. Anything You Want—WE HAVE ON HAND!

Sandy Moore... This is His Phone Number... 240 E. MERRICK ROAD, FREEPORT, L. I., N. Y.

Through The Coin Chute CALIFORNIA CLIPPINGS

Business along Pico Boulevard continues at a steady clip with bowling games of all makes sparking sales. The bowling games are being purchased by the operators as soon as they arrive at the distributors. The builders for the Wurlitzer “2100” and “2104” and “Team-model” model “2150” phonographs have been well-received in Los Angeles and Jimmy Crosby on the go at Sierra Disc in Chicago with the Wurlitzer phonos in the San Diego area by Pete Ley. Both men returned to Wurlitzer’s showroom to get their accounts.

H. Davis says he can’t get enough used equipment to meet the demand but is burning the mid-night oils to do so. Frank reports the “Ranger” six-hole pool table with a ball on it will sell for $5. Walking in on the operators at Leuenhagen’s Record Bar all about the beautiful party Melba and Dick Bouchet gave last Wednesday and claimed on their mutual birthdays, Kay was telling Norma Dunley that “If it comes! The Toma should be another big hit for Mercury. Claire believes “Chloe” by Bill Doggett on King will hit Ganta since the chairman’s band “Whitey” on Dot took off like “gang busters” the past week. ... Al Miller, Blythe operator, sporting his new ’57 Buick along Pico Boulevard the past week. ... Jack Simon checked in on Simon Distributing Company long enough to let John Free and Sonny Loebgern see what the “bass-man” looked like before departing on a trip through Arkansas and Kentucky.

Lucile and Paul Laymon report sales of new and used equipment during February and March greatly increased during the past three months last year. Jimmy Wilkins says reports from operators on the Rock-Ola “200” phonographs in the field high in praise of its trouble free features. Ed Wilkes reports Bully’s “ABC Bowling Lanes” increasing in sales and Ted Harrel joining the staff in the Shipping Department to aid in the shipments. ... Bill Olson, San Pedro operator, returning home from his trip in Colorado, New Mexico, Acapulco, Nicaragua and Panama. ... Gebie Orland reports orders are mounting at California Music Company for the new parchment tape strips. Gebie is receiving orders from the eleven Western dealers, the number of the increase in record sales to the success of the new strips. Buddy Robinson reports Lloyd Price’s “Just Because” one of the hottest R&B & R records in some time. ... J. W. H. (Jesse) Moore's Rock ’N Roll, called by the rest of the staff, “Bass Billions.” Martha Delgado says “Man..."

Lou Donis, Dunis Distributors, Portland, Oregon, visiting along Pico Boulevard. ... Al Bettelman reports shipments of United’s “Bowling Alley” and “Duel” on schedule. ... A. A. Robinson & Company after a slight hold-up due to the blizzard in the mid-west, Ray Powers on a business trip through the Northern territory. ... Charlie Robinson making a trip to Chicago where he will make his new Rock-Ola’s, the next time. ... The appearance of more phonographs in the showroom is in accordance with the new diversification program at Columbia. ... Columbia is Harold Goldfield's pick of his next big hit. ... Gabe Storm's “Don Dun Dot has taken off with the operators. Jan Graham believes Tommy Sands has a second hit with “Ring-A-Ding-A-Ding” on Capitol, Johnnie Ray’s “Yes To Night” Josephine Morgan's “When the Lights Come Back” and “Dreaming of You” and Mike’s “Blue Angel” and “The Ricklin are all setting records. ... Lanzieretti taking full charge of the Shop as Manager. ... Roy Prevener busy in the showroom with sales of the Seeburg “500” phonographs and nursing his two grandchildren Dianne and Deborah, with the measles during the night. ... Matt Nordberg reports Chicago Coin’s “Bowling League” going over very well in the San Diego area where they are still having a great deal of activity about the ease of accessibility of all mechanism in the back rack. ... At Badger Sales Company, Inc., Don Ames reporting to Bill Happl the continued sales of the Al-Thayer Model “400” phonographs. Jim Bishop taking a ten day buying trip to Chicago, Philadelphia and points East. Marshall Ames reports Kenney’s “Tramp” phonograph model “2000” as they are received to fill the orders on hand. Marshall and his wife, Etie, taking a weekend off visit Las Vegas.
**NEXT WEEK'S ISSUE OF The Cash Box**

(Dated: April 20)

**WILL FEATURE THE RESULTS OF THE FIRST SURVEY ON 10c PLAY IN THE HISTORY OF MUSIC AND AMUSEMENTS.**

**AN HISTORICAL ACHIEVEMENT IN WHICH THE NATION'S MUSIC AND AMUSEMENTS OPERATORS COOPERATED TO MAKE POSSIBLE THE CONTINUED PROGRESS OF THE INDUSTRY.**

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**Big Growth Period Ahead For Automatic Music Biz**

Indecisiveness Being Dispelled For Many By Adoption of "10c Play Plus". Growing Demand For More and Better Sounding Records Increasing Use of New Equipment

Sensational Growth of Album Biz Reported Definite Factor in Shaping Future of Automatic Music

CHICAGO — The indecisiveness which has been apparent throughout the industry these past six months or so is now seen coming to an end. It is believed, among leaders here, that many who have been hesitating as to what course they should adopt, are now plunging back into their businesses with greater heartiness than ever before.

Many believe that the drive for "10c Play Plus" has shown the path to those who hesitated to do just what they can, and should do, to assure themselves a decent return on their investment.

Just as many have learned that no other business will give them the return they can obtain from the automatic music field, and from the coin machines industry generally, if they will but apply themselves with greater decisiveness to the task of more efficiently conducting their businesses, while arranging for a more equitable share of the gross intake from their machines.

In addition to everything else there is the growing demand for more and better sounding recordings. This is being heard from locations all over the nation.

Many attribute this to the great growth of home high fidelity phonos and also to the knowledge which the teenagers have picked up regarding quality-toned music.

With the press as well as mass magazines illustrating the use of high fidelity in home music systems those who play phonos on locations are calling for better music and asking for greater selectivity, it is reported. This is again sure to bring about an ever greater sale of the new and finer high automatic phonos, leaders here believe.

In short, to condense the pros and cons, it seems that a period of great growth is again under way for the automatic music industry.

Many point to the sensational growth of album music. Dollar-wise albums are outselling singles. Even the most popular singles artists have turned to albums to continue to enjoy top sales.

There is every belief that album music is becoming a definite factor in shaping the future of automatic music.

The demand for albums at all leading retail outlets has increased. In many cases better than 200 percent.

This must be met by the operator who, in turn, will have to feature the most popular album music on his phonos.

From every standpoint, greater growth is indicated because of the growing demand for more and better music, as well as the constantly growing use of "10c Play Plus" throughout the industry.

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**Chi Hosts Dists**

CHICAGO — This city has been playing host to leading distributors from all over the nation these past few weeks.

Some of them have come here to attend factor meetings. Others are talking things over with the factory execs here.

In the meantime, all of the factories have been hosting their distributors who are in town, as well as entertaining these men during the evening at the various noted night spots here.

---

**Williams**

Now Delivering:
- 1957 BASEBALL
- CROSSFIRE GUN GAME
- SIX POCKET POOL TABLE

**Williams**

MANUFACTURING CO.
4242 W. Fillmore St., Chicago 24, III.

---

**BEST USED BUYS**

Wurlitzer 1700...$650.00  (104 Selections)
Wurlitzer 1800... 780.00  (104 Selections)

**ALSO NEW WURLITZER ALL-LOCATION LINE MODELS 2100, 2104, 2150**

For Immediate Delivery To Operators In Our Territory

**BRANDT DISTRIBUTING COMPANY, INC. 1809-11 Olive Street ST. LOUIS, MISSOURI**

Phone: Garfield 1-4143
**Coin Biz Makes Progress. Could Do Much More If Ops Present Solid Front, Says Stout**

Slowly but surely we are beginning to raise the possibility of having a good year for most people in the coin business. We do perform a public service that is very modest, it is true, but it is probably true, we are no better than the people in it. Too often it has been found to be some bad apples among us, but that is true of all other industries. Bad individuals exist in every church, in the head of our churches ... they are found in all lines of endeavor, even in the church itself.

"These things we know to be true, others need to be reminded of these things. The only way to get our attention can and does do for you. Perhaps you too need to be reminded. Perhaps you need to be reminded. You ought to be ashamed, if you already know these things and still you are not moving back, letting others carry the burden and actually hitch-hiking yourself. I really don't believe, enough, in the case, I prefer to think you merely need to be reminded. So why not drop everything and meet with us at Salem on April 28-29? Herman Warn is our host. Let's refine our acquaintance, and he'll reserve rooms for you. Money isn't everything but we know don't need to be reminded. The others need to be reminded. You have more dues-paying members, it does for the money we do what we are trying to do. The only way to really reach them is through you dues-paying members and try to get them interested. Dues-paying members are also voting members and have a voice in the industry. Damn if I can figure out how to come to our meeting anyway whether you will come at all or not. Come to our next one at Salem.

"I have been on a long trip, I have lots of news and information for you, I am not expecting to sell anything to make. I think I have the inside dope on some of the things you are apt to face this year. I think we have a lot of trouble in that we can win favorable solutions. I am happy to say we are trying to get through our state legislature without even a scratch. And that, too, the way we have been going on. We have better men around and 50% tax on all music players and records, but they have to be drawn up to 2% tax on all games packaging. We pay no tax on all games. We are being cheated by a stroke of fate ... an accident or something.

"And did you help defeat ASCAP who would have taxed us out of business? You helped present evidence that saved our pin ball machines? Of course they are not gaming machines, they are not free press machines. They can be used for gaming and we all know how they have been so used. But do you know of anything in nature of game or contest that can't be used for pin ball machines? ZURICH, SWITZERLAND—A new Wurlitzer Model "2100" was a focal point of interest at the trade show here sponsored by the American Women's Club of Zurich for the benefit of Hungarian relief. Arrangements for use of the phonograph were made by Ed Lowry, Sr., Western Sales Manager, through Frances Johnston, Salesman; the exhibit was under Thrasher a Wurlitzer distributor. All proceeds from the phonograph as well as from the entire exhibit will be used to support the International Red Cross for Hungarian relief.

**Memorizing Helps Build Location Friendship**

**GORDON STOUT**

"This is in form of a sermon. What I am going to say I want to say here because if I wait to put in in speech forms and costume, a lot of people might not be there who need this sermon the most. I've often heard preachers preaching to the worthy flock about things that the absentees should be hearing. The same thing is true in our conventions. The one who could profit most out of our conventions is the one that is away. Sometimes the least things in the world matter at such times," Pelm remarks, "we'll be able to get away with it."

**BINGO CLOSED TERRITORY**

**BINGO 200 LATE CLEAN RECONDITIONED**

**KEY WEST, BIG SHOW, DOUBLE HEADER, PARADE, NIGHT CLUB, M.I.B., BEACH, BIG TIME, VARIETY. WRITE — WIRE**

**WRITE BOX #377, C/O THE CASH BOX**

1721 BROADWAY, NEW YORK 19, N.Y.

www.americanradiohistory.com
Arcade equipment is moving out of distris to fun spots in rapid fashion as sunny warm weather holds up and beach and resort spots are looking forward to early openings. . . A big outdoor season is being forecast for the coin machine industry here with a wealth of new equipment, new type games, guns and rides to the forefront again and bowling Amusements & Bowlers need look to be big. . . Israel Spector, Capitol Music, has moved to a larger spot on Albany Street, Boston, where he has a 100x400 square foot garage to house cigarette and vending machines and music for his routes. . . Op Donald Foose of Randolph is receiving congrats on the recent cupping of his daughter as a nurse at N. E. Baptist Hospital, . . . Trimout Automatic Sales Corp. (Seeburg) had a first with the use of a Seeburg 200 in the Tufts' College production of "Bus Stop". . . Jerry Flatto, Boston Record Distributors, and big group of music people caught Steve Lawrence's opening at Blackstone's Monday night, April 1. . . Op Dave Grojman, Beacon Hill Music, has moved to new quarters on Cambridge Bridge, Boston. Trimout Automatic Sales Corp. (Seeburg) busy with arcade equipment, Seeburg phonos, new guns and new games. Big spring and summer biz is expected here, predicted by Dave Bond and Irwin Margol. . . Al Associated Amusements (Rock-Ola), Richard Mandel, gen. mgr., planning series of sales trips through western N. E. while Ed Farvych goes to the north country. United "Bowling Alley", Rock-Ola 200, games, kiddie rides and arcade pieces going big. . . Ed Farvych quits and the other for music from recent illness. Louis Blatt on selling trip to northern states. AMI 200's parking here. . . At St Redd's Redi Distributors (Wurlitzer), outstanding gains being chalked up for Wurlitzer "half dollar" machine. Bowlers, games going big.

Op in town this week included Al Dolins, Hyannis; Ralph Lackey, Roxbury; Oscar Pratt, Manchester, N. H.; Ben Gordon, New Britain, Conn.; Jerry Babeni, Springfield; Phil Szwartz, Brookeville; Manny Andelman, Cambridge; Cy Jacobs, Boston; Harry Deslowitz, Chelsea; Summer Segall, Boston; Guy D'Grewnow, Allston; Bill Herl, Concord, N. H.; Robert Niles, Randolph; Ted Rubowitz, Teddy's Music Co., Chelsea; E. H. McCaffrey, Lowell; Dave Baker, Arlington; George Campbell, Medford; Luke Levine, Boston; Martin Oliver, Portland, Me.; Abe Pechills, Ipwich; Ben Ross, Boston; Sid Warburton, Lexington; Walter L. Burns, East Boston; Russell Mawlsley, Holyoke; Ray Shea, Worcester; Harold Harwich, Brighton; T. J. Byrne, Wellesley; Ed Beals, Needham; V. J. Wolsowski, Malden; Peeney Cassanta, Milford; Ray Fain, Framingham; Gerald Gandberg, Marblehead; Walter Stadnick, Central Falls, R. I.; Sam Orenstein, Providence. Methuen. . . Record artists continue to dominate the Boston nightlife scene with Steve Lawrence at Blackstone's Sarah Vaughan at Storyville, Pat Mathews at the Jewel Room of Hotel Bostonian. . . Pat Boone opens Monday, April 8, at Blackstone's, new. Other books: April 8-22, Andy Williams; April 23-May 5; Lane Bros., May 6-12; Jaye P. Morgan, May 13-19; Patti Page, June 3-9. . . The Frolics in Salisbury Beach will open this summer with a schedule of big names just as in the past despite the town having gone dry in the recent elections.

CHICAGO — Operators with resort locations are already arranging to place equipment of all kinds. Everyone expects this forthcoming summer season to be one of the best yet. Ops who have visited with owners of resorts advise that there are more reservations on hand than for any similar period of any previous year.

What's more, many of these operators report, this year they are placing new equipment on The Cash Box's "10¢ Play Plus" plan.

"It's going to be a terrific summer season", one well known operator reported, "because I've already got the majority of my summer resort spots on 65%-55% commission basis plus from money.

"In planning to place the new bowling games freely pretty literally about this summer.

"In each case", he continued, "I show them the contract that comes right with the machine and I haven't yet missed signing up even one spot on the new contract."

Operators who are bringing reconditioned equipment to the resort spots are also arranging for minimum, front money and a more equitable commission basis.

One operator said, "I won't place a machine unless we agree on a 60-40 basis."

Other operators have come up with similar statements. Many of them believe that, due to the fact the machines are on a very short summer run in the resort spots, that they simply must get a more equitable share of the gross intake in addition to some sort of guarantee.

"None of my machines are going to be placed in any resort spot unless we work them on a 65-35 basis plus a guaranteed minimum of $10 per week."

"I've already told this to everyone of my men", this operator continued, "and they know it mean. I don't care how good the spot is."

If this continues the summer of 1957, it believed here, will be one of the best in all history.

"Operators working on 10¢ play plus through the resort country will be sure to come back with some cash in the bank", one well known sales manager here said, and added, "that's going to make one of the best summer seasons in history."

Bill Cohen Dies

MINNEAPOLIS, MINN. — Bill Cohen, this city, one of the nation's best known coinmen, and head of one of the foremost distributing firms several years ago, died here on March 24. Cohen, known nationally as the "Spinny", headed Silent Sales Company, which has been inactive for the past several years.

SPECIAL SALE!

For Quick Action  
SEEBURG B's  
$395.00  
100% Clean and Checked  
RUSH YOUR ORDERS

DAVID ROSEN  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2303

Better Tone at Less Cost!  
NEW CoMo HI-FI SPEAKERS

Hi-Fi Wallet Model $19.95  Hi-Fi Corner Model $22.95
CoMo Extended Range SPEAKERS
Wall, $11.95  Corner, $15.95  Ceiling, $17.95

SPECIALS!  
Wurlitzer 1000  $795  Wurlitzer 1300-C  $695  Seeburg V300  $795  Seeburg M100BL  $495  Seeburg M100CL  $295  AMI G200  $995

COVEN MUSIC CORP.
3181 NO. ELSTON AVENUE, CHICAGO 18, ILLINOIS
(Phone: MICHIGAN 3-2110)  Cable Address: COVENUSK
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Cage. Walter BLOOMINGDALE, Ted. Harry is Art. Mean "March 7. Got Keeney. Good Max Earl. Speedy April. Say enroll pics to see in action. Speedy recovery to Steve K Rodney, Geno's chief engineer, who's spending several days in New York. Paul Buehler, Chief Buyer, has claimed several "Best of the Show" and "Exhibits of the Day" honors. And particularly for full capacity to catch up with demand for faster, bigger shipments of Rockey's product. Very probable that Ed Perkins reported on trip to Tenn, while Al Allbritton in NOLA visiting Nick Carabjel, Crown Novelty. Those dice taken at Bill George's St. Paddy party. Bill is to enroll Jimmy Johnson in photography school. Jimmy says he's now learning how to put on heads and cut off feet. "Yeah," modestly claims Jimmy. "I've improved considerably..." Art Garvey helping host plenty Ballyfolk this "Can't travel with your answer questions as 'Why haven't I got more 'Show Time' and or 'Why didn't I get more 'Bowling Lanes?'" Jack (Jack MacNico) Mitnick phone calls he's getting capable programs and telegrams. "Everybody wants United phones, and they're anxious to see our first shipment go out of the plant," states Jack.

Up from Miami to demand still more ChioCoin "Bowling League" flew Ted Bush, Did Sam Wollberg, Sam Ginsburg and Ed Levin turn that pole at his demand's rate, seems that customers who are asking for trailer loads of ChioCoin's hit boys are now demanding railroad carloads of them, according to Mert Secure. Ted Rosenstein's "Bowling Club" thrills at way his 6-pocket pool game and "Lucky Horsecorder" vender going over all round the nation, Bob Tula, Owner, "Only wishes we could produce as fast as our customers want them,"... Gateway's Fred Minter reports that his wife Jane progressing nicely following auto accident several days ago. Jane recuperating in New York Hospital. This little jet has been keeping things running smoothly at the busy plant last week. Alvin and Evelyn Gotlieb took daughter and son to Dallas for a visit with the family. Nate and Irene still lacking in information on who never stops is Herb Jones at Bally. Always sneere under with dozens of projects going at one and the same time.

All Seebee districts in who can see the new 200 and 100 selve. models tremendously enthused, "Gorgeous!"... they exclaimed. "Can't wait for our perking for biggest future showings in history.... March was Empire's greatest month in... thru the simple exert of sincere service,... Tom Cal-laghan back in town and looking like a billion bucks.... Clarence Schuyler of Games, Inc. out on his second week of extended history, a John "Penney" King Frank report sales of all the "ABT Challenger", "Blossoming like wild flowers" as the orders come in from all over everywhere. Joe "Hot Coil" Kas in left "Upper Silbera" plant on N. Broadway put this way: "Just say 'Hello' to Bill Deibel when you see him," Added Joe, "In the meantime, send me a copy of The Cash Box so John Kus, John Andrews and I will know what's going on in the world.

Triplet coincidence: Art Weinstein, during extensive trip thru the east, first met Max Lobo, Antwerp, Belgium, in 1941 to New York. N.Y.C. Again in trade business for Hartford, Conn. Max on third month buying trip in U.S., with N.Y.C. as headquarters. Art quotes Lobo as saying: "If I were king of foreign cars, I'd get in with you." Art and I was in Detroit, Michigan, and every week I get my copy from my good friend Joe Orlick. Right off the press, the thing is still waving. Plants of foreign orders plus big domestic demand has Joel Stern working around at World like a human steam engine. He's got the boys in the shop working overtime, deciding which he's pull and putting all away every minute of the day.... Ben Coven and Herb Birenkopf report Warthog his back East one past month, with the model "210" "taking a firm hold on the market,"... Ed Perkins reported coming in from down Texas to lend a soulable hand toward entertaining Bally visitors. Busy as evermore, after Kline, Wally Fluke, Sam Kolber, Mary Rosen-stein and Fred Kline over at First.

**ART WEINAND**

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**ED LEVIN**

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**LESLIE BICK**

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**JOE ROBBINS**

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**ART GARVEY**

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**ED RUSTAN**

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**JACK MITNIC**

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**WANTED!**

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**Send For Your's Today!! Trumount's Parts Information Catalog**

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**Empire Coin Machine Exchange**

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**Empire Coin Machine Exchange**

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**Chicago Chatter**

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**Through The Coin Chute**

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**Many thanks for many fine letters received commending The Cash Box**'Quarterly Export Edition' from Central and So. America, Europe, Africa. Always very complimentary about the concise and unequalled business reports in French, Spanish, German, as well as English. Mr. and Mrs. Walter B. A. in W. Harrisburg being enter- about everywhere in town. Can only spend a week here. Then on to Washington and back to N.Y.C., where they leave for a 6 week trip back to Harvard. With stopovers at Lisbon, Barcelona, Nice, Naples, Pa-lermo, Venice, ... Bill O'Donnel, who the phone wasn't to his mailman, was down this week past this week. Including Barney "Shezy" Segerman and Abe Green of Kung's, Ltd. Ducks and everything shiped from Portland and Seattle and Hy; Bransom, Louisville; R. F. Jones and Jonesboys C. N. "Mac" and Dean McMartin and Ken Mayhan, y.

If you like bouncing rides on the back of a truck going 60 M.P.H over rutted country roads, see Ralph Sheffel. A very pleasant young man, new used to "shock test" all Geno games as they come of the line. Al Warren, naturally, has other uses for the vibrator. Like shaking up some cocktails, According to Geno, still in the game, may come back a sight in action. Speedy recovery to Steve K. Rodney, Geno's chief engineer, who's spending several days in New York. Paul Buehler, Chief Buyer, has claimed several "Best of the Show" and "Exhibits of the Day" honors. And particularly for full capacity to catch up with demand for faster, bigger shipments of Rockey's product. Very probable that Ed Perkins reported on trip to Tenn, while Al Allbritton in NOLA visiting Nick Carabjel, Crown Novelty. Those dice taken at Bill George's St. Paddy party. Bill is to enroll Jimmy Johnson in photography school. Jimmy says he's now learning how to put on heads and cut off feet. "Yeah," modestly claims Jimmy. "I've improved considerably..." Art Garvey helping host plenty Ballyfolk this "Can't travel with your answer questions as 'Why haven't I got more 'Show Time' and or 'Why didn't I get more 'Bowling Lanes?'" Jack (Jack MacNico) Mitnick phone calls he's getting capable programs and telegrams. "Everybody wants United phones, and they're anxious to see our first shipment go out of the plant," states Jack.

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Everyone at Morris Novelty Co., St. Louis, too busy to talk news. Sid merely calls out that business is great. . . . Similar conditions prevail at McCall Novelty Co. Andy had the customers lined up at his office door. . . . At LaCieg Success, St. Louis, Johnny Pohl closing a sale, and Oscar Frank taking orders for a machine to be shipped out to one of the Southern distributors. . . . At W. B. Distributing Co. . . . John and James Clements at Mills Merchandiser, St. Louis, drawing plans for their new building, John says it will at last give them breathing space. . . . Demetrie Kabbaz, A. I. Third St. Music Co., St. Louis, buying and selling at the same time as he carries on a running conversation with several of his Far West salesmen. . . . At Louis, Jim St. Louis, out on that hard run while Joe McCormick handles the office detail.

Through the Coin Chute

**MISSOURI MEMOS**

**NEW YORK**—Since attention was focused on the coin machine industry by James B. Elkins, Portland, Oregon, through his testimony before the Senate Select Committee on Improper Practices in the Labor Management Field, Senate investigators have been looking for further evidence of "rack-et" connections in the music, amusement and vending machine fields.

Robert F. Kennedy, chief counsel to the Senate Committee, in New York City this week, said the committee's studies has convinced him that close ties were maintained between underworld figures in control of employer and union groups supplying and servicing coin-operated machines in New York and other big cities across the country.

He said that the industry has grown rapidly in the post-war years, and that automated coin machines, selling everything from hot coffee to nylon stockings, have supplemented the juke box and pinball machine. Numbers in the industry's total receipts are now estimated at more than $1 billion a year.

Commenting on Kennedy's statement, Al Denver, president of the Music Operators of New York, stated: "Our association welcomes such an investigation as our members operate their businesses 100% honestly and legitimately. As a matter of fact, we are more than welcome this federal committee to look over our business. We wish to bring to light, once and for all, before the general public, as well as other government agencies, that as an industry, the music machine industry is one of the cleanest of any in the nation. We are a group of small business owners, who have invested our money in a legitimate business, and able to supply the market, and, many times, seven days a week, to earn a livelihood.

The Union serving the music machine industry also feels the same. The books of Local 946, recently, were seized by the local District Attorney's office, and after a thorough examination, its charter was reinstated, and its officers permitted to continue in the same capacity.

W. Hobar & Booth, Jr., joins Roanoke Vend.

RICHMOND, Va.—Jack G. Bess, president and general manager, Roanoke Vending Exchange, Inc., this city, announced this week the appointment of W. Hobar Booth, Jr., as a sales representative for the State of West Virginia.

"Hobar Booth needs no introduction to the operators of that State," Bess said, "as he has been employed for the past eight years by the West Virginia Beer Commission and is a member of the State Legislature from Fayette County, having served for the past six years. In the above capacities, he has been in a position to become well acquainted with the coin operated machine business in that State.

Roanoke is the distributor for AMI phonograph for Central and Southern Virginia and also distributes all new machines and have in stock at its Charleston branch, phonographs, games, amusement and vending machines manufactured by leading coin manufacturers.

Main office of Roanoke in Richmond, also distributes these machines in its territory here.

**EXCLUSIVE DISTRIBUTORS FOR FISCHER'S SENSATIONAL**

**SIX-POCKET POOL**

**in ILLINOIS, INDIANA, IOWA and MICHIGAN**

**PHONES**

| Seeb. HF100R | $275 | AMI G120 | $350 |
| Seeb. MF100C | $315 | AMI E120 | $445 |
| Seeb. MF102C | $455 | AMI C | $115 |
| Seeb. MF1030A | $825 | Wurlitzer 1550 | $250 |

**SPECIALS!**

Hunter $225  H. C. Hunter $225
B. H. Gunstock $225  Gymnast $225

**SHUFFLE GAMES**

| Ex. Ringer Bell | $225 | Un. Capital |
| Genco Skill Bell | $225 | Un. Clipper |
| West. Ball-A-Sell | $225 | Un. Lightning |
| Un. DLX Comet | 175 | Bally Gold Model 195 |
| Un. DLX Target | 175 | Bally Magic 145 |
| C. C. Hollywood | 175 | Bally Jet 115 |
| T. C. Hollywood | 175 | Bally Victory 95 |

**PRICED RIGHT!**

| Ex. Ringer Bell | $225 | Un. Capital |
| Genco Skill Bell | $225 | Un. Clipper |
| West. Ball-A-Sell | $225 | Un. Lightning |
| Un. DLX Comet | 175 | Bally Gold Model 195 |
| Un. DLX Target | 175 | Bally Magic 145 |
| C. C. Hollywood | 175 | Bally Jet 115 |
| T. C. Hollywood | 175 | Bally Victory 95 |

**IMMEDIATE DELIVERY!**

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

April 13, 1957

The Cash Box
Genco Games Get Shake Test

CHICAGO—Ralph Sheffield, general manager of Genco Manufacturing Company, this city, announced the installation this past week of a vibrating platform at the end of the firm’s production line.

“From now on,” stated Sheffield, “each machine coming off the line gets the shake test.

“Before any game leaves the factory, this vibrating platform tells us whether there are any cold solder connections. If any connections or parts come loose, the game goes thru the production line again.

“Distributors and operators are thus assured of equipment that will provide the long life and freedom from service problems that they all have a right to expect from Genco.

“The test also keeps the workers on their toes so that every game comes as close to perfection as possible.”

The vibrating platform was developed and built by Sheffield. It simulates the movement of a truck over rough roads. Variable speeds enable the games to undergo the most severe and realistic tests.

Sheffield also pointed out that putting erased games thru the test will quickly tell whether it is erased properly, with glass sufficiently protected so that all shipments can arrive undamaged.

“The vibrating platform should save hours of checking, as well as los of income on location, on the part of distributors and operators,” declared Sheffield.

“We are confident that our shake test will eliminate a lot of complaints that previously resulted from rough rides on trucks before shipments used to arrive at destination.”

Adickes Visit Chi

CHICAGO—Mr. and Mrs. A. W. Adickes, Nova Apparate Gesellschaft, Hamburg, Germany, visit the home of Bill and Gasaie Gersh, while in the Windy City. Bill not seen in above picture, as he assumed the role of photographer.

"It's What's in THE CASH BOX That Counts"
LEADERSHIP
HAS
ITS
REASONS . . .
A leader has the wisdom to understand that only what is good for the industry he serves can also be good for him.

A leader has the imagination to seek new ways and the inventiveness to find them.

A leader has the maturity of experience and the vitality not to be stodgy about it.

A leader has the confidence of others and, in turn, confidence in them.

A leader has the farsightedness to anticipate change and to be ready when it comes.

A leader has the daring to be distinctive, to stand out through the individuality of his character and actions.

A leader has pride in his association with the industry of which he is a part—and gladly identifies himself with it.

A leader must have the advantages of up-to-the-minute equipment.

The mantle of leadership awaits you. Wear it well as you move into a new era in the music business.

Incorporated
1500 Union Avenue, S.E. • Grand Rapids 2, Michigan

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

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

www.americanradiohistory.com
Amer. Shuffleboard Announces New Positive-Locking 2 Pc. Shuffleboard Top

UNION CITY, N.J.—The development of a new, positive-locking 2-piece shuffleboard top, which greatly simplifies the transportation, installation and servicing of shuffleboard table units, was announced today by Paul Cusano of the American Shuffleboard Company, this city.

The new top, which has been a major project at American for a long period, has finally been completed. Production of the new tops has started and they will be available within two weeks.

The principal feature of this innovation, Cusano explained, is the design of the interlocking truss which holds the two halves securely in place. "We have finally succeeded in working out a joining truss that is simple, foolproof, and very positive in its locking action," he stated. "In fact, it has been so well designed, and makes so strong and positive a jointure, that absolutely no danger exists for any weakness, or ridge forming at the meeting edges of the two halves.

"The practical result of this development allows an operator to transport even the longest model table in a small panel truck. His present facilities and personnel are more than adequate for rapid, easy installation anywhere, due to the remarkable ease of handling which is brought about. Shuffleboard units now can be moved around to different locations, as simply as any other coin-operated game.

"This was a problem that had never before been fully solved," Cusano went on, "even though various manufacturers, including American Shuffleboard, have tried, over the years, to devise a means that would permit an operator's own personnel to transport and install shuffleboard units with the same relative ease as other games. I am proud and happy to report that this new American feature more than fulfills this requirement, and eliminates the major objection operators have had to using shuffleboards on their routes.

"Tops for American's long style table models now will be available as follows: The 22-ft. size in two sections 10 1/2" each; the 20-ft. size in two sections 9 1/2" each, and the 18-ft. size in two sections 8 4/5" each. The halves join by means of three carefully fitted steel dowels and the underside truss. The only tool necessary to rapidly lock the jointure securely is a ratchet wrench, and the design of the interlocking truss is such that it can be joined in only way—the right way," Cusano stated.

Uses Request Card To Get Location Co-operation

ROCKFORD, ILL.—Louis E. Casola of Mid-West Distributing, this city, reports that the one sure way his firm gets cooperation from locations is by the use of a double mailing card.

"We mail each location," Casola reports, "before each check period a double card. One side is already stamped and addressed to our firm.

"All the location has to do," he continues, "is to fill in whatever request records he has obtained and simply drop this half of the card into the nearest mail box.

"Regardless of whether they're good or bad," Casola advises, "the locations get the records they request, even if we have to make a special trip to buy them."

"We have a very large library of records," he states, "and usually have whatever is requested in stock.

"In addition to this," Casola says, "prompt service and keeping the machines sparkling clean is a big item in helping to get the location's cooperation.

"We also give each location a different machine at least once during the year," Casola claims, "and this, we believe, has helped gain us the cooperation we need from the locations for more play than ever for our machines."


CHARLESTON, W. VA.—Dana M. Hicks, executive secretary West Virginia Music Operators Association, with headquarters in this city, advises that the organization has set a date for its Third Annual State Convention.

Members will gather at the McLure Hotel, Wheeling, with the Board of Directors meeting on Thursday, June 27 at 6 P.M. The general meeting will be on Friday and Saturday, June 28 and 29.

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

“The Industry’s Market Place”

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

CLASSIFIED AD RATE 10 CENTS PER WORD

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

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

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT
THE CASH BOX, 1721 Broadway, New York 19, N. Y.

Use This Convenient Form For
Your Classified Ad

START HERE

FIRM:

ADDRESS:

CITY:

ZONE

STATE:

TELEPHONE NUMBER

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX
1721 BROADWAY, NEW YORK 19, N. Y.
How To Use "The Cash Box Price Lists"

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

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

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

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

REGARDING SELLING PRICES

IMPORTANT

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at $10.00 to $25.00 ask from $30.00 up to $75.00 and even more for some of these very same machines. Purchasers of such machines in recent times have found that this very same price in the lower priced categories are much worn to be priced at these low figures. To completely reverse this trend at market demands and must add onto his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cartons, crates and labor for packing and shipping of the machines, all add up to a decent profit which in most cases, raise the price of a $10.00 to $20.00 machine to anywhere from $90.00 to $75.00 and up. In the case of arcade and kiddle ride machines these figures can be even more due to the fact that many of these have been handled or constructed for some machine shop, since manufacturers of many of the older arcade machines and kiddle rides are no longer in business and it is impossible to obtain parts for their reconditioning. Purchaser of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today buy RPM own repair and recondi-
ditioning departments as well as experienced mechanics, such buyers will purchase machines "as is", at prices quoted by the trade and, recondi-
tion the machines themselves to meet their own operating standards.

PHONOPHONES (Continued)

4. Wurlitzer 66, 24 Sel., 78 RPM 25.00 65.00
5. Wurlitzer 110, 24 Sel., 78 RPM 25.00 70.00

REGULAR DEPT.

4. 1432, '50, Roquet '26-31, Sel. 85.00 190.00
5. 1433, '50, Roquet '26-31, Sel. 85.00 190.00
6. 1454, '50, Hi-Fi, 120 Sel. 85.00 190.00
7. 1456, '50, Hi-Fi, 120 Sel. 85.00 190.00
8. 1457, '50, Hi-Fi, 120 Sel. 85.00 190.00
9. 1458, '50, Hi-Fi, 120 Sel. 85.00 190.00
10. 1459, '50, Hi-Fi, 120 Sel. 85.00 190.00
11. 1460, '50, Hi-Fi, 120 Sel. 85.00 190.00

12. 1432, '47, 120 Sel. 70.00 150.00
13. 1433, '47, 120 Sel. 70.00 150.00
14. 1434, '47, 120 Sel. 70.00 150.00
15. 1435, '47, 120 Sel. 70.00 150.00
16. 1436, '52, Fireball, 120 Sel. 65.00 135.00
17. 1437, '52, Fireball, 120 Sel. 65.00 135.00
18. 1438, '52, Fireball, 120 Sel. 65.00 135.00
19. 1439, '52, Fireball, 120 Sel. 65.00 135.00
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21. 1441, '52, Fireball, 120 Sel. 65.00 135.00
22. 1442, '52, Fireball, 120 Sel. 65.00 135.00
23. 1443, '52, Fireball, 120 Sel. 65.00 135.00
24. 1444, '52, Fireball, 120 Sel. 65.00 135.00
25. 1445, '52, Fireball, 120 Sel. 65.00 135.00
26. 1446, '52, Fireball, 120 Sel. 65.00 135.00
27. 1447, '52, Fireball, 120 Sel. 65.00 135.00
28. 1448, '52, Fireball, 120 Sel. 65.00 135.00
29. 1449, '52, Fireball, 120 Sel. 65.00 135.00
30. 1450, '52, Fireball, 120 Sel. 65.00 135.00
31. 1451, '52, Fireball, 120 Sel. 65.00 135.00
32. 1452, '52, Fireball, 120 Sel. 65.00 135.00
33. 1453, '52, Fireball, 120 Sel. 65.00 135.00
34. 1454, '52, Fireball, 120 Sel. 65.00 135.00
35. 1455, '52, Fireball, 120 Sel. 65.00 135.00
36. 1456, '52, Fireball, 120 Sel. 65.00 135.00
37. 1457, '52, Fireball, 120 Sel. 65.00 135.00
38. 1458, '52, Fireball, 120 Sel. 65.00 135.00
39. 1459, '52, Fireball, 120 Sel. 65.00 135.00
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<tr>
<th>Item</th>
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<tbody>
<tr>
<td>1. Jolly Lady</td>
<td>75.00</td>
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<td>2. Joker (5/46)</td>
<td>50.00</td>
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<tr>
<td>3. H. King Derby</td>
<td>100.00</td>
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<tr>
<td>4. Rascal (3/52)</td>
<td>150.00</td>
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<td>5. Bally Birdie</td>
<td>175.00</td>
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<td>6. Bally Western</td>
<td>175.00</td>
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<td>7. Bally Royal</td>
<td>175.00</td>
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<tr>
<td>8. Bally Jumbo</td>
<td>175.00</td>
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<tr>
<td>9. Bally Western</td>
<td>175.00</td>
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<tr>
<td>10. Bally Robber</td>
<td>175.00</td>
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**Shuffles**

- **Gold Star (G 5/4)**: 125.00
- **DeLuxe (G 5/4)**: 175.00
- **Joker (6/54)**: 25.00
- **K. J. Coin (6 1/2)**: 75.00
- **K. J. Coin (8)**: 175.00
- **K. J. Coin (10)**: 275.00
- **K. J. Coin (12)**: 375.00
- **K. J. Coin (16)**: 575.00
- **K. J. Coin (20)**: 775.00

**Shuffles (Continued)**

- **Gold Star (G 5/4)**: 125.00
- **DeLuxe (G 5/4)**: 175.00
- **Joker (6/54)**: 25.00
- **K. J. Coin (6 1/2)**: 75.00
- **K. J. Coin (8)**: 175.00
- **K. J. Coin (10)**: 275.00
- **K. J. Coin (12)**: 375.00
- **K. J. Coin (16)**: 575.00
- **K. J. Coin (20)**: 775.00

**Shuffles**

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- **K. J. Coin (6 1/2)**: 75.00
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- **K. J. Coin (10)**: 275.00
- **K. J. Coin (12)**: 375.00
- **K. J. Coin (16)**: 575.00
- **K. J. Coin (20)**: 775.00
### Manufacturers New Equipment

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

**AMI, INCORPORATED**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>&quot;200&quot; 200isel phonograph</td>
<td>$285.00</td>
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<tr>
<td>&quot;300&quot; 300isel phonograph</td>
<td>$325.00</td>
</tr>
<tr>
<td>&quot;440&quot; 440isel phonograph</td>
<td>$375.00</td>
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<tr>
<td>&quot;HS-200&quot; Selective Hideaway</td>
<td>$325.00</td>
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<tr>
<td>&quot;HS-300&quot; Selective Hideaway</td>
<td>$350.00</td>
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<tr>
<td>&quot;HS-200&quot; Continuous-play Hideaway</td>
<td>$325.00</td>
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<tr>
<td>&quot;HS-300&quot; Continuous-play Hideaway</td>
<td>$350.00</td>
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**ROCK-OLA MFG. CORP.**

<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Model 1455, 200 Sel</td>
<td>$1,195.00</td>
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<tr>
<td>Model 1454, 120 Sel</td>
<td>$1,195.00</td>
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<tr>
<td>Model 1452, 50 Sel</td>
<td>$1,195.00</td>
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<tr>
<td>Model 1450, Player-200</td>
<td>$1,225.00</td>
</tr>
<tr>
<td>Model 1548, 50 Sel Wall Box</td>
<td>$1,225.00</td>
</tr>
<tr>
<td>Model 1617—Hi-Fi Wall Speaker</td>
<td>$1,225.00</td>
</tr>
<tr>
<td>Model 1966, Remote Volume Control</td>
<td>$1,225.00</td>
</tr>
<tr>
<td>Model 1927, Remote Volume Control with Cancel Button</td>
<td>$1,225.00</td>
</tr>
</tbody>
</table>

**J. P. SEEHRING CORP.**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>V-200—Select-O-Matic “200”</td>
<td>$2,200.00</td>
</tr>
<tr>
<td>V-300A—Wall-O-Matic “200”</td>
<td>$2,250.00</td>
</tr>
<tr>
<td>V-300B—Wall-O-Matic “100”</td>
<td>$2,250.00</td>
</tr>
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</table>

**ROCK-OLA MFG. CORP.**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Model 1455, 200 Sel</td>
<td>$1,195.00</td>
</tr>
<tr>
<td>Model 1454, 120 Sel</td>
<td>$1,195.00</td>
</tr>
<tr>
<td>Model 1452, 50 Sel</td>
<td>$1,195.00</td>
</tr>
<tr>
<td>Model 1450, Player-200</td>
<td>$1,225.00</td>
</tr>
<tr>
<td>Model 1548, 50 Sel Wall Box</td>
<td>$1,225.00</td>
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<td>Model 1927, Remote Volume Control with Cancel Button</td>
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</tr>
</tbody>
</table>

**UNITED MFG. CO.**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bowling Alley (6 Player)</td>
<td>$1,195.00</td>
</tr>
<tr>
<td>11 Foot</td>
<td>$1,225.00</td>
</tr>
<tr>
<td>Base-9</td>
<td>$775.00</td>
</tr>
<tr>
<td>Pirate Gun</td>
<td>$615.00</td>
</tr>
<tr>
<td>Handicap Shuffle Alley</td>
<td>$700.00</td>
</tr>
<tr>
<td>Single Chute</td>
<td>$615.00</td>
</tr>
<tr>
<td>Double Chute</td>
<td>$800.00</td>
</tr>
</tbody>
</table>

**WILLIAMS MFG. CO.**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Cine Ball (Single Player)</td>
<td>$300.00</td>
</tr>
<tr>
<td>Crossfire (Regular Model)</td>
<td>$300.00</td>
</tr>
<tr>
<td>Deluxe Crossfire (Match Model)</td>
<td>$300.00</td>
</tr>
<tr>
<td>Roll-A-Ball (6-Player)</td>
<td>$300.00</td>
</tr>
<tr>
<td>Peppy, The Clown</td>
<td>$300.00</td>
</tr>
</tbody>
</table>

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

| True-Score (6 Player) | $1,225.00 |
| Bowlleague (6 Player) | $1,225.00 |
| 14 Foot | $1,225.00 |
| 12 Foot | $1,225.00 |
| 9 Foot | $1,225.00 |
| Super-Gen Test Snack Vender | $1,225.00 |
| Delux-Coffee Vender | $1,225.00 |
| Deluxe Hot Coffee & Hot Chocolate Combo Vender | $1,225.00 |

**INTERNATIONAL MUTOSCOPE CORP.**

| Bang-O-Rama | $1,225.00 |
| Voice-O-Graph, 45-78 RPM | $1,225.00 |
| With musical unit | $1,225.00 |
| Without musical unit | $1,225.00 |
| Lord's Prayer Vender | $1,225.00 |
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A WURSLITZER

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