One of the truly rare occurrences in the record business took place recently when Columbia's album of "My Fair Lady" passed the million mark. Above we feature several photos of the session at which the smash show was recorded. In the top picture Julie Andrews and Goddard Lieberson, who produced the album for Columbia, listen to a playback of one of her numbers. Next Lieberson and Frederick Loewe, who wrote the music, instruct Rex Harrison in a song. Finally the bottom photo shows Alan Jay Lerner, writer of the book and lyrics, and Loewe listening to the final product.

www.americanradiohistory.com
The new
PERRY COMO sensation

THE GIRL
WITH
THE GOLDEN
BRAIDS

MY LITTLE
BABY
with the Mitchell Ayres Orchestra
and Chorus
Arrangements by Joe Reisman
47/20-6904

Sure to follow
Round and Round
right to the top!

...and a new one by EDDY ARNOLD
GONNA FIND ME A
BLUEBIRD

47 20-6905

5
HOT ONES
HEADED FOR
THE TOP!

FRANKIE BRUNSON
Roses of Picardy
c/w We'll Meet Again
47/20-6908

HAWKSHAW HAWKINS
With This Pen
c/w Dark Moon
47/20-6910

HENRI RENÉ
Shenandoah Serenade
c/w Smoky Strings
47/20-6906

BOB MANNING
Warmed Over Kisses-
Left Over Love
c/w Love Bank
47/20-6903

ANDY RUSSELL
One Is A Lonely Number
C/w Day Dream
47/20-6902

The greatest
line-up of Record Talent
in TV History!

Watch for the
RCA Victor
Galaxy of Stars
June 15, 9-10 PM EDT
NBC-TV

America's favorite speed... 45 RPM
RCA Victor
They’re Coming From Out Of Left Field!

The record business is on a master buying spree.

Daily, word comes in of records that are making noise in local areas and which are being bought by more established companies than the ones that originally issued them. And for good reason are record firms on the lookout for these masters. Several of today’s top selling disks have come from that source.

If you go down the list of this week’s Top 60, there are such smashings as “Come Go With Me,” “Party Doll,” “Dark Moon,” “Pledge Of Love,” “I’m Stickin’ With You,” “Just Because,” “Almost Paradise,” “Rosie Lee” and “Over The Mountain,” all of which were originally on local labels.

The purchasing of masters in which record companies are now indulging in such a prodigious rate has a sound economic basis. First of all, for a disk to be bought, it has to have made some noise, which means that the record company is already giving itself a head start as far as public acceptance is concerned. Second of all, very favorable terms can often be arranged, terms which are equally as satisfactory to the seller as to the buyer, but which usually come to considerably less than a new session would cost a record company. The result therefore is that instead of starting from scratch and hoping to get a hit, a disk firm can get a record at less than the cost of a session and be secure in the knowledge that it is at least making noise in one area.

Moreover, very often, the contract of the artist goes with the master so that if a hit of major proportions is established, a new star is created with all the fabulous income that can come from such a process. RCA Victor’s original purchase of Elvis Presley masters is a pretty good case in point.

The fact that so many local records, done in a very real sense by people who were amateurs in the field at the time they recorded or wrote them, manage to attract in particular the teenage audience to such a large degree indicates also that to a great extent record buyers in the current market are less interested in polished performances than in songs and artists who can somehow convey the feelings and experiences which those buyers are themselves going through.

Naturally buying masters is never going to replace the more conventional method of creating records, i.e. going into a studio with artists and songs chosen by an A&R man and cutting them — although one firm, RKO-Unique, has announced its complete withdrawal from the production of records in that manner in favor of buying masters—nevertheless as the record industry continues to expand into new and untried areas, making customers of people who never bought records before, masters produced in someone’s basement or attic or cellar but which convey a meaningful experience to a large enough number of people, are going to continue to be sought and bought by record companies searching for material to satisfy every type of record buyer.
ALL SHOOK UP
ELVIS PRESLEY
AL-3159—David Hill
VI-6870—Elvis Presley
1

LITTLE DARLIN’
THE DIAMONDS
EX-2101—The Glaicolos
ME-71060—The Diamonds
3

ROUND AND ROUND
PERRY COMO
DA-2121—Walter Salsal O.
VI-20/47-4815—Perry Como
2

COME GO WITH ME
DEL-VIKINGS
DE-30221—Sunny Gale
DE-4121—Condolos
DO-15538—Del-Vikings
4

SCHOOL DAY (RING RING GOES THE BELL)
CHUCK BERRY
BR-55007—Big Tiny Little
CH-1653—Chuck Berry
7

PARTY DOLL
BUDDY KNOX — STEVE LAWRENCE
CE-61792—Steve Lawrence
DE-30221—Winky Mamou
RO-4002—Buddy Knox
5

GONE
FERLIN HUSKY
CA-3422—Ferlin Husky
CO-40552—Joan Weir
Ne-71070—Bobby Wayne
6

I’M WALKIN’
FATS DOMINO
IM-5426— fats Domino
VL-10047—Ricky Nelson
9

BUTTERFLY
ANDY WILLIAMS — CHARLIE GRACE (Tie)
BY-1552—Bobby Carroll
CO-1506—Andy Williams
CR-61795—Andy Williams
EL-505—Bill Alien
8

WHY BABY WHY
PAT BOONE
DE-29775—Webb Pierce & Rod Saville
DO-15545—Pat Boone
10

SPECIAL CODES:

A SMASH!
BOTH COUNTRY AND POP
THE EVERLY BROS.
SING
BYE BYE LOVE
— and —
I WONDER IF I CARE AS MUCH

CADENCE No. 1315

cadence
40 East 49th Street, New York City, N.Y.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Week(s)</th>
<th>Best Selling Tunes on Records</th>
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<tbody>
<tr>
<td>1</td>
<td>All Shook Up</td>
<td>Elvis Presley</td>
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<td>2</td>
<td>Little Darlin'</td>
<td>Roy Orbison</td>
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<td>3</td>
<td>Come Go With Me</td>
<td>Pat Boone</td>
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<td>4</td>
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<td>Reba McEntire</td>
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<td>5</td>
<td>School Day (Ring Ring)</td>
<td>The Everly Brothers</td>
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<td>6</td>
<td>Roarin' With The Blues</td>
<td>The Ventures</td>
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<td>7</td>
<td>A White Sport Coat</td>
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<td>8</td>
<td>Silhouettes</td>
<td>The Platters</td>
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<td>9</td>
<td>Dark Moon</td>
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<td>10</td>
<td>Party Doll</td>
<td>Bobby Darin</td>
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<td>11</td>
<td>Love Letters In The Sand</td>
<td>The Everly Brothers</td>
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<td>12</td>
<td>I'm Walkin'</td>
<td>Roy Orbison</td>
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<td>13</td>
<td>Mama Looka Bobo</td>
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<td>14</td>
<td>I'm Stickin' With You</td>
<td>The Everly Brothers</td>
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<td>Rock-A-Billy</td>
<td>The Orioles</td>
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<td>16</td>
<td>Why Baby Why</td>
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<td>17</td>
<td>Buttermilk</td>
<td>The Orioles</td>
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<td>18</td>
<td>Party Doll</td>
<td>Bobby Darin</td>
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<td>19</td>
<td>Love Is A Golden Ring</td>
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<td>I'm Stickin' With You</td>
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<td>Rock-A-Billy</td>
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<td>Why Baby Why</td>
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<td>Rock-A-Billy</td>
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<td>24</td>
<td>Buttermilk</td>
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<td>25</td>
<td>Wonder Woman</td>
<td>The Orioles</td>
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<td>26</td>
<td>Have You Ever Been To Bohemian Grove</td>
<td>The Beatles</td>
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<td>27</td>
<td>You've Lost That Lovin' Feeling</td>
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<td>If You Ever Really Loved Me</td>
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<td>29</td>
<td>She's Not There</td>
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<td>In The Still Of The Night</td>
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<td>31</td>
<td>There's A Secret Keeper</td>
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<td>32</td>
<td>It's Not For Me To Say</td>
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<td>33</td>
<td>Peace In The Valley</td>
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<td>34</td>
<td>I'm Sorry</td>
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<td>42</td>
<td>I'm Sorry</td>
<td>The Everly Brothers</td>
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**Compilation Notes:**

- Only those records best suited for commercial use are reviewed by THE CASH BOX.
- Sales figures are based on a continuing weekly national survey of leading retail dealers of The Cash Box. Each listing includes the name of the song, record number, artist, and title on the reverse side.
- The numbers underneath the title indicate the positions of the record last week and two weeks ago, respectively.
- * Indicates best selling record or records.
MALTBY "MAKES IT" AGAIN

richard MALTBY and his orchestra

ROCKIN' FIDDLE

b/w THE CHECK APRON BALL
(From the Musical Production, "New Girl In Town")

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
**THE JOHNSTON BROTHERS** (London 1741)

**B** "GIVE HER MY LOVE" (2:40) [BMI-DeHaven, Bagley] The Johnston Brothers, one of England's top vocal groups, have a new single on the market that could make big noise. It's a fine folk-pop item with sentiment that would be well received by those who're going to forlorn, exceptionally contagious match stark love song. Different from the run-of-the-mill stuff. Could break wide open.

C+ "KLILMANJARO" (2:15) [Burlington] Here the boys present an exciting rhythm item filled with a drum backbeat that could make a tribal chant.

**THE KING SISTERS** (Capitol 3712)

**B+** "IMAGINATION" (2:21) [ABC—Decca] The King Sisters, using an exciting new vocal technique should go place with their first release in this style. The approach can best be described as the female counterpart of the Four Freshmen's style. They do a magnificent job here as they fashion a great standard. Kids will love it.

C+ "YOU'RE MY THRILL" (2:19) [Mortonons ASCAP—Gorney, et al.] The King Sisters present a vocalizing is exciting on this side too as they chant a fast-stopping tune.

**BOB DENTON** (Capitol 3716)

**B+** "ON MY MIND AGAIN" (2:36) [Slim Willet BMI—Beard, Ray, Willet] A powerful new song with an upbeat melody ballad out of the country field is treated to a thrilling new rendition by Bob Den- ton. Lad has a big voice and some great new material to work with. Side could step out and develop into a big one. Watch this deck.

C "ALWAYS LATE" (2:00) [Bill & Range BMI—Friszell, Crawford] The rock-a-billy sound is more defined on this new release. Bob, whose每個 rhythm and vocalized with heart by the bright new star. Great beginner. Solid teen appeal.

**DICK HYMAN TRIO** (MGM 12476)

**B+** "BETTIE GEORGIA BROWN" (2:08) [Remick ASCAP—Bernie, Pinkard, Casey] Keyboard ace Dick Hyman takes the spotlight on this one, magnaharp the trio presents a pretty new rendition of a great favorite. Refreshing new sound and delivery. Jocks will enjoy this one.

C+ "TOKYO ALLEY" (2:45) [Corder ASCAP—Hyman] The 88'er is featured at the harpsichord piano here presenting an interesting composition with an oriental flair. Unusual number.

**BOB WHALEN** (Jubis 2583)

**B+** "A ROSE AND A PRAYER" (2:45) [Branford, Mann ASCAP—Harris, Woolward, Conn] The rich, sincere voice of Bob Whalen is magnificent as the artist presents a wonderfully written legt love song that could enjoy a very wide audience. Great run. Excellent delivery that should get heavy air play in coming months.

C "I'M GLAD I WENT HOME" (2:39) [Bregman, Voce & Co—ASCAP—Harris, Sacco] Mil- lions of June brides will fall in love with this tender love song that could become a wedding tradition. Lovely performance. Bob has brilliant voice.

**THE CASH BOX**

**Ring My Phone** (2:00)

**CENTRAL SONGS BMI—DeHaven**

**TOMMY SANDS**

- Tommy Sands, the young song- writer who skyrocketed to fame with smash waxing "Teen Age Crush" introduced a few months ago on the Kraft TV Theatre, is one of the hottest new names in the music business. His two follow- up sides "My Love Song" and "Ring-A-Ding-A-Ding" are currently enjoying a healthy sale and TV, film and p.a. offers are pouring in daily. Last Wednesday, Tommy returned to the site of his first big break, the Kraft TV Theatre, and, introduced a new song "Ring My Phone" in a play entitled "Flesh And Blood". It's a swinging rock-a-billy affair treated to a sizzling performance by the band. Should take off just as "Teen Age Crush" did. The companion piece "Ring Steady" is a slower tempo rhythm romancer that enjoyed great success about a year ago in the country field. Terrible teenage romance kids will be running to their shops to pick up this two- sided smasheroo.

**B+ EXCELLENT**

**C FAIR**

**D MEDIOCRE**

**BOYD BENNETT & HIS ROCKETS** (King 5049)

**B** "PUT THE CHAIN ON THE DOOR" [R-T BMI—Toomeh] Big Moon handles the vocal- izes with zest as Boyd Bennett and his Rockets tore thru a swing- ing dance item. This one will have the kids hoppin'. Catchy deck.


**BERNIE WAYNE** (ABC-Paramount 9815)

**B** "THE LEAKY FAUCET" [B-, Remick BMI—Wayne] The imaginative Bernie Wayne does a wonderful job with an innovative instrumental novelty from his own pen. Contagious lilter that instrumentally describes the ef- fects of a leaky faucet on a person trying to sleep. Clever ditty.

**B** "THEME FROM 'ABNER, THE KING PIN" (2:52) [Peer BMI—Wayne] A charming instrumental mental theme from a baseball fantasy with a Coach Law- rence, is delightfully presented on this end. Ear-pleasing number.

**The PAULETTE SISTERS** (Decco 3010)

**B+** "GIVE HIM MY LOVE" (2:32) [RCA Victor BMI—Conner, Reine, Bagley] The Paulette Sist- ers break onto the charts with this warm- and-emotional tempo romancer beautifully handled. Excellent change-of-pace material loaded with commercial chassis. Smashing deck has an indescribable something. Excellent kids should love this. Watch this sleeper.

**C+** "GRANDMA'S WALTZ" (2:03) [Gordon BMI—Johnson, Jannel] The larks blend beautifully once again on a smooth, swinging calypso romancer.

**DAVE GARDNER** (OJ 1002)

**B** "FAT CHARLIE" (2:17) [Old Judge BMI—McCarry] Attractive calypso type romancer that Dave Gardner has an authen- tic calypso sound and he gets a strong assist from the instrumentalists. Cute lyric.

**B** "WHITE SILVER SANDS" (2:59) [Follow BMI—Matthews] This ball is an unusual jumper item with an organ supplying the beat. Dave sings the Please love lyrics attractively. Good cornball sound.

**DAMITA JO** (ASCAP—Graham 9822)

**B** "ILL NEVER CRY" (2:09) [Sunbeam BMI—Jo] Damita Jo, a highly talented lark who can really belt out those great rockin' vocals from Don Costa's orch. as she tears thru a terrific rocker which she penned. Swinging dance deck in the "Lucky Lips", "Jim Dandy" idiom. Could be a big one. Unitha can really sell a song.

**B** "HOW WILL I KNOW" (2:15) [United ASCAP—Norvas, Baxter] A terrific hand-clapping item. Damita Jo accompanies the chirp on her venture thru this riveting rockin' item. Teenagers should go for both halves.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
CHUCK MILLER
"Bye, Bye, Love"
AND
"Rang Tang Ding Dong"
TWO GREAT SIDES!
MERCURY 71118

NICK NOBLE
"A FALLEN STAR"
MERCURY 71117

DAVE DIDDLE DAY
"BLUE MOON BABY"
MERCURY 71114

PITCH PIKES
"ZING ZING"
MERCURY 71099

BERT CONVY
"You Never Have Time"
AND
Two Hearts
GEORGIA GIBBS
"The Sheik Of Araby"
AND
I Am A Heart, A Heart
LOUIS JORDAN
"Fire"
AND
Ella Mae
EARLSTON FORD
"Wings To Fly"
AND
Ain't Nothin Shakin
THE TYRONES
"Pink Champagne"
AND
Street Of Memories
FREDDIE BELL
"You're Gonna Be Sorry"
AND
Rockin Is My Business
EDDIE CHAMBLEE
"Goin' Long"
AND
Back Up
PETE MARSHALL
"It's My Way"
AND
Suddenly I'm Sad

 Mercury REG. U.S. PAT. OFF. RECORDS

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

www.americanradiohistory.com
The Cash Box, May 18, 1957

Record Reviews

**The Cash Box**

**Sleeper of the Week**

**BILLY VAUGHN ORCH.**

*DO THE BEATLES, MY LOVE* (2:17) [Famous ASCAP — Young, Livingston, Evans] An enchanting love song with a Philadelphia flavor. A rousing and capable violinist and conductor Billy Vaughn. Lovely mood material that should sell heavy nationwide. The melody is absolutely dreamy.

**B** [Wallace & Innes ASCAP — Aceple, Concina, Carasus] The chosen harmonica and vocal choices delightfully fit this delectable tune. This lively bounce beat novelty with a catchy melody. Most pleasant bit of light-hearted listening with a Spanish flavor.

**LOUIS NYS**

**B** "HI-HO-STEVE-O" (1:55) [Maxana ASCAP — Lawrence] One of the most famous man-on-the-street, Gordon Hathaway. In this singing swoppin' song composed by Maxana Lawrence, Nys with his vocal contortions, plus the Key Music and Larry Sonn's orchestra, brightly bring across some funny moments. Sales hinge on the power of the 45, if TV'er to give the disk a sales push.

**CH** "GOTTA RUN" (2:13) [Ver- sation ASCAP — Nana Yee and the Key Men takes hold of another Steve Lawrence piece and makes it flying high, wide and handsome.

**MARGIE RAYBURN**

**B** "FREIGHT TRAIN" (2:46) [Peter Maurice ASCAP—James, Williams] One of what looks like a sure-fire hit is presented with vitality by thrush Margie Rayburn. This performance will draw lots of the folk, train-tempo fans admirers to it. Should do very well in sales and spins.

**B** "DREAMY EYES" (2:40) [Toucan ASCAP — Hoffman, Blake] A slow 'ol 'roll ballad is performed under multiple tracking effect by the eerily singing last Impresssive side.

**FREDDIE HALL**

*DO ME A LITTLE BIT* (1:50) [Lake Shore ASCAP—Lance, Duffy, Howard] Freddie Hall takes the listener back to the good old days with a wonderful homespun ditty. Charming old-fashioned group-singing with a cute melody and a soft-shoe tempo. Group of girls in the backdrop supply the perfect vaudeville flavored accompaniment. Strong side that recalls the Ray Bolger technique. Good jive fare, especially for tavern locations.

**B** "WHY LIE TO A DOLLED UP" [1:50] (Donaldson ASCAP—Donaldson) Another pleasant corny number with the inviting sound and a happy beat.

**THE FLAIRS**

*TO CLIMB THE HILLS AND MOUNTAINS* (2:51) [Argo BMI — Billy Eichler and Slim Sagan] Three of them that can sing arias like they're lis- tening here as they chant a dramatic love song with a potent fish-beat. Complex harmonica and vocal blending that could do big things. Strong stuff.

**B** "SWING PRETTY MAMA" (2:10) [Argo BMI—Byley] The enthusiasm is plain from the beginning and jumps thru a good dance lead with the bass voice in the spotlight.

**The Cues**

(Prop 104)

**B** "CRAZY, CRAZY PARTY" [Decca 15575] (Columbia BMI — Car- lson, Windley] The Cues first Prep release is a terrific one that should go gold immediately with the teenagers. Torrid dance item with a terrific beat and a good one here that could make the grade. Keep a tab on it.

**CH** "PRETTY" (2:19) [Panther ASCAP—Ram] This half display the group on a potent romance set to a soft vocal and roll beat. Pretty harmony on a well written tune. This half could win out in the long run.

**The Modernaires**

(Coral 618)

**B** "MY PSYSO MELODY" [Crom- well ASCAP—Clinton] The Modernaires come up with the first vocal version of an eminent best selling instrumental, and a fine job it is. Smooth romancer displaying some pretty original writing.

**CH** "CINDERELLA BABY" (2:30) [Dena ASCAP—Mandel, Flick, Dorn] Fine group that could possibly chart with a good blues item. Interesting arrangement.

**JAN PEERCE**

(Coral 6138)

**B** "WONDERFUL! WONDER- FUL!!" (2:54) [E. B. Marks BMI—Merrill] Metropolitan opera star Jan Peerce finds a poetic interpretation of a brilliant romantic ballad and has been climbing. The steady pace for the past five months. Dramatic reading of a tune that could develop into a hit. The version will appeal to the adult market.

**B** "MY YIDDISHIM MOMME" (2:40) [DeSylva, Brown & Hen- derson ASCAP—Yellen, Pollock] A touch of a Porgy & Bess tuneful with his mother is chanted against crying violins by the gifted tenor. Heart rending delivery of a favorite.

**DEAN MARTIN**

(Capitol 3718)

**B** "I NEVER HAD A CHANCE" (2:23) [Irving Berlin ASCAP— Berlin] Dean Martin is in top form as he warbles a delightful Irving Berlin ballad. Easy going romancer with a most contagious melody and a good vocal accompaniment. Should do well for Dean.

**B** "I CAN'T GIVE YOU ANYTHING BUT LOVE" (2:30) [Mills ASCAP — McHugh, Fields] Dino offers a relaxed rhythm reading of another wonderful oldie. Excellent arrangement that could send the tune onto the charts once again.

**The Easy Riders**

(Columbia 4070)

**B** "STROLLIN' BLUES" (2:00) [Montclaire BMI—Gilkyson, Deit, Miller] The Easy Riders, who did such a big job with "Mack and the Mole" feature Roberta Lee on this delightful blues recording. She keeps her charm at an easy-going pace. Plenty number that could step out and make big.旋律 and harmony and tempos are mostly pleasant.

**B** "TINA" (2:02) [AcutelRose BMI—Byley, Bryant, Bryant] This one operates without Miss Lea on this chart as they glide thru a cute calypso flavored novelty. Poppy ditty color- fully handled.

---

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

www.americanradiohistory.com
What's in THE CASH BOX That Counts—INTERNATIONALLY

McGUIRE SISTERS

ROCK BOTTOM

BEGINNING TO MISS YOU

Coral 9-61842 (61842)

CORAL RECORDS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
"I COMPLAIN"

"AROUND THE CORNER FROM THE BLUES"

(Decca 9-30337; 30337)

Here's Hibbler with another fantasti-

ous release. The man of many voices
delivers the ballad side "I Complain"
with usual polished style and swings
his way right into flip "Around the
Corner." Hibbler should ride high with
this one!

"MISTER LOVE"

"Leave Me"

(Decca 9-30305; 30305)

Ernest Tubb

Willburn Bros.

A winning combination sure to create
a field day for jockeys and C & W
fans. Ernest Tubb and the Willburn
Brothers team up for a seco.

dition of "Mister Love"-Unbeatable

talent and talent—a play-getter at all
bases!

Best Bets

"(You Hit The Wrong Note"

BILLY GOAT"

"ROCKIN' ROLLIN' ROVER"

(Decca 9-30314; 30314)

BILL HALEY

and

His Comets

Haley and his boys are on the hit
trail again with new smash release.
Fana viewed their frantic antics and
swinging' singin' of "Billy Goat" on
the Ray Bolger Show, Thursday, May
9th. The Bill Haley comets leaves
a trail of hits! New smash R & B'er
latches on...fast. A natural for fans
and the boxes.

"THE CASH BOX, Music"

Page 12

May 18, 1957

Record Reviews

B+ DISK & SLEEPER B VERY GOOD C FAIR
B+ EXCELLENT C+ GOOD D MEDIOCRE

The Cash Box

Best Bets

"GIVE HER MY LOVE"

"GIVE HIM MY LOVE"

"CRACK TRAIN"

"CRAZY, CRAZY PARTY"

"STROLLIN' BLUES"

"TELL MY LOVE"

"I'LL NEVER CRUISE"

"A ROSE AND A PRAYER"

"IMAGINATION"

(Decca 30317)

PAT KIRBY

B "TAMMY" (2:20) (Northern

Records—London)

B [Patricia & Sherlyn BMI—Stone,

Dougherty, Spina] / [Roma]

B+ "STEAMY GIRL" (2:15)

[Patricia & Sherlyn BMI—Stone,

Dougherty, Spina] / [Rama]

B+C "KABY & SHERRY GIRL"

(2:09) [Kabby & Sherry BMI—

Stone, Dougherty, Spina]

B+C "HAREM DANCE" (2:37)

[Cherio BMI—Melkonian, Bed-

nour] / [Robin BMI—Melkonian,

Bednour]

B+C "MAGNOS" (2:16) [Rodd Evans

ASCAP—Libby, Wayne] / [Mitar

Mojan and his boys work on another
best seller on this half and come thru
with all the right chas instrumental
that should appeal] to dance enthusi-
asts. Great big band job of a hot
number. Excellent debut disk for
Decca.

PETE MARSHALL

(May 17109)

B "IT'S MY WAY" (2:17) [Casabia

BMI—Walker] / [Pete Marshall, a

highly talented legit balladeer makes
an impressive debut on His releasing
a tender love song with a beauti-
ful, well loved melody. Emotion-
ional expression of a quality tune.
Pete has a rich voice.

B+C "SUDDENLY I'M SAD" (2:41)

[ASCAP—Colby, O'Hara, Homan]

Another well-written romance with
a melancholy story line. Jockeys
should enjoy spinning both halves.

EDDIE LAWRENCE

(Cont 6108)

B+ "ABNER THE BASEBALL"

(Philips—London)

B [Jerry Laurence, John G.

Williams] / [Parnell, Parnell]

Johnston Bros. / London 1741

Paulaette Sisters / Decca 30310

Fuentes / Liberty 50077

Cues / Prop 104

Easy Riders / Columbia 40910

Billy Vaughn O. / Dot 15579

Dorothy Jo ABC-Four / Jubilee 5283

Bob Whalen / Capitol 3713

Eddie Lawrence

(Cont 6108)

B "TOO YOUNG TO SETTLE DOWN"

(2:06) [Parnell's ASCAP—Grace

Williams, Bob Whalen]

B+C "CLOSE" (2:40) [Gold BMI—

Willis, Lewis] / [Gold BMI—

Willis, Lewis]

B+C "NO, NO, NAPOLEON" (2:40)

[Rosartis ASCAP—Whiting,

Moret, Miss Allen] / [Rosartis ASCAP—

Whiting, Moret, Miss Allen]

Doris Allen

(Cont 106)

B+C "YOU CAN'T GIVE ME ANY

THING BUT LOVE" (2:10) [Mills

ASCAP—Fiedls, McHugh] A

great release has been carefully
and refreshingy, transcribed to a
light cha-cha beat by sweet-sounded
through Doris Allen. Miss Allen's ex-
cellent phrasing and skillful play with
the melody line should make the
disk a delight. This new twist on a
favorite could create some action.

B "IT'S MY WAY" (2:17) [Oak-

land ASCAP—Sparks] / [Bobby

Decker, Perf.] A break-up with an
entirely different affair, containing
some clever lyrics and a snappy tune,
tells of Napoleon's dealing with a
new lady and ends in a moral for today's
lovers. Bright vocal by Sparks. Lad
HERE THEY COME!!

"Her Nibs"

and

RCA Victor

Georgia Gibbs

With An Explosive First Release

I'M WALKING
THE FLOOR
OVER YOU

and

SUGAR CANDY

47/20-6922

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
The big news for the next several days will be the preparations being made by the New York record trade to attend the MOA Convention, which is the biggest convention yet. Johnny Mathis, set for the Ed Sullivan Show June 18, will do "It's Not For Me To Say," which is really starting to show up now. Dot has signed song stylist Eddy Williams and will soon release an album by her entitled "Eddy Does It," which was produced by Jack Elliott. The reason Judy Scott didn't sing on the Ed Sullivan Show May 5th as scheduled was that Sullivan had overbooked the show in the last two days with Gene Fullmer, Sugar Ray Robinson and Robert Strom. Consequently he used Judy as co-emcee. Sullivan will be at his best however as a producer very near future. Sorry to hear that the mothers of both Hal Webman and Ziggy Lane died last week. MGM is cashing in on its David Rose disk click single of "Caerulea Melody" by rushing an EP to market with the hope that Bob Rafelson of Philadelphia has joined Gene Records as Eastern promotion representative. The Four Voles set to inaugurate a new policy feature on the NBC "Tonight" TV show, Beginning May 27 they start a one-week stand and Jones Show May 14. CBS has announced that its new TV show, "The Big Record" will have its premiere on Wednesday, September 25 from 8 to 9 P.M. It will star Patti Page and feature guest singers every week. ABC announced the annual Mardi Gras of the Baruch School of City College Saturday, May 13th. Polly Bergen will sing her songs live with the doors dramatization of the life of Helen Morgan on TV May 16th. Polly refused to pre-record the numbers.

CHICAGO: Chi radio men joined national radio in observance of "National Radio Week." WGN led pack with write-in contest "Why I Like Radio." Local radio execs reflect national sentiment that American A.M. Radio has newer, stronger—more time, more sponsors and above all, more music. "We've solved the slow period blues," claims All-State's Paul Glass. "Sales on Digestion Hi-Fi's are soaring and with new models arriving any day, things will really start popping..." Morrie Goldman, J. H. Martin Distribs, advises to have some old Golden Crest, locals deals are well appointed with line due to novel LP, "Louie's Love Songs." Promotion on "Jockey's Theme" in conjunction with flick, "The Strange One," prompted Archie Bleyer to plane into Chi last week... Sam Fox, Famous Paramount, none got home after an extended midwest jaunt than things started happening and back on the road he went... George Duckhorn and Dave's Jo introducing Dan's latest ABC Par disk, "I'll Never Cry," to local deals... Loyola University annual Student Dance starred June Christy with her latest MGMR, "Only Trust Your Heart." 5/4... Marty Faye was so impressed by Jodie Sands' "Honey," that he bought the song with All My Heart at $100... PLS... Plenty of Love... I Won't Come Back... Mike Secret... Sensational Reaction to First Air Plays... The Gift... Do You Promise... Sheb Wooley... (That Are You Satisfied) man is back again with a new hit!... Leroy Holmes... Vocal by Angela Drake... WARM AND TENDER... K12460... MGM 12460... ARTHUR SMITH... STAMPS... TWO THEME CALYPSO... K12458... MGM 12458... NEW SOUND TRACK ALBUM... Recorded Directly From the MGM Motion Picture... this could be the night... RAY ANTHONY and His Orchestra... JULIE WILSON... NEILE ADAMS... E550 ZT... "Only those records best suited for commercial use are reviewed by THE CASH BOX..."
PARADE OF BEST SELLERS

15558—DARK MOON—GAE STORM
15550—BONNIE GUITAR

15570—BERNARDINE—LOVE LETTERS IN THE SAND—Pat Boone
15569—FOUR WALLS—TALKIN' TO THE BLUES—Jim Lowe
15538—HOW CAN I FIND TRUE LOVE—COME GO WITH ME—The Del-Vikings
15574—A FALLEN STAR—I CAN'T GO ON THIS WAY—Jimmy Newman
15545—WHY BABY WHY—I'M WAITING JUST FOR YOU—Pat Boone
15548—DON'T GET AROUND MUCH ANYMORE—NINETY-NINE WAYS—Tab Hunter
15571—WHAT MADE MAGGIE RUN—LITTLE BILLY BOY—The Del-Vikings
15551—ISABELLA—I DON'T LIKE IT—Roy Tan
15560—I'M SERIOUS—I LOVE MY GIRL—The Hilltoppers
15565—KING'S ROCK—HELLO ALOHA—Johnny Maddox
15566—HEART OF MY HEART—THAT OLD GANG OF MINE—JUST BECAUSE—The Happy Jesters
15561—HONKY TONK SONG—THE POCKET BOOK SONG—LeRoy VanDyke

NEW RELEASES

15575—VE BORRIQUITO—TELL MY LOVE—Billy Vaughn
15581—FOOL AROUND—WHICH WAY TO YOUR HEART—The Fontane Sisters
15583—KILL ME WITH KISSES—SPEAK FOR YOURSELF JOHN—Margaret Whiting

15573—ON MY MIND AGAIN—ALWAYS LATE—Bob Denton
15576—I SAW YOU, I SAW YOU—BYE BYE LOVE—T. Tommy
15577—LATELY—THE BLUES WALKED IN—Whitey Knight
15578—BECAUSE WE ARE YOUNG—LOVE LETTERS IN THE SAND—Mac Wisemman
15579—YOU SWEET LITTLE THING—ATOM BOMB BABY—The Five Stars
15580—TALKING TO MYSELF—DON'T MAKE MY POOR HEART WEEP—Bobby Rand
15582—CALYPSO GIRL—I HOPE YOU FIND A SWEETHEART—Lenny Perna

ALBUMS

DEP-1056 "A CLOSER WALK WITH THEE"—Pat Boone
DLP-3050 "PAT"—Pat Boone
DLP-3030 "HOWDY"—Pat Boone
The Records
Disk Jockeys
Played Most

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist, Label</th>
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<tbody>
<tr>
<td>1</td>
<td>ALL SHOOK UP</td>
<td>ELVIS PRESLEY (RCA Victor)</td>
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<tr>
<td>2</td>
<td>LITTLE DARLIN’</td>
<td>DIAMONDS (Mercury)</td>
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<td>3</td>
<td>ROUND AND ROUND</td>
<td>PERRY COMO (RCA Victor)</td>
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<td>4</td>
<td>SCHOOL DAY (RING RING GOES THE BELL)</td>
<td>CHUCK BERRY (Chess)</td>
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<td>5</td>
<td>GONE</td>
<td>FERLIN HUSKY (Capitol)</td>
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<td>6</td>
<td>COME GO WITH ME</td>
<td>DEL-VIKINGS (Dot)</td>
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<td>7</td>
<td>SO RARE</td>
<td>JIMMY DORSEY (Fraternity)</td>
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<td>8</td>
<td>DARK MOON</td>
<td>GALE STORM (Dot) — BONNIE GUITAR (Dot)</td>
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<tr>
<td>9</td>
<td>PLEDGE OF LOVE</td>
<td>KEN COPELAND (Imperial)</td>
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<td>10</td>
<td>WHITE SPORT COAT</td>
<td>MARY ROBBINS (Columbia)</td>
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<td>11</td>
<td>PARTY DOLL</td>
<td>BUDDY KNOX (Dot)</td>
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<td>STEVE LAWRENCE (Mercury)</td>
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<td>12</td>
<td>I’M WALKIN’</td>
<td>FATS DOMINO (Imperial)</td>
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<td>RICKY NELSON (Dot)</td>
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<td>13</td>
<td>LOVE LETTERS IN THE SAND</td>
<td>PAT BOONE (Dot)</td>
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<td>14</td>
<td>EMPTY ARMS</td>
<td>IVORY JOE HUNTER (Atlantic)</td>
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<td>TERESA BREWER (Mercury)</td>
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<td>15</td>
<td>ROCK-A-BILLY</td>
<td>GUY MITCHELL (Columbia)</td>
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<td>16</td>
<td>MANGOS</td>
<td>ROSEMARY CLOONEY (Columbia)</td>
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<td>17</td>
<td>LOVE IS A GOLDEN RING</td>
<td>FRANKIE LANE (Columbia)</td>
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<td>18</td>
<td>FOUR WALLS</td>
<td>JIM REEVES (RCA Victor)</td>
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<td>JIM LOWE (Dot)</td>
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<td>19</td>
<td>BUTTERFLY</td>
<td>ANDY WILLIAMS (Cameo)</td>
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<td>CHARLIE GRACIE (Dot)</td>
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<td>20</td>
<td>WHY BABY WHY</td>
<td>PAT BOONE (Dot)</td>
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</tbody>
</table>

21) MAMA GUITAR. 22) 1492. 23) IT’S NOT FOR ME TO SAY. 24) I’M A MAN. 25) TONIGHT JOSEPHINE. 26) SHISH-KEBAB. 27) MAMA LOOKA BOOBOO. 28) AFTER SCHOOL. 29) HAREM DANCE. 30) I JUST DON’T KNOW. 31) OLD CAFE CON. 32) YOUNG BLOOD. 33) ALMOST PARADISE. 34) SO LONG MY LOVE. 35) SEARCHIN’. 36) NINETY-NINNIE. 37) CRAZY LOVE. 38) FRESH GROOVIN’. 39) DO I LOVE YOU. 40) SITTIN’ IN THE BALCONY. 41) TALKIN’ TO THE BLUES. 42) WHEN ROCK AND ROLL CAME TO TRINIDAD. 43) FABULOUS. 44) BERNARDO. 45) DON’T CALL ME SWEETHEART. 46) GONNA FIND ME A BLUEBIRD. 47) FEACH IN THE VALLEY. 48) CALYPSO MELODY. 49) I’M SORRY. 50) WIND IN THE WILLOW. 51) RING-A-DING. 52) ME’S MINE. 53) EVANGELINE. 54) MARY ANNE. 55) CHANTEZ, CHANTEZ. 56) WONDERFUL! WONDERFUL! 57) I’M STICKIN’ WITH YOU. 58) ROCK YOUR LITTLE BABY TO SLEEP. 59) LUCILLE. 60) ONE FOR MY BABY.

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

May 18, 1955

Page 16
MATHIS
Johnny’s latest is strictly a “Natural!” Both sides are featured numbers in the new M-G-M movie, “Lizzie.” On the lead side, Johnny plays his own piano accompaniment (as he does in the movie) in a tune written especially for him, and he really gives it the works. A chart-jumper if ever there was one!

It's Not For Me To Say b/w
Warm And Tender
(both from the M-G-M release, “Lizzie”)
Johnny Mathis with Ray Conniff
4-40851

THE HI-LO'S
Take a Hit song from a Hit movie, put it with a Smash vocal, and what have you got? A SMASH HIT from The Hi-Lo’s. These are the hearties who've been eating up the album charts (Suddenly It’s The Hi-Lo’s CL 952), and singles buyers will be shopping it up...

A Face in the Crowd (from Warner Bros.) “A Face in the Crowd”) b/w
Autumn Rain
The Hi-Lo’s with Frank Comstock
4-40915

ELLINGTON
The “Duke” goes on record for the first time with a single, and that’s news any day! The way has been paved with his outstanding successes, “Ellington at Newport” (CL 934) and “A Drum is a Woman” (CL 951). The latter was such a success that you (and your customers) were treated to an hour-long color TV show based on the album on May 8th. The public is crying for more and both sides of this entry are huge request numbers, so it’s up to you! Like taking candy from a baby, only baby don’t mind!

Cop-Out b/w
Rock City Rock
Duke Ellington
4-40903

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

COLUMBIA RECORDS

TILLIS
This is Mel’s second release on Columbia, and it’s a beauty! Both sides were written by Mel and he delivers them like good country butter—fresh and saleable! Mel’s a new star in the C&W listings, but he’s already established a nice reputation as a solid singer and a fancy man on the guitar. Look to the C&W markets for traffic like Times Square on New Year’s Eve!

Case Of The Blues b/w
It’s My Life
Mel Tillis
4-40904-c

WHEELER
Onie has dished up a pair of sides with all the zest of a Virginia Reel. This man’s a steady seller in C&W territory and sits on the charts as easily as a cow-poke on the top rail. Don’t miss this one. Onie’s ridin’ a winner!

Steppin’ Out b/w
Going Back To The City
Onie Wheeler
4-40911-c
Operators Retailers Deejays

In Order To Have Your Top Ten Represented In THE CASH BOX Charts, Fill In The Coupon Below (Or Put Them On Your Own Letterhead) And Mail To THE CASH BOX 1721 Broadway New York 19, N.Y.

List Your Top Ten Pop Tunes Here

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List Your Top Ten Country Tunes Here

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List Your Top Ten Rhythm 'N Blues Records Here

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

Platter Spinner Patter

ALL ABOUT DISK JOCKEYS

Stations WFLY-Little Falls, New York staged a 16-hour marathon recently for a 12-year-old victim of a malignant brain tumor, and according to Scott Avery the goal of $1,000 was reached. . . . Al Meltzer (WHEN-Syracuse, N.Y.) auctioned Steve Lawrence on the WHEN-TV "Top Ten Dance Party." WHEN-TV "Top Ten Dance Party". . . . Dick Gray (WHAM-Clinton, N.Y.) would appreciate taped station breaks and good luck messages from artists for his opening on Bradenton, Fla., WTB. . . . Gene Graves (WTMN-Trenton, N. J.) has turned to the tune of the title song from his new record, "New York City." A much which he will release. . . . Jerry Lee (KTRN-Wichita Falls, Texas) offered his listeners a copy of Tommy Sands' smash Capitol album, "Steady Date," if they could guess Andy Griffith as the singer of a "Face In The Crowd." Andy's Capitol album, "Look At Er," on Epic will "look at 'em and judge what he considers to be the most typical looking teenagers. Prizes will be sent to the winners.

Sam Blessing (KOSI-Colorado Springs, Colo.) is running an artist popularity poll among his listeners with contestants being eligible for a five-week album drawing. . . . Sheldon Silk (KALK-Fall River, Mass.) is the writer of "New York Mesa," sung by Rosita Davis on Ace. . . . Doug Hordon (WSMB-New Orleans, La.) writes: "Here in New Orleans 1951 has evoked more and more every day. . . ." . . . Gene Winter (WPSC-Washington, D.C.) says he held the first record hop ever in the new Coca Cola plant in Capitol Heights, Md. on May 11th. Gene has booked throughout most of the summer. . . . Bob Ansell began his "Bob Ansell Show" on WPOW-New York a short while ago. . . . Each Saturday Bob Basset (WHIM-Providence, Ill.) does a "Portrait Of Jazz," featuring recordings from all phases of jazz from early Louis Armstrong to the present day modernists. Interviews with many of today's outstanding musicians and vocalists are a part of each weekly program. . . . Mike Winding was the first guest to drop in on Bob's show. . . . Bob Elliott (KENT-Shreveport, La.) is "completely overwhelmed" by Artie Wayne's new RKO-Unique album, "You're My Thrill," which features Artie in a program of standards and one tune written by the artist. . . . Jeff Hewitt Walker (XEAL-Seattle, Calif.) programs 14 hours of Rhythm and Blues, Pop and Jazz. Hewitt would appreciate his name being added to all record firm mailing lists. . . . Al Makkay (KCGN-Portland, Ariz.) has a time-slot tabbed "The Session," which features mostly rock 'n roll programming. Al's national top disks are taken from the Cash Box.

Lee Donahue, formerly of WGBB-Freeport, L.I., N.Y., has moved his popular "Night Train" show to WKIT-Garden City, L.I., N.Y. The show will originate from the WKIT studios in Roosevelt Field, and consists of 16 hours per week across the board. . . . Chris Charles has accepted a position as Program Director of WGAV-White Plains, N.Y. to make the move from WCAT-Abil, Mass. The FCC granted WHDH-Boston, Mass. a permit to operate a new television station on channel 15. . . . WMGM-Denver will be doing a show shortly on the new WHDH TV outlet. . . . When Sam Depino moved to WAFB-Baton Rouge, La. from KEVI-White Castle, La., he changed his name to Tony Davis. Tony would like to contact other disc jockeys with record firms and artists plus night deejays for ideas. . . . Dick Biondi (WHOT-Youngstown, Ohio) visited New York City over the weekend a short while ago.
LOOKS LIKE WE'RE IN FOR A HOT SUMMER... ON VIP THAT IS

THE NEWEST OF LABELS
BRINGS YOU
THE NEWEST RECORDING STARS

ViVienne
DELLA CHIESA (KEY-A-SA)
sings:
Haunted Heart c/w From This Moment On VIP-1001
Light A Candle c/w Love Letters In The Sand (SAY A PRAYER) VIP-1003
No Man c/w All Over Again VIP-1004
You’re Someone New c/w Do I Love You VIP-1005

BILLY BRANDO
sings: Love Me Again c/w One Sided Love VIP-1002

ALSO: OUR FIRST LP VIP-2001 12" HIGH FIDELITY $3.98
featuring The Al Conte Quartet

You ain't heard nothin 'til you bend an ear to this
fantabulous combination of

DIXIE
IF YOU KNEW SUZIE
BYE BYE BLACKBIRD
O DEM GOLDEN SLIPPERS
(AND 25 OTHERS)

HEY!
Mr. Dealer, Mr. Distributor, Mr.
Disc Jockey, want an earful:
Send us a card, samples on all
above available upon request.

phone LO 5-4276 55 West 42nd Street, New York City

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
## Best Selling Sheet Music

<table>
<thead>
<tr>
<th>Sheet Music Title</th>
<th>Author(s)</th>
<th>Label/Producer</th>
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</thead>
<tbody>
<tr>
<td><strong>ROUND AND ROUND</strong></td>
<td>Rush BMI—Stallman, Shapiro</td>
<td></td>
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<tr>
<td><strong>ALL SHOOK UP</strong></td>
<td>Shalimar—Presley BMI—Blackwell, Presley</td>
<td></td>
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<tr>
<td><strong>LITTLE DARLIN’</strong></td>
<td>Exceleveland BMI—Williams</td>
<td></td>
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<tr>
<td><strong>WHY BABY WHY</strong></td>
<td>Winston BMI—Dixon, Hanson</td>
<td></td>
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<tr>
<td><strong>ALMOST PARADISE</strong></td>
<td>Poor International BMI—Perry</td>
<td></td>
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<tr>
<td><strong>MARIANNE</strong></td>
<td>Mannscho BMI—Gilkyson, Duhr, Miller</td>
<td></td>
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<tr>
<td><strong>BUTTERFLY</strong></td>
<td>Mayland &amp; Presley BMI—September</td>
<td></td>
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<tr>
<td><strong>CHANTEZ CHANTEZ</strong></td>
<td>Chantes BMI—Fields, Gamse</td>
<td></td>
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<tr>
<td><strong>A WHITE SPORT COAT</strong></td>
<td>Acuff-Rose BMI—Robbins</td>
<td></td>
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<tr>
<td><strong>PARTY DOLL</strong></td>
<td>Jackie BMI—Knox, Bowen</td>
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<tr>
<td><strong>DARK MOON</strong></td>
<td>Dandilion BMI—Miller</td>
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<tr>
<td><strong>GONE</strong></td>
<td>Hill &amp; Range Songs BMI—Rogers</td>
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<tr>
<td><strong>99 WAYS</strong></td>
<td>Mayland BMI—Gracie</td>
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<tr>
<td><strong>COME GO WITH ME</strong></td>
<td>Gil &amp; Phoebe BMI—Quick</td>
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<tr>
<td><strong>DO I LOVE YOU</strong></td>
<td>Williamson ASCAP—Rodgers, Hammertime II</td>
<td></td>
</tr>
</tbody>
</table>

## Peatman List

**SONGS WITH LARGEST RADIO & TV AUDIENCE**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Author(s)</th>
<th>Radio/TV Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A Face in the Crowd</strong></td>
<td>Remark</td>
<td></td>
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<tr>
<td><strong>Almost Paradise</strong></td>
<td>Pearl</td>
<td></td>
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<tr>
<td><strong>Barnardine</strong></td>
<td>Palm Springs</td>
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<tr>
<td><strong>Can't Wait for Summer</strong></td>
<td>Tonyee</td>
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<tr>
<td><strong>Cattle Call</strong></td>
<td>Foster</td>
<td></td>
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<tr>
<td><strong>Do I Love You</strong></td>
<td>Williamson</td>
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<tr>
<td><strong>Empty Arms</strong></td>
<td>Ivory</td>
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<tr>
<td><strong>Girl With the Golden Braids</strong></td>
<td>Ruxor</td>
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<tr>
<td><strong>Gone</strong></td>
<td>Rome</td>
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<tr>
<td><strong>I'm Walking</strong></td>
<td>Harlem</td>
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<tr>
<td><strong>It's Good To Be Alive</strong></td>
<td>Valley</td>
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<tr>
<td><strong>Little Darlin'</strong></td>
<td>Exceleveland</td>
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<tr>
<td><strong>Little White Lies</strong></td>
<td>Bregman-Yecko</td>
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<tr>
<td><strong>Lover's Lane</strong></td>
<td>Paramount</td>
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<tr>
<td>** look At 'Er**</td>
<td>Valley</td>
<td></td>
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<tr>
<td><strong>Love Is A Golden Ring</strong></td>
<td>Montecore</td>
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<tr>
<td><strong>Love Letters In The Sand</strong></td>
<td>Bourn</td>
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<tr>
<td><strong>Mama Gator</strong></td>
<td>Remark</td>
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<tr>
<td><strong>Mango</strong></td>
<td>Dred Evans</td>
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<tr>
<td><strong>Marimba</strong></td>
<td>Montecore</td>
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<tr>
<td><strong>I Round And Round</strong></td>
<td>Rush</td>
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<tr>
<td><strong>So Long My Love</strong></td>
<td>Eddie Shaw</td>
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<tr>
<td><strong>So Rare</strong></td>
<td>Robbins</td>
<td></td>
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<tr>
<td><strong>That Face</strong></td>
<td>Empress</td>
<td></td>
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<tr>
<td><strong>Twelve O'Clock Tonight</strong></td>
<td>Chin. N. Daniels</td>
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<tr>
<td><strong>When Rock 'N' Roll Came To Trinidad</strong></td>
<td>Marvin</td>
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<tr>
<td><strong>Whistling Sargent</strong></td>
<td>Zodiac</td>
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<tr>
<td><strong>Who Needs You</strong></td>
<td>Kewin</td>
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<tr>
<td><strong>Wind In The Willows</strong></td>
<td>Broadcast</td>
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</tr>
</tbody>
</table>

## Paris Records

**1619 Broadway (Plaza 7-3756)** N. Y.

**Jack Gold, Pres.**

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**Only those records best suited for commercial use are reviewed by THE CASH BOX**
A GASSER!

From

The Cues

CRAZY, CRAZY PARTY

and

I PRETEND

#F-104

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
New Record Shop

New York, N. Y.
1. Little Darlin’ (Diamonds)
2. Mama Looka (Henderson/Wonderfell)
3. Love Letters In The Sand (Diamonds)
4. An Empty Bedroom (Col.
5. Five Hours After The Fight (M. Robbins)
6. Four Walls (J. Boone)
7. If You Feel Like It (M. Robbins)
8. Two Little Boys (M. Robbins)
9. I'll Be Seeing You (J. Robbins)
10. Round and Round (P. C. McEntire)

Cleveland, Ohio
1. All Shook Up (E. Presley)
2. Come On, Come In (M. Robbins)
3. Little Darlin’ (Diamonds)
4. Come On, Come In (M. Robbins)
5. Love Letters In The Sand (Diamonds)
6. A White Sport Coat (M. Robbins)
7. Love Letters In The Sand (Diamonds)
8. Mama Looka (B. Boone)
9. Nine Days (R. Clooney)
10. School Day (C. Berry)

Seattle, Wash.
1. All Shook Up (E. Presley)
2. I’m Walkin’ (R. Nelson)
3. Little Darlin’ (Diamonds)
4. Come On, Come In (M. Robbins)
5. Lucille (R. Richard)
6. Dark Moon (B. Boone)
7. Dark Moon (B. Boone)
8. Round and Round (P. C. McEntire)
9. School Day (C. Berry)
10. Searchin’ (Casters)

1. All Shook Up (E. Presley)
2. Love Letters In The Sand (Diamonds)
3. School Day (C. Berry)
4. A White Sport Coat (M. Robbins)
5. Love Letters In The Sand (Diamonds)
6. Mama Looka (B. Boone)
7. Lonely (R. Clooney)
8. Four Walls (J. Boone)
9. If You Feel Like It (M. Robbins)
10. I’ll Be Seeing You (J. Robbins)

San Antonio, Tex.
1. Little Darlin’ (Diamonds)
2. Mama Looka (B. Boone)
3. Love Letters In The Sand (Diamonds)
4. A White Sport Coat (M. Robbins)
5. Love Letters In The Sand (Diamonds)
6. A White Sport Coat (M. Robbins)
7. Mama Looka (B. Boone)
8. If You Feel Like It (M. Robbins)
9. I’ll Be Seeing You (J. Robbins)
10. School Day (C. Berry)

Kansas City, Mo.
1. School Day (C. Berry)
2. Round and Round (P. C. McEntire)
3. School Day (C. Berry)
4. Two Little Boys (M. Robbins)
5. Love Letters In The Sand (Diamonds)
6. An Empty Bedroom (Col.
7. Four Walls (J. Boone)
8. I’ll Be Seeing You (J. Robbins)
9. Love Letters In The Sand (Diamonds)
10. Dark Moon (G. Storm)

Los Angeles, Calif.
1. All Shook Up (E. Presley)
2. Little Darlin’ (Diamonds)
3. Round and Round (P. C. McEntire)
4. I’m Walkin’ (R. Nelson)
5. Love Letters In The Sand (Diamonds)
6. Mama Looka (B. Boone)
7. Four Walls (J. Boone)
8. I’ll Be Seeing You (J. Robbins)
9. School Day (C. Berry)
10. Round and Round (P. C. McEntire)

San Francisco, Calif.
1. Dark Moon (G. Storm)
2. Love Letters In The Sand (Diamonds)
3. School Day (C. Berry)
4. Two Little Boys (M. Robbins)
5. Love Letters In The Sand (Diamonds)
6. A White Sport Coat (M. Robbins)
7. Mama Looka (B. Boone)
8. If You Feel Like It (M. Robbins)
9. I’ll Be Seeing You (J. Robbins)
10. School Day (C. Berry)

St. Louis, Mo.
1. Dark Moon (G. Storm)
2. Love Letters In The Sand (Diamonds)
3. Two Little Boys (M. Robbins)
4. A White Sport Coat (M. Robbins)
5. Mama Looka (B. Boone)
6. If You Feel Like It (M. Robbins)
7. I’ll Be Seeing You (J. Robbins)
8. Love Letters In The Sand (Diamonds)
9. In The Mood (R. Clooney)
10. School Day (C. Berry)

Miami, Fla.
1. Little Darlin’ (Diamonds)
2. Mama Looka (B. Boone)
3. Love Letters In The Sand (Diamonds)
4. A White Sport Coat (M. Robbins)
5. Love Letters In The Sand (Diamonds)
6. Mama Looka (B. Boone)
7. If You Feel Like It (M. Robbins)
8. Round and Round (P. C. McEntire)
9. School Day (C. Berry)
10. Searchin’ (Casters)

Baltimore, Md.
1. All Shook Up (E. Presley)
2. Little Darlin’ (Diamonds)
3. Dark Moon (B. Boone)
4. Round and Round (P. C. McEntire)
5. Love Letters In The Sand (Diamonds)
6. A White Sport Coat (M. Robbins)
7. Mama Looka (B. Boone)
8. Four Walls (J. Boone)
9. If You Feel Like It (M. Robbins)
10. I’ll Be Seeing You (J. Robbins)

Minneapolis, Minn.
1. Mark’s Mine (Platters)
2. Mama Looka (B. Boone)
3. Love Letters In The Sand (Diamonds)
4. A White Sport Coat (M. Robbins)
5. Four Walls (J. Boone)
6. I’ll Be Seeing You (J. Robbins)
7. Love Letters In The Sand (Diamonds)
8. Mama Looka (B. Boone)
9. If You Feel Like It (M. Robbins)
10. I’ll Be Seeing You (J. Robbins)

Detroit, Mich.
1. All Shook Up (E. Presley)
2. Round and Round (P. C. McEntire)
3. Come On, Come In (M. Robbins)
4. Love Letters In The Sand (Diamonds)
5. Round and Round (P. C. McEntire)
6. Love Letters In The Sand (Diamonds)
7. Mama Looka (B. Boone)
8. Three Little Boys (M. Robbins)
9. If You Feel Like It (M. Robbins)
10. I’ll Be Seeing You (J. Robbins)

Washington, D.C.
1. All Shook Up (E. Presley)
2. Round and Round (P. C. McEntire)
3. Come On, Come In (M. Robbins)
4. Love Letters In The Sand (Diamonds)
5. Round and Round (P. C. McEntire)
6. Love Letters In The Sand (Diamonds)
7. Mama Looka (B. Boone)
8. Three Little Boys (M. Robbins)
9. If You Feel Like It (M. Robbins)
10. I’ll Be Seeing You (J. Robbins)
THE FIRST VERSION
THE HIT VERSION

FROM
THE SENSATIONAL

bonnie
scott

AMERICA’S MOST
DYNAMIC
TEENAGER

KILL ME WITH KISSES
DEEP WITHIN ME

47/20-6921

In Spring a Young Man’s
Fancy Turns to Girls—
and Victor’s got
The Best—

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Victor Record Division Increases Sales 50%

NEW YORK—The RCA Victor Record Division showed a 50% increase in sales in the first quarter of 1957 as compared with the same period of 1956, according to a statement, made by General David Sarnoff, chairman of the board of RCA, at the firm's annual meeting of stockholders last week. Sales of hi-fi sets have also showed gains, Sarnoff added.

Sales and earnings of the Radio Corporation of America, parent company of RCA Victor, established a new record in the quarter ended March 31. First quarter sales amounted to $305,773,000, an increase of $20,925,000 or 8% over sales in the first three months of '56. The net income was $22,810,000, equal to 87c on share on common stock as compared with $12,727,000 or 88c per share in the first quarter of last year.

In his statement, 1,100 stockholders, Sarnoff also announced that the National Broadcasting Company, another subsidiary of RCA, had achieved an all-time record last year in gross income and net profits.

Atlantic Issues 4 New Albums

NEW YORK—Atlantic Records announced this week the issuance of four new 12" long playing albums for the jazz clientele.

The fourcome, now available, are "Lush Life", Joe Mooney; "Speaking of Love", Bobby Short; "Inside Hi-Fi", Lee Konitz; and "Jimmy Giuffre Three".

Decca Promotes Two In National Sales Set-Up

NEW YORK—The appointment of Louis J. Seboek as Decca's National Sales Promotion Manager and Clarence W. Goldberg as Decca's National Special Service Sales Manager was announced last week by Sydney N. Goldberg, Vice-President In Charge Of Sales.

Seboek, a veteran with Decca for 19 years, formerly held the post of Special Service Sales Manager and Eastern Assistant Division Manager. His new duties will call for him to head an expanded sales promotion operation handling National and Regional Sales promotion at branch, distributor and dealer levels.

Clarence Goldberg, with Decca 18 years, previously served as Milwaukee branch manager, Indianapolis album plant manager and most recently as Assistant Middle Western Division Manager located in Chicago. He will now transfer to New York and his responsibilities will include the handling of syndicate stores, mail order houses, rack operations, armed services, and coordination of activities of one-stops for Decca on a national level.

Decca's national sales operation now consists of; Claude Brennan, National Sales Manager; Louis Seboek; Clarence Goldberg; and Ena Katz, Gold Label Promotion.

Rousing Welcome

DETOIT, Mich.—Columbia songstress Eileen Rodgers, who visited Detroit recently, received a rousing welcome from the city's dee jays who turned out in police escorted limousines to greet her. The welcoming party shown above include (l. to r.): Russ Yerge, promotion manager of Columbia's Detroit branch; Bob Maxwell, WWJ; Mickey Shorr, WXYZ; Clark Reid, WJBK; Eileen; Dick Drury, WBBR; and Joe Van, WKMI.

Album

Sure Shots

★ Also Available in EP

★ A SWINGIN' AFFAIR!
FRANK SINATRA
(Capitol W803 * EAP-1-803, 2-803, 3-803, 4-803)

The West's Highest and Finest

ONE STOP

Records: 45 RPM — 60c 78 RPM — 65c
Extended Play — 98c LP'S — 30% off
Complete Mail Order Service: 'OPEN 7 DAYS A WEEK
NORTY'S MUSIC CENTER

2375 W. PICO BLVD. Phone: Republic 7258
LOS ANGELES 6, CALIF.

www.americanradiohistory.com
LIBERTY'S
RUSH RELEASE of the year
Clear The Tracks for
Margie Rayburn's
Tremendous Performance of
"FREIGHT TRAIN"

b/w
"DREAMY EYES"
No. 55072

LIBERTY RECORDS Inc.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
MELODY SONG SHOP INC.
Brooklyn, N. Y.
1. Come Go With Me
2. Little Driftin’ (Diamonds)
3. Save Me (E. Presley)
4. All Shook Up (E. Presley)
5. Mama Looka BooBoo
7. Fane (J. Husky)
8. Mango (E. Lennon)
9. Horizone (E. Gillony)

THE RECORD CENTER
Cleveland, Ohio
1. All Shook Up (E. Presley)
2. I’m Walkin’ (B. Nelson)
3. School Day (C. Berry)
4. Round and Round (P. Come)
5. Rock Your Baby To Sleep
6. So Rare (J. Dorsey)
7. Tell Little Men (J. Walk)
8. Love Letters (J. E. Boone)
9. I Just Don’t Know What to Do
10. Mama Looka BooBoo (B. Knox)

A. WILLIAMS & CO.
1. Little Driftin’ (Diamonds)
2. Mama Looka BooBoo
3. All Shook Up (E. Presley)
4. Round the World (Young)
5. Little Darlin’ (Diamonds)
6. B. Boone
7. Red Lipstick (E. Mitchell)
8. Little Darlin’ (Diamonds)
9. I’m Walkin’ (B. Nelson)
10. Stunt Mariah (J. Smokey)

COMER’S RECORD NOOK
San Antonio, Tex.
1. Come Go With Me
2. Gone (F. Husky)
3. Horse (M. Planters)
4. You’re Mine (J. Dorsey)
5. All Shook Up (E. Presley)
6. I’m Gonna Have My Baby (M. Thomas)
7. Thousand Miles Away
8. Round and Round (P. Come)

ROTYES V
Salt Lake City, Utah
1. All Shook Up (E. Presley)
2. Daytime (D. Guitar)
3. Red Hot (J. Dorsey)
4. I’m Stickin’ With You (J. Presley)
5. Come Go With Me
6. All Shook Up (E. Presley)
7. Plunge Of Love (J. Cream)
8. School Day (C. Berry)
9. Love Is A Golden Ring (F. Latte)
10. Round and Round (P. Come)

BROADWAY MUSIC
New York, N. Y.
1. Little Darlin’ (Diamonds)
2. All Shook Up (E. Presley)
3. Mama Looka BooBoo
4. Red Hot (J. Dorsey)
5. Marlena (T. Gilson)
7. White Sport Coat (Robbins)
8. Cyp YouTube (D. Rose)
9. Love Is A Golden Ring (F. Latte)

LOOMIES TEMPLE OF MUSIC
New Haven, Conn.
1. S.O.P. (Jewels)
2. Over The Mountains
3. Come Back To Me Darlin’
4. School Day (C. Berry)
5. Little Darlin’ (Diamonds)
6. Fabulous (C. Grace)
7. Rock Your Baby To Sleep
8. Don’t Ask Me To Be Loyal (Dublin)

TOLZIEN MUSIC STORE
Amherst, Mass.
1. Little Darlin’ (Diamonds)
2. Round and Round (P. Come)
3. All Shook Up (E. Presley)
4. Love Is A Golden Ring (F. Latte)

LOWBROW or longhair
everyone wants RECONTO ACCESSORIES especially the new Wipe-Away CLOTH!

NEW YORK—Because of the company's steadily increasing package goods business, Herman D. Artists and Repertoire Chief for VIK Records, henceforth will devote all his time to albums.

Bob Rolontz, who has been VIK's musical director, will head up the A&R department for the company's single records. Both will report to Ben Rosen, manager, VIK Records.

VIK entered the album field only last October and since then has turned out 26 packages in the pop and jazz categories. Dant anticipates that the company will produce a minimum of 80 albums in the next 12 months.

Rubinstein Receives Award
For Millionth Record Album

NEW YORK—One of the most unusual awards in the history of the record industry was presented to Arthur Rubinstein last Tuesday in recognition of the fact that sales of his record albums have passed the one million mark.

A plaque in the form of a gold-framed, zold-embossed etching of the pianist's profile was presented to him at a luncheon in the State Suite of the Plaza Hotel, given by the RCA Victor Records Department. Rubinstein has rec
ced exclusively for RCA Victor throughout his career.

The presentation was made by George E. Marek, vice-president and operations manager of RCA Victor's Recorders Division, in a letter which distinguished him as an exclusive RCA Victor recording artist and in recogni
tion of the sale of his millionth record album.—May, 1957.

Diaz To Devote Full Time To Vik Albums

NEW YORK—Because of the company's steadily increasing package goods business, Herman D. Artists and Repertoire Chief for VIK Records, henceforth will devote all his time to albums.

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TWO BY FIVE GREAT HITS MISSSES

"LIKE A BABY"

b/w

"I WAS A FOOL FOR LEAVING"

Vik x/4x-0273

VIKKI NELSON

A NEW DYNAMIC VOICE ON...

THE MAMSELLES

Graduate to the hefty coin with...

"HE'S GRADUATING"

b/w

"I'LL ALWAYS THANK YOU FOR THE SUNSHINE"

Vik x/4x-0272

Vik records

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

www.americanradiohistory.com
Best Selling Pop Albums

1. **LOVE IS THE THING**
   *NAT “KING” COLE* (Capitol W-624 * EAP-1-624, 2-624)
2. **CALYPSO**
   *HARRY BELAFONTE* (RCA Victor LPM 1248 * EPA 1248)
3. **MY FAIR LADY**
   *BROADWAY CAST* (Columbia OL 5090 * A 5090)
4. **AN EVENING WITH BELAFONTE**
   *HARRY BELAFONTE* (RCA Victor LPM 1402 * EPA 1402)
5. **STEADY DATE**
   *TOMMY SANDS* (Capitol T 646 * EAP-1-646, 2-646, 3-646)
6. **HYMNS**
   *TENNESSEE ERNIE FORD* (Capitol T 756 * EAP-1-756, 2-756, 3-756)
7. **AROUND THE WORLD IN EIGHTY DAYS**
   *MOVIE SCORE* (Decca DL 9046)
8. **SPIRITUALS**
   *TENNESSEE ERNIE FORD* (Capitol T-618 * EAP-1-618, 2-618, 3-618)
9. **ROGER WILLIAMS: SONGS OF THE FABULOUS FIFTIES**
   *ROGER WILLIAMS* (RCA Victor 5000 * KED-714, 15, 16, 17, 18) (2—12” LP)
10. **THE KING AND I**
    *MOVIE CAST* (Capitol W 740 * EAP 740)
11. **THE EDDIE DUCHIN STORY**
    *MOVIE SCORE* (Decca DL 8289)
12. **CINDERELLA**
    *ORIGINAL TV CAST* (Columbia OL-5190)
13. **OKLAHOMA**
    *MOVIE CAST* (Capitol SAD 595 * SDM 595)
14. **CLOSE TO YOU**
    *FRANK SINATRA* (Capitol W 789 * EAP 789)
15. **ROCKIN’ FRANKIE LAINE**
    *COLUMBIA CL-975 * B-9751, B-97512)
16. **WALTZ WITH LAWRENCE WelK**
    (Coral CRL 57119)
17. **A SWINGIN’ AFFAIR!**
    *FRANK SINATRA* (Capitol W 103 * EAP-1-103, 2-103, 3-103, 4-103)
18. **IT’S POLKA TIME**
    *STAN WOLOWICZ* (ABC-Paramount ABC 151)
19. **ELVIS PRESLEY**
    *MOVIE CAST* (RCA Victor LPM 1382 * EPB 1382)
20. **PAT BOONE**
    *PAT BOONE* (Dot DL-3090)
21. **S WONDERFUL**
    *RAY CONNIFF* (Coral CL 925 * EPA 925)
22. **JERRY LEWIS JUST SINGS**
    *JERRY LEWIS* (Decca DL 8410)
23. **JULIE IS HER NAME**
    *JULIE LONDON* (Liberty LRP-3006 * LEP 1, 2, 3)
24. **SUDDENLY IT’S THE HI-LO’S**
    *COLUMBIA CL 921 * B-9211, 2, 3)
25. **ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK**
    (0—12” LP) (Verve MG V 4002 * EPI-5027, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18)
GREAT SCOTT!!
Her Initial Release on DECCA RECORDS a Hit

Judy Scott
sings

"WITH ALL MY HEART"
a Cash Box BEST BET DECCA 30324 (9-30324)

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
BAREFOOT BALLADS—Homer and Jethro—RCA Victor LPM-1412 (1-12" LP)

Usually found devastating current pop favorites, steady country sellers Homer and Jethro are on hand for 12 harmonious hillbilly items effectively in vein that suits the team's kicking techniques. Numbers include such chucklers as "Cigarettes, Whiskey, And Wild, Wild Women," "I'll Go Chasin' Wild Women," and "Daddy." Strong attention to the C&W market.

THE STRANGE ONE.—Music From The Sound Track—Coral CPL 57032 (1-12" LP)

The flick was an adaptation of the Broadway play "End As A Man," and depicted life in a military college. The sound track score is composed largely of bluesy items ("Jeezo's Theme") and they're effectively brought across by the conductor, the composer of the score, Kenyon Hopkins. Sales will depend on those who saw the film, and desire the score.

DREAMY HANS.—Hans Sommer At The Piano—RCA Victor LPM-1350 (1-12" LP)

Hans Sommer, a German-born pianist, has cut a disk for Victor containing five of the most persuasive mood music piano solos in a long while. On a program of durable standards, the keyboard artist is sentimental, smooth, and perhaps best of all, inventive. Sommer works his magic over every melody of the disc, "Smoke Gets In Your Eyes," and "In The Still Of The Night." Excellent mood disk.

THE MAGIC ISLANDS.—Alfred Newman And His Orchestra With The Ken Darby Singers—Decca DL 5018 (1-12" LP)

This is one of the more outstanding salutations to the "magic islands" (Hawaiian) disk bayers will ever come across. It is musically-pictorially verbally an excellent production. The Ken Darby Singers backed by Alfred Newman's orchestra perform beautifully on some enchanting arrangements of Hawaiian material ("Lovely Hula Honda," "Sweet Lulli-Lu," and "Hawaiian Way Chant."). The disk is housed in a book-type container with lovely color shots of the islands and other people, plus some rare notes by musicologist Sigmund Spaeth describing music of the Hawaiians. Look for great response here.

IVANHOE.—PLYMOUTH ADVENTURE.—MADAME BOVARY.—MGM Studio Orchestra Conducted By Miklos Rozsa—MGM E8057 (1-12" LP)

These are 3 sound track scores composed by serious composers, Miklos Rozsa, Alfred Newman, and Erik Charell. These are available on 10 inch disks. Rozsa's sure hand with dramatic and sentimental aspects of the films are vivid and melodic. These distinguished motion picture scores are presented here. Rozsa's classical fame give the set a push in classical circles.

MUTH IN A GRAY FLANNEL SUIT.—Weida And Music By Bob Peck—Jubilee JLP 1063 (1-12" LP)

Fads, trends, and institutions come in for a critical ribbing by this humorously vocalized Bob Peck. With a program consisting of such items as "Muth In A Gray Flannel Suit," "Sweet Sixteen," "Abercrombie And Fitch," and "Breakfast My Dear," the disk holds up its humor pretty well. Good satire, performed with skill by the originator of the material.

FAITHFUL LOVERS.—Cynthia Gooding—Electra 107 (1-12" LP)

Electra's oft-recorded folk singer, Cynthia Gooding, has brought a collection of 14 folk songs some of unrelated love, others in a jaunty and humorous vein. Miss Gooding's full vocal powers delightfully commands songs in either category. Material includes "Down By The Seafront," "Waly, Waly," "London Polka," and "My Valentine." An enclosed booklet provides the lyrics to the songs. Strong folk presentation.
“JUNE: FAIR AND WARMER”—June Christy. Orchestra Conducted By Pete Rugolo.—Capitol T-8511 (12” LP). Mike’s Christy’s hit with a new disk from Capitol, and it’s a welcome return by the stylist in sessions which feature the smart artistry of a collection of the lesser jazz tunes of the trade (“Better Luck Next Time,” “Irresistible You,” “When Sunny Gets Cool,” etc.) are breath- striking, and, of course, presented with classy taste by Miss Christy. Pete Rugolo leads the inventive arranger. One of the better jazz stylists once again in chart form.

“JAZZ IMPRESSIONS OF THE U. S. A.”—Dave Brubeck Quartet.—Columbia CL 984 (12” LP). The Dave Brubeck Quartet improvisations on Columbia once again afford dealer prime jazz merchandise. This time around its introspective view of the U. S. A., bringing in such original numbers (all composed by Brubeck) as “Cattin Time,” “Ole To A Cowboy,” and “History Of A Boy Scout.” Paul Desmond is brilliantly spotlighted several times on sax, and the rest of the crew take the buyer by every Schuman’s careful stride. Brubeck gets a warm Home-Sweet-Home solo session with “Home At Last.” Excellent jazz attraction.

“The Alex Kallao Trig”—In Concert At The University of Ottawa, Canada.—Baton CL 1305 (12” LP). These trio sessions headed by blind jazz pianist Alex Kallao were taken at a concert in Canada. Artist Kallao has a fertile, sometimes classically inspired, brightening swinging keyboard approach that works its magic on a program of standards including an adaptation of Bach’s “Organ Prelude in G Minor.” Lots of brilliant keyboard inventions by a jazz organized. Jazz fans will delight in these performances.

“Chet Baker—Gerry Mulligan—Buddy DeFranco”—GPN-26 (12” LP). One side is devoted to the Gerry Mulligan Quartet (with Chet Baker on trumpet), while on the flip side Buddy DeFranco’s four-man crew takes over. Though both groups rely on a swing basis, the Mulligan (baritone sax) outfit is more on the cool side (“Half Nelson,” “Love Me Or Leave Me”), and DeFranco (clarinet) is more traditional, including vocal group sessions (“Stairway To The Stars,” “Handful Of Stars”). Two approaches to swing deftly handled.

“Cool Man Cool”—The Johnny Plonsky Quintet.—Golden Crest CR 3014 (12” LP). Plonsky’s Quintet is a new name in jazz disks, and on this Gold Crest entry the crew has pressed 11 breezy sessions on 5 Plonsky originals and 6 evergreens (“Lady Is A Tramp,” “How About You”), “Only One For Me,” and “How About You,” stylist Betty Ann Blake sings, and happily too. Plonsky on trumpet is the big instrument factor here. Good disk showing.

“Fal”—Tal Farlow, Guitar.—Verve MGV-8021 (12” LP). Celebrated guitarist Tal Farlow has a pressing on Verve that should see sizable reaction from the jazz connoisseur. Farlow, working with his own trio, smoothly plays an up-tempo (with the exception of “You Don’t Know What Love Is”) role, while still maintaining inventive ideas that are easy to follow, and a joy to do so. Big name value.

“Jazz For Playboys”—Savoy MG-12005 (12” LP). This is high-flying, high-grade jazz sessions by a 7 man combo headed by the fine trumpet work of Joe Newman and slick guitar techniques of Kenny Burrell. The material the boys are having a good time with consists of a few standards (“Ruffles, Ranges, And Beads”) and appropriate originals (“Playboy”). Though a touch of blues gets a line or two, it’s mostly polished jazz fun.

“Piston; Symphony No. 6—Martinu; Fantasies Symphoniques”—Boston Symphony Orchestra—Charles Munch, Conductor.—RCA Victor LM-2083 (12” LP). The 2 compositions make their first appearance on this Victor disk featuring the Boston Symphony under Charles Munch’s direction (both the Piston and Martinu works were commissioned by the Carnegie Hall Boston Symphony Orchestra). The Piston is a modern, cleverly orchestrated opus, and lyrical at times, while the Martinu “Fantasies Symphoniques” his 6th Symphony can also be noted for its orchestral ingenuity and intriguing rhythmic treatment. The fine orchestra. Impressive classical entry.

Schumann; Piano Concerto In A Minor, Op. 54—Strauss; Burlesque In D Minor For Piano Orchestra.—Amsterdam Symphony Orchestra—Burtik Conductor.—Concerto Mba—LM-2083 (12” LP). This is one of five disks playing a part in what Columbia has prescribed as “Bert & Month.” The contrast works Mr. Bernstein has undertaken, the technical accomplishment of the orchestra skilful, hard-to-handle “Burlesque,” offer many opportunities for emotional and technical challenges—opportunities the famed pianist meets wonderefully. Eugene Ormandy and The Philadelphia Orchestra obviously attests to his love and familiarity with the music. Beautiful hi-fi treat.

Kodaly; Hary Janos Suite—Bartok; Hungarian Sketches And Hungarian Dances.—Minneapolis Symphony Orchestra—Antal Dorati Conductor.—Mercury MG 9012 (12” LP). Two Hungarian composers of note, Kodaly and Bartok, are represented in works that are orchestral gems. The Kodaly Janos Suite is becoming a familiar LP item, while Bartok’s “Roumanian Dances” has always been a catalogue favorite. “Hungarian Sketches” makes a rare, and delightful disk appearance. Dorati’s conducting of the Minneapolis Orchestra obviously attests to his love and familiarity with the music. Beautiful hi-fi treat.

Prokofiev; Symphony No. 7—Classical Symphony—Philadelphia Orchestra—Karl Muck, Conductor.—RCA Victor LM-2082 (12” LP). Though only about one-fourth of the total record space is of the “Classical” Symphony, it is the part that will attract the classical buyer. The Joculan “Classical” and the colorfully orchestrated seventh are performed with precision and richness by the Philharmonia Orchestra under Nicolai Malko’s direction. The disks will hold a formidable sales position with the other available pressings of the “Classical” opus, and an even stronger position with neglected seventh symphony.

Bach: Suite No. 3 In D Minor—No. 4 In D Major—Concertgebouw Orchestra Of Amsterdam—Eduard Van Beunin, Conductor.—Epic LG 3382 (12” LP). Epic’s frequent use of the fine Concertgebouw Orchestra of Amsterdam on disks has given the orchestra a stature reputation among classical buyers here. The two suites fulfill all, sprightly and melodic with the Bach are beautifully presented by the European in this excellent-sounding Epic entry. Bach gems in a thrilling presentation.

“Famous Poems That Tell Great Stories”—Decca DL 9040 (12” LP). William Shakespeare—Immortal Scenes And Sonnets—Decca DL 9041 (12” LP). The Fun Makers—An Evening With The Humorists—Decca DL 9042 (12” LP). The Heart Speaks—Lyrics Of Love—Decca DL 9043 (12” LP). The Epic Soul Poems Of Patriotism—Decca DL 9044 (12” LP). Word To Live By—Ivy Pressers And Inspiration—Decca DL 9045 (12” LP). These 5 disks comprise Decca’s new “Parnassus” series on disk material devoted to the spoken word. Using the skilled speech of such personalities as Frederick March, Alexander Scourby, Agnes Moorehead, Arnold Moss and John Gielgud, a panoply of some of the finest literary creations are admirably performed. The wide choice of subject matter here should please the literary taste of many customers.
Bill Lester
KGNU—Gonzales, Ariz.
1. Sinin' In The Sally Room
2. Round And Round (P. Comley)
3. Love Me Just A Little
4. Who Needs You (Four Lads)
5. Love Is A Golden Ring
6. Twelve O'Clock Train (Day)
7. Talkin' To The Blows
8. Don't Hurry (J. Gillum)

Bill 'Long Tall Will' Gerson
WINN—Louisville, Ky.
1. Old Cape Cod (M. Vine)
2. Talkin' To The Blows (Lowel)
3. Love A Baby (T. Anderson)
4. Bernadine (P. Boone)
5. Wonderfully! Wonderfully!
6. Everything But Love
7. Echo Of Love (Chardons)
8. My Faithful Love (J. Young)
9. 10/10 (J. Gillum)

Pat Chambers
WDAE—Tampa, Fla.
1. Only Your Heart
2. Ninety-Nine Wishes
3. Crazy Love (K. Freeling)
4. When Sunny Gets Blue (M. Mathis)
5. Jockey's Theme (A. Bleyer)
6. Talkin' To The Blows (R. Robbins)
7. Bernadine (P. Boone)

Don Howard
KCBQ—San Diego, Calif.
1. Little Darlin' (Diamonds)
2. All Shook Up (E. Presley)
3. Do It Again (T. Bosley)
4. Pledge Of Love (B. Williams)
5. Young And In Love
7. So Long My Love (F. Sinatra)
8. When The Right Time Comes (R. Robbins)

Frank Gordon Tucker
WCWQ—Montgomery, Ala.
1. I'm Glad You Glad (J. Charles)
2. A White Sport Coat
3. Monopoly (R. Clooney)
4. Dark Heat (R. Belmore)
5. Butterball (W. Connolly)
6. A White Sport Coat

Vernon Stewart
KXEV—Ruthville, Ark.
1. All Shook Up (E. Presley)
2. Round And Round (P. Comley)
3. Gone F. (B. Healey)
4. Butterball (W. Connolly)
5. A White Sport Coat

Tom Durand
WTMT—Trenton, N. J.
1. Round And Round (P. Comley)
2. Evangeline (R. Arms)
3. A White Sport Coat
4. Evangeline (R. Arms)
5. Almost Paradise (R. Williams)
6. Little Darlin' (Diamonds)

ATTEND DEJAYS, PROGRAM DIRECTORS, LIBRARYARDS—Please keep us constantly informed of any changes in call letters or title.
Dick Doty
WHAM—Peoria, Ill.
1. Come Go With Me (Del-Vikings)
2. All Shook Up (E. Presley)
3. Little Darlin' (Diamonds)
5. Love Is A Golden Ring (M.神器)
6. Don't Call Me (F. Rodgers)
7. The Sun's On Fire (R. Brewer)
8. It's Not For Me To Say (McGuire)
9. A White Sport Coat (M. Robbins)
10. Mangos (R. Connolly)

“The Little” Bob Liddle
KXXL—Portland, Ore.
1. All Shook Up (E. Presley)
2. School Day (J. Perry)
3. Gone (F. Husky)
4. I'm Walkin' (R. Nelson)
5. Rock-A-Billy (G. Mitchell)
6. How's Your Heartache Begin (E. Presley)
7. Come On, With Me (Del-Vikings)
8. A White Sport Coat (M. Robbins)
9. Pledge Of Love (Diamonds)
10. Sittin' In The Balcony (E. Cochran)

Tommy Charles
WBAA—Birmingham, Ala.
1. Talking To The Blues (Lew’s)
2. How Do I Love You (King)
3. School Day (J. Presley)
4. She Traded Her Payroll For A Love Song (M. Morgan)
5. faces In The Crowd (Cornell)
6. Lucky Lady To Sleep (K. Knox)
7. I'm Walkin' (D. Stone)
8. Little Billy Boy (Del-Vikings)
9. Just To Hold My Hand (Wm. McPhatter)

Bob Engel
WJW—Cleveland, Ohio
1. 99 Ways (T. Hunter)
2. Round And Round (P. Como)
3. So Rare (J. Dorsey)
4. More Of Me (R. Quinn)
5. Love Is A Golden Ring (J. Laine)
6. Calypso Melody (D. Rose)
7. 1492 (Patience & Prudence)
8. Evangeline (R. Arms)
9. Love Letters In The Sand (P. Boone)

Perry J. Brown
WTAG—Boston, Mass.
1. I'm Walkin' (F. Domino)
2. All Shook Up (E. Presley)
3. Little Darlin' (Diamonds)
4. Dark Moon (D. Stone)
5. Party Doll (R. Knox)
6. Party Doll (R. Knox)
7. Come Go With Me (Del-Vikings)
8. Mama Looks Bawbaa (H. Bellafonte)
9. Little Billy Boy (Three O’s)

Del Clark
WJJD—Chicago, Ill.
1. I'm Walkin' (F. Domino)
2. All Shook Up (E. Presley)
3. Little Darlin' (Diamonds)
4. Dark Moon (D. Stone)
5. Party Doll (R. Knox)
6. Party Doll (R. Knox)
7. Come Go With Me (Del-Vikings)
8. Mama Looks Bawbaa (H. Bellafonte)
9. Little Darlin' (Diamonds)
10. Leslee (L. Richard)

Johnny Pearson
WHKB—Kansas City, Mo.
1. All Shook Up (E. Presley)
2. School Day (J. Presley)
3. School Day (J. Presley)
4. Round And Round (P. Como)
5. Pledge Of Love (Diamonds)
6. Game (F. Husky)
7. Nineteen-Nineteen Ways (T. Hunter)
8. Party Doll (S. Lawrence)
9. School Day (J. Dorsey)
10. Little Darlin' (Diamonds)

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**Territorial Tips**

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

(Alphabetically)

**AFTER HOURS**  
Lloyd Glenn  (Aladdin 3346)

**ALL OF ME**  
*I DON'T WANT TO CRY*  
Big Maybelle  (Savoy 15712)

**A WHOLE LOT OF SHAKING GOING ON**  
Jerry Lee Lewis  (Sun)

**BUTTERFLY**  
Andy Williams  (Columbia 3108)

**CHLOE**  
Bill Doggett  (King 5044)

**CHICKIE WAAH-WAAH**  
Bobby Marchan  (Gale 101)

**DEAREST**  
Mickey & Sylvia  (Vik 2026)

**Diane**  
Be Behmbo  (Cash 452)

**DON'T ASK ME TO BE LOYAL**  
Doba (Cash 5003)

**DON'T WANT NO WOMAN**  
Bobby Blue Bland  (Duke 167)

**EVERYBODY LAUGHS SOMEBODY**  
Little Walter  (Checker 409)

**EVERYONE'S LAUGHING**  
Spaniels  (Vee-Jay 246)

**FABULOUS**  
Charlie Gracie  (Compo 107)

**FLORENCE**  
Paregnet  (Winley 215)

**GONE**  
Farlhe Husky  (Capitol 3628)

**GROANIN' THE BLUES**  
If You Were Mine  (Cobra 3003)

**GUIDED MISSILES**  
Cuff Links  (Doo-doo 409)

**HERE COMES ROMANCE**  
Clevers  (Atlantic 1129)

**HIS MINE**  
Platters  (Mercury 71033)

**HEY BO DIDDLEY**  
MOMA  
Bo Diddley  (Chess 1652)

**HONEY, WHERE YOU GOING**  
Little Rain  (Vee-Jay 237)

**I DON'T BELIEVE**  
Bobby Blue Bland  (Duke 167)

**I LOVE MY GIRL**  
Cissy Morley  (ABC-Paramount)

**I'M STRUCK WITH YOU**  
Jim Brown  (Roulette 4001)

**I'M WALKING**  
Rickey Nelson  (Verve 10047)

**IN THE CHAPEL**  
Ann Cole  (Baton 232)

**IN THE DOORWAY CRYING**  
Midnighters  (Federal 12279)

**ISABELLA**  
Roy Tan  (Dot)

**IT'S YOU I LOVE**  
Valley of Tears  (Fats Domino  [Imperial 3442])

**I WANT TO BE MARRIED**  
B.B. King  (RPM 492)

**I WANT TO DANCE**  
Shirley & Lee  (Aladdin 3369)

**JOHNNIE'S HOUSE PARTY**  
John Hartman & Carysital  (Music City 807)

*Indicates first appearance on Territorial Tips

**JUST BECAUSE**  
Larry Williams  (Speciality 597)

**LET ME CRY**  
Willie Hayden  (Doddo 410)

**LOOBY DOO**  
Bobby Byrd  (ECM 70-018)

**LOVABLE**  
Dale Cook  (Speciality 596)

**MIDNIGHT**  
Genevieve  (Class 205)

**MY LIFE**  
Waltz  (Chase 1640)

**MY LOVING WILL NEVER DIE**  
Otis Rush  (Cobra 5005)

**ONE HUNDRED YEARS FROM TODAY**  
Alice Jean  (Rhythm 203)

**ONE MORE DANCE**  
Harold Burrell  (Cobra 3004)

**OUT IN THE COLD AGAIN**  
Little Rain  (Vee-Jay 1036)

**PLEDGE OF LOVE**  
Kinky Copeland  (Imperial 5432)

**PRETEND**  
Tab Smith  (United 205)

**RAINBOW**  
Viscount  (Mercury 71073)

**RANG TANG DING DONG**  
Celia  (Apollo 310)

**ROCK ME**  
Muddy Waters  (Chess 1653)

**ROCK YOUR LITTLE BABY TO SLEEP**  
Buddy Knox  (Roulette 4009)

**ROSIE LEE**  
Mell-Tones  (Gee 1037)

**SEARCHIN'**  
Cooters  (Atco 6087)

**SIDETRACK**  
Googie Rome  (Class 208)

**SITTIN' IN THE BALCONY**  
Eddy Cochran  (Liberty 5036)

**SHOULD I EVER LOVE AGAIN**  
Wynona Carr  (Speciality 549)

**SO LONG**  
Ray Hamilton  (Epic 9212)

**SO RARE**  
Jimmy Darby  (Fraternity 755)

**SWEET AND EASY TO LOVE**  
Roy Orbison  (Sun 265)

**"THE GAME OF LOVE**  
Lovers Baker  (Atlantic 1136)

**TRUE LOVE GONE**  
Endeathers  (Coral 41753)

**UNITED**  
Love Notes  (Holiday)

**WARM UP TO ME BABY**  
Jim Brown  (Roulette 4010)

**WHY DO YOU HAVE TO GO**  
Dolix  (Vee-Jay 236)

**WHAT CAN I DO**  
Heard My Plea  (Dot 5045)

**WHAT DO YOU KNOW ABOUT LOVE**  
Wynona Carr  (Speciality 400)

**YOU MADE ME LOVE YOU**  
Screamin' Jay Hawkins  (Chase 7008)

**YOUR CHEATIN' HEART**  
Pernell (Ohio 310)

**YOU ARE MY SUNSHINE**  
Richard Barry  (Flip 321)

**ALL SHOOK UP**  
Elvis Presley  (RCA Victor 6870)

**SCHOOL DAY**  
Chuck Berry  (Chess 1653)

**LITTLE DARLIN'**  
Diamonds  (Mercury 71060)

**COME GO WITH ME**  
Doll-Vagins  (Dot 15538)

**C.C. RIDER**  
Chuck Willis  (Atlantic 1130)

**I'M WALKIN'**  
Fats Domino  (Imperial 5428)

**LUCILLE**  
Little Richard  (Speciality 598)

**JUST BECAUSE**  
Lloyd Price  (ABC-Paramount 9792)

**IT HURTS TO BE IN LOVE**  
Annie Laurie  (DeLuxe 6107)

**NEXT TIME YOU SEE ME**  
Little Jr. Parker  (Duke 164)

**JUST TO HOLD MY HAND**  
Clyde McPhatter  (Atlantic 1137)

**EMPTY ARMS**  
Ivy Joe Hunter  (Atlantic 1128)

**LOVE'S A HURTIN' GAME**  
Ivy Joe Hunter  (Atlantic 1128)

**SEND ME SOME LOVIN'**  
Little Richard  (Speciality 598)

**JIM DANDY**  
GOT MARRIED  
Lavern Baker  (Atlantic 1136)

**YOUNG BLOOD**  
Coasters  (Atco 6087)

**OVER THE MOUNTAIN AND ACROSS THE SEA**  
Johnnie & Joe  (Chess 1654)

**TROUBLES, TROUBLES, TROUBLES**  
B.B. King  (RPM 492)

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

**GOT MY MOJO WORKING**  
Ava Cole  (Baton 237)

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b/w **"LOOK WHAT YOU'RE DOING BABY"**

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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
**The Cash Box Award - R&B Sleepers of the Week**

### WHEN I GET YOU BABY (2:06) [Tiger BMI—Lewis, Brown]

**RUTH BROWN**

(Atlantic 1140)

- Ruth Brown, currently a "hot" name because of her recent "Lucky Lips" comes up with another that looks just as strong. "When I Get You Baby" is a quick beat jump with several instrumental gimmicks woven into the arrangement. Miss Brown sings in her always "stylish" style, kicking out the spirited number against a semi-Dixieland instrumental support. Happy deck with a march tempo. This one looks like money in the bank. The coupling, "One More Time", is a middle beat rhythm number given the usual Ruth Brown treatment. Wax comes off strong, but we lean to "When I Get You Baby" for the heavy action.

### WHAT DO YOU DO? (2:21) [Spinning Wheel BMI—Lewis, Robinson]

- The Channels (Whirlin Disc 107)

The Channels have two slightly sides with "What Do You Do" and "I Really Love You". "What Do You Do" is a quick beat bopper with a load of vocal and instrumental gimmicks plus an excellent reading. The deck really moves from the opening gang vocal and instrumentally it's top-flight commercial wax. The coupling, "I Really Love You", is a lovely slow beat rhythm ballad beautifully done but without the novelty effects inserted in the up-tempo side. Two good decks, both of which could turn out to be hits.

### JOHNNY'S HOUSE PARTY (2:30) [Gation BMI—Heartmans]

**JOHN HEARTSMAN**

(Music City 827)

- The tune currently making noise on the coast, "Johnny's House Party", is represented here by two versions. The original is a four man on Music City. The cover is by Beasley on Modern. The decks have an exciting beat and both treatments call for sales. An instrumental jump with party sounds are present. It sets up the sluggish bloodstream and gets the feet a-tappin'. This could be a national hit. The version that gets there first should make the big dent in the sales column.

### DO BABY DO? (2:20) [Angel BMI—R. Levister]

**TONITE, TONITE** (2:30) [Angel BMI—Billy Myles]

**MELLO KINGS**

(Reed 502)

- New group, Mello-Kings, makes its debut with the Herald label and comes up with a novelty r & r with a western ting. "Do Baby Do", that could push the group right into the big money. A quick beat jumper with a strong instrumental sound, and a wax that bears close watching. It has all the elements of the teenagers require. Stay close to this exuberant bopper. The flip, "Tonite, Tonite" is a slow beat ballad blues, well done. The Mellos-Kings turn out an excellent wax—but one that is too much in the vein of too many things already on the market. But it gets plenty of attention, but in the final analysis it will be "Do Baby Do".

### R&B Sleeper of the Week

- **YOU'RE RIGHT, I'M LEFT** (2:20) [Modern BMI—Bozton]

- **KEEPER OF MY HEART** (2:40) [Modern BMI—Bozton]

- **SO MUCH** (2:00) [Modern BMI—Bozton]

- **YOU ARE MY SUNSHINE** (2:00) [Modern BMI—Bozton]

- **WHAT A PLAIN LITTLE GIRL** (2:00) [Modern BMI—Bozton]

**R&B Review—The Cash Box Award—R&B Sleeper of the Week**

**A** Award & Sleeper **B** Very Good **B+** Excellent **C+** Good **C** Fair **D** Mediocre

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"Only those records best suited for comical reaf use are reviewed by THE CASH BOX"
Kenton-Garner Join Newport Jazz Festival

NEW YORK—Stan Kenton's band and Erroll Garner's trio have joined the line-up of jazz artists who will appear at the Newport Jazz Festival over the Fourth of July holidays. The 1957 fest has expanded from three to four days to accommodate the growing roster of performers. It was announced recently by George Wein, director of the non-profit organization sponsoring the annual Newport, R. I., Festival.

Commencement on Thursday, July 4, with celebration in honor of Louis Armstrong's birthday, the Festival is now scheduled to continue through Sunday, July 7. Garner, who will premiere a group of original compositions and the Kenton group, will join a roster featuring Armstrong, Ella Fitzgerald, Dave Brubeck, Count Basie's band, Chris Conner, Roy Eldridge, Lionel Hampton, Dinzy Gillespie's band, Stan Getz, Billie Holiday, Gerry Mulligan's band, Carmen McRae, George Shearing, Sarah Vaughan, Jack Teagarden, Teddy Wilson, the Oscar Peterson trio, and other top artists.

Also sparkling the array of jazz talent will be such performers as Bobby Hackett, Coleman Hawkins, Turk Murphy, Tony Scott, Toshiko Akiyoshi, Kid Ory, BB King, Baby Braith, Cozy Cole, Cannonball Adderley, Don Elliott, Gigi Gryce and Donald Byrd, the Jimmy Giuffre Trio, Jimmy Rowland, Ken Tucker, Diana Krall, Stuff Smith, Jackie Paris, Horace Silver, Jimmy McRae, Bob Kuhn, Nat Mathews, Bernard Perlee, Sonny Stitt, Jimmy Rushing and Kai Winding.

Wein emphasized that additional names are being added to the talent roster almost daily.

Vera Hodes Joes Gone

NEW YORK—Vera Hodes has signed her contract with Planetarium Music to join Gene Records, and Real Gone Music, two firms recently formed by George Goldner. Miss Hodes will serve both firms as executive vice-president. Prior to her employment with Planetarium, Miss Hodes was with Mills Music for ten years.

Barksdale Forms Rhythm

SAN FRANCISCO—Don Barksdale, the former professional basketball player and now director of KWOM in Oakland, Calif., has announced the formation of his own record firm, Rhythm Records. Barksdale will head the company and assume all A&R duties. Rhythm, which is located in San Francisco, has two releases in the shops. They are "Hold On Tight From Today" by 15-year-old Alice Jean, and "Let's Get Together" by Sugar Pie and Pee Wee.

Future plans for rhythm include LP's featuring some of the top names in jazz.

Permo Names Prince, Weigand

CHICAGO—The appointment of Hiram Prince and Charles Weigand to sales manager and chief engineer, respectively, was announced last week by Dan A. Permo, manufacturer of Permo telephone phonograph needles and accessories.

Prince was Southwestern division manager, for the manufacturer, prior to his promotion to assistant sales manager. His appointment to sales manager fills the vacancy created when D.A. Permo was named vice-president in charge of sales.

Weigand succeeds George Avalon, who was recently made vice-president in charge of production.

Rocky Groce

WFEF—Miami, Fla.
2. Hold My Girl Till You Come (L. Richard) (3:35)
3. Out In The Cold Again (B. Bubba) (2:30)
4. All Shook Up (E. Presley) (3:40)
5. The Girl From Ipanema (E. Good) (3:45)
6. I'm Sorry (B. Buss) (3:30)
7. Tenor Solo (B. Bubba) (3:25)
8. Oughta Be A Law (C. McPhatter) (3:10)
9. Walkin' (F. Domino) (3:05)

Don Burford

KSOU—Springfield, La.
1. I'm Walkin' (F. Domino) (3:00)
2. Walkin' (F. Domino) (3:00)
3. Just Because (L. Davis) (3:00)
4. Jim Dandy Get Married (L. Baker) (3:00)
5. I Won't Be the Feat Anymore (B. Bubba) (3:00)
6. I'm Walkin' (F. Domino) (3:00)
7. Little Darlin' (D. Brown) (3:00)
8. Love Me (B. Bubba) (3:00)
9. In the Mood (R. Darrow) (3:00)

Guy Curtis

WAKD—Newport, R. I.
1. I'm Walking (F. Domino) (3:00)
2. I'm Walkin' (F. Domino) (3:00)
3. I'm Walkin' (F. Domino) (3:00)
4. I'm Walkin' (F. Domino) (3:00)
5. Walkin' (F. Domino) (3:00)

Nick Nickerson

WSBF—Rockefeller, N. Y.
2. All Shook Up (E. Presley) (3:40)
3. Jim Dandy Get Married (L. Baker) (3:00)
4. Come Go With Me (L. Baker) (3:00)
5. Little Darlin' (D. Brown) (3:00)
6. I'm Sorry (B. Bubba) (3:00)
7. There Oughta Be A Law (C. McPhatter) (3:00)
8. Going Steady (S. Land) (3:00)
9. It's Alright (B. Coleman) (3:00)

Vernon Stewart

KXJJ—Russellville, Ark.
1. I'm Walking (F. Domino) (3:00)
2. I'm Walking (F. Domino) (3:00)
3. I'm Walkin' (F. Domino) (3:00)
4. Walkin' (F. Domino) (3:00)
5. I'm Walkin' (F. Domino) (3:00)
6. School Day (C. Barry) (3:00)
7. There Oughta Be A Law (C. McPhatter) (3:00)
8. Bad Boy (Jive Boppers) (3:00)
9. Only Jim Six (B. Hunter) (3:00)

Superior Records

GIFT MART MUSIC CENTER
Boston, Mass., N. Y.
1. Come Go With Me (Def-Delvin)
2. Little Darlin' (Def-Delvin)
3. School Day (C. Barry)
4. Down On The Corner (C. McPhatter)
5. Why Baby Why (F. Boone)
6. Empty Arms (L. Hunter)
8. 5. Let's Go To The Country (L. Baker)
9. 4. I'm Walkin' (F. Domino)
10. 4. I'm Walkin' (F. Domino)

DEBTEILS
St. Louis, Mo.
1. Come Go With Me (Def-Delvin)
2. Party Doll (B. Bubba)
3. Fabulous (C. Griggs)
4. Freight Train (F. Booger)
5. There Oughta Be A Law (Mickey & Sylvia)
6. Talkin' To Daddy (T. Gay)
7. Little Darlin' (D. Brown)
8. Ought To Hold My Hand (C. McPhatter)
9. Young Blood (J. Hook)
10. I'm Walkin' (F. Domino)

ROCK AND ROLL SHOP
New Orleans, La.
1. School Day (C. Barry)
2. I'm Walkin' (F. Domino)
3. Little Darlin' (D. Brown)
4. Rooster Song (F. Story)
5. Love Me For Sure (F. Williams)
6. You Always Have Someone On Your Side (L. Baker)
7. School Day (C. Barry)
8. Over The Mountain (J. James)
9. There Oughta Be A Law (C. McPhatter)
10. Just To Hold My Hand (C. McPhatter)

D. L. GREEN
Augusta, Ga.
1. Little Darlin' (L. Richard)
2. Walkin' On The Side (F. Domino)
3. Dinky Darlin' (C. Willis)
4. School Day (C. Barry)
5. I'm Walkin' (F. Domino)
6. Walkin' On The Side (F. Domino)
7. Dinky Darlin' (C. Willis)
8. I'm Walkin' (F. Domino)
9. Just To Hold My Hand (C. McPhatter)
10. Butterfly (A. Williams)

Superior Records

THE CASH BOX, Music Page 41 May 18, 1957

"It's What's in the CASH BOX That Counts—INTERNATIONALLY"
It's Not All Milk And Honey!

INDEPENDENCE, KAN. The average viewer of the band entertaining on the stand of a ballroom or the stage of a theater would no doubt describe the life of the musicians as a ball. But a few are aware of the troubles encountered in traveling, etc. One for the books is the event recently experienced by Leon McAuliffe and His Cimarron Boys when they tried to make a transcontinental arrangement between two dates. The story started like this. McAuliffe and His Cimarron Boys had to make a special appearance in Tulsa, Oklahoma, where Leon owns and operates a leading ballroom of the Southwest. The Cimarron, this special show took place at ten o'clock in the morning. At nine o'clock on the same date, McAuliffe and the band were to appear at the Melody Mill Ballroom in Dubuque, Iowa. The time element involved made it impossible for the Cimarron Boys to travel in their bus as they usually do. In checking with various airlines Leon was able to secure reservations for only five members of his band. This, however, did not pose too much of a problem due to the fact that McAuliffe is an accomplished pilot himself who has logged a thousand hours. In the thirty-five hours in the air and pilots his own plane. This solved the problem since he could transport the remaining three members of the band plus himself to Dubuque, providing the weather was right for light plane travel. On the day of the date everything was in the band's favor. The weather was a thirty-five in the Tulsa. Down south, where the airliner was to have come from, there was a severe storm. This delayed the band their three hours. Next best thing was for them to catch a plane bound for a point closest to Dubuque, Iowa. This left them two hundred miles from the scheduled date. The outcome was, of course, the three members of his band who he tranportec were in Dubuque. He then contacted Des Moines, where the other five members of the band were waiting, chartered a plane large enough to accommodate the men and flew them to Dubuque. All of this delayed the dance only one hour. A not too unusual experience in the life of a traveling band.

HAWKSHAW HAWKINS (RCA Victor 5910)

**DARK MOON** (2:20) [A country-western hit that could develop into Hawkshaw Hawkins' biggest seller to date. The tune is a rhythmic, soul-fueled instrumental with a staccato beat which takes the listener by surprise. Hawkins has made a fine record of this tune, and it is sure to be a hit.]

**FRIENDS** (2:10) [Hawkshaw got his rhythm, and he has made a hit record of this tune. Hawkins has made a fine record of this tune, and it is sure to be a hit.]

JOHNNY BERNATT ( Bethlehem 1031)


**TELL ME FROM YOUR HEART** (2:32) [Country-BMI—R. Gilmore] is a song that has a lot of talent.

BOBBY MARTIN (Columbia 1339)

**GIVE YOUR HEART TO ME** (2:28) [Amsn House—B. Martin—R. Bellamy] is a song that has a lot of talent.

**SLEEPY TIME BLUES** (2:35) [Amsn House—B. Bellamy—R. Martin] is a song that has a lot of talent.

SALLY MASSEY (Vogue 1859)

**YOU'RE ALWAYS IN MY PRAYERS** (Ernest Tubb—B. Mack) [A country-western hit that has a lot of talent.]

**LIZARD OF LOVE** (1:48) [A country-western hit that has a lot of talent.]

**WALKING AFTER MID-NIGHT** [4 Star BMI—D. Hecht, A. Block] is a song that has a lot of talent.

**WOULDN'T YOU LIKE TO** (1:55) [Nash BMI—L. Compton] is a song that has a lot of talent.

GLEN DOUGLAS (Acuff-Rose BMI)

**I CAN LOVE ENOUGH** (2:30) [Coop BMI—G. Douglas—V. Almal] is a song that has a lot of talent.

**BEFORE THIS NIGHT IS THROUGH** [Trails End BMI—G. Douglas] is a song that has a lot of talent.

ONIE WHEELER (Columbia 1091)

**GOING BACK TO THE CITY** [2:12] [Acuff-Rose BMI—J. Wheeler] is a song that has a lot of talent.

DUSTY PAYNE (Bakersfield 119)

**LONG TIME GONE** [Chris BMI—L. Payne] is a song that has a lot of talent.

TOMMY (Dot 1576)

**I SAW YOU, I SAW YOU** [1:19] [Acuff-Rose BMI—M. Roberts] is a song that has a lot of talent.
“Honeymoon Salute” Prelude To Grand Ole Opry Week

NASHVILLE, TENN.—Ten honeymoon couples from seven states registered yesterday morning, May 18th, to launch the Grand Ole Opry’s “Honeymoon Salute” program as a prelude to “National Grand Ole Opry Week,” sponsored by the J. S. Chamber of Commerce.

Jim Reeves, back from his European tour, sang his hit, “Four Walls” to the honored couples. Opry director W. D. Kilpatrick said the salute plan, including a souvenir card to the honeymoonsers, included only folks not married more than two weeks.

Opry Week was highlighted by a keynote address given by Governor Frank G. Clement of Tennessee in which he bared the story of his marriage at the Grand Ole Opry. He urged the couples to carry the “crusade” to the ends of the earth.

The nation-wide Opry Week observation included dedicated programs where Opry units were on tour, disc jockey promotions, and local events.

Bailes Manages Auditorium

SWAINSBORO, GA.—Country deejay Johnnie Bailes of WJAT-Swainsboro has been appointed manager of Nancy Auditorium, owned by the owners of WJAT, Jim Denny and Webb Pierce.

At present, Friday nights are occupied in the auditorium with the “Record Hop,” which draws from 15 to 3,000 teen-agers each Friday night. Saturday nights are taken up with “Peach State Jamboree,” a country show which Bailes emcees.

According to Bailes it is hoped something will be going on in the auditorium at least four nights weekly and Sunday afternoons. Those interested in bookings in May are urged to write Bailes.

Air Mail Subscription

TO THE CASH BOX $3

The Country Records

Disk Jockeys

Played Most

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

1. GONE
2. GONNA FIND ME A BLUEBIRD
3. FOUR WALLS
4. A WHITE SPORT COAT
5. ALL SHOOK UP
6. HONKY TONK SONG
7. WALKING AFTER MIDNIGHT
8. AM I LOSING YOU
9. FRAULEIN
10. YOUNG LOVE

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Everybody at WSM feeling real proud this week according to word from Hurricane Moore, featuring Tex Ritter's "Grand Ole Opry" Week, a time set aside by the National Chamber Of Commerce to honor the great country music show.

CBT-TV's Jackie Gleason, welcomed the "Opry's" pantomolined comedienne, June Carter on his show Saturday night, May 4th. Later June's third network appearance in two weeks. She guested on the Carry Moore CBT Show and Dave Garroway's "Today" NBC Show on the 22nd and 23rd of April. Keeping busy as a television personality, June filmed an episode of "Gunsmoke" with James Arness to be aired June 19th.

The Anita Kerr Singers, four of WSM's most versatile soloists headed back to New York last week to appear on Arthur Godfrey's morning CBT-TV shows. This is the seventh year that the quartet has appeared with Godfrey on his daily show. Last Wednesday they sang on his weekly hour-long program. The popular foursome have recorded on every major label and are sought after for local appearances.

Hank Snow received a Gold Crest from the mayor of Winnipeg, Canada. It was presented to the singing Canadian for the outstanding work that he has done for the welfare of Winnipeg. For a few of the covenets have been given, one of which was awarded to Queen Elizabeth II.

Stonewall Jackson's initial Columbia waxing, released this week, is tagged "Don't Be Angry" and "Knock Off Your Naggins." Decays wanting a copy can obtain one by writing to Mars' promotion man Bob Burrell at 3377 Wannowan Drive, Atlanta, Ga. Congrats are in order for Van Howard who was scheduled for a May 7th trip to the altar.

J. E. "Red" Swarr points out that the dates for California Country Music Convention at Salinas, are set for May 14th, 15th, and 16th. Should have read August 23rd, 24th and 25th.

Jimmy Work, who has terminated his contract with Dot, writes to tell us that he's moved from Michigan to Calif, and has set up his own publishing company. Jimmy has had over 100 songs published by different firms (among the tunes are "Making Believe," That's What Makes The Juke Box Play?" and feels that he can do equally as well with his own publshery. All songwriters and tunes are welcome to his music firm for consideration. His address is Work Music Publishing Co., 8503 South Paint Ave., Whittier, Calif., Tel. 0xbox 3-7807.

Gene "Porky" Charbonneau left his country deejay post at CKJW-Winnipeg, Can., on May 1st for another post, to be named soon, in British Columbia.

Another switch involves Al Turner, formerly with KLIF in Dallas, Tex., who has moved to KJMJ in Ft. Worth. Turner will take over all country music at the station and will run his "Western Express" twice daily, at 8:00 A.M. and 1:00 P.M.

"Tex" Justus, WBNL-Roanoke, Ind. and the Triangle Radio Network, was "Mr. D., J. U., A." on WSM's May 3rd program. Guesting on the show were Jim Reeves, Del Wood and Hank Locklin.

News from Cincinnati is that MGM's Jimmie Williams was off to Nashville last week to cut another wax session. His latest entry for the charts is tagged "Paddle Your Own Canoe," Local favorite, Jimmie Skinner, appeared on the "Opry" last week. Former star of WLW-T, Wayne "Sleepy" Marlen, made a recent appearance on the "Midwestoon House," "Sleepy" and his Drifting Partners were regulars on the "Hayside" 15 years ago.

Curtis Potter, a 17-year-old country singer from Abilene, Texas, who is reported to be a "comer" made his debut recently on Fox Records, with "Feetsteps In The Night," and "I'm A Real Glad Daddy," both penned by Mel Holt. He also has kicked off his own appearance show. Curtis is a regular on KRCB-TV, Monday nights at 4:45 P.M.

Rita Robbins was a recent guest on the "Old Dominion Barn Dance" on WRYA-Richmond, Va., with Miss W. W. "Alley" Lovelace. The deejay TV crew expects everything to be in order for the 1st telecast direct from stage of the WRYA Theatre. The date was moved to May 11th due to some technical difficulties.

Cliff Rodgers, WHHK-Akron, Ohio, notes that the last show until next fall for the Akron Armory was "Sue's Country Round Up," CMA's annual June 23rd.

Patty Cline, Don Reno & Red Smiley and Benny Martin & His Band. Cliff notes the "new sound" heard on releases such as Jimmy Dickens, "I Never Had The Blues," Jimmy Newmann's "I'll Be There" ought to be tagged "Pop-A-Billy."

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

The Johnny Cash Show, featuring Carl Perkins, Wanda Jackson and Jerry Lee Lewis, plays the last week of its Cleveland run with shows at Truul, B. C., May 6th; Nelson B.C., the 7th; Lethbridge, 8th; London, 9th, 10th; Regina, 11th; and drops into the United States for the final show at Billings, Mont., May 15th. Cash will appear at the "Opry" May 18th and at the Roxy Theatre in Valdosta, Ga., May 19th, before heading for the Jimmie Rodgers Day celebration in Mayfield, Miss., May 21st and 22nd. Plans are complete for a Western tour for Cash, starting in Clovis, N. M., and moving to the West Coast. New Carnell made arrangements with manager Bob Neal for the tour.

Jim Denny items that the Phillip Morris Country Music Show broke all records for shows at the Coliseum in Louisville on May 1st, playing to a 15,000 audience.

Thurston Moore's wife, Georgie, acts as M. C. of the Tennessee blue-eyecandy on June at Venice Ranch, Vernon, Ky. The shows are held every Sunday at the Venice Ranch, featuring top stars. A featured in May are Don Reo and Red Smiley, the Statler Brothers, Lester Flatt and Earl Scruggs, and in June, Jim Reeves, Ferlin Husky, and Porter Wagoner. Hank Snow and Marty Carter, among others, are booked later in the season. The park features two big fishing lakes that operate daily, beautiful picnic groves, refreshment stands, amusements and facilities for parking 500 cars and is located just 25 miles south of Cincinnati.

I.P. releases for the month of May include Capitol's "Hank" by Hank Thompson and the Brazos Valley Boys, "Nearer My God To Thee" by The Lone Colony's "Swing Of Robbins" by Marty Robbins, "Screed Songs" by Chuck Wagon and the Reno Brothers, "Vicq" by "Jim Edward, Maxine And Bonnie Brown", "The Statesmen Quartet With Howie Liston," "Hot, Happy And Hongy" by Del Wood and "Rarefoot Ballads" by Homer & Jethro.

George T. Popkins pens that W X G recently opened studios in their new building on German School Road in Richmond, Va. Stopping in to visit with George on his "Pop's Country Store" show was Mac Wiseeman, who was in on a recent East coast trip.

Ferlin Husky, the entertainer with many talents, after a most successful one night stand in Louisville planned to New York City for the May 5th, "Pop's Country Hour" rehearsal and show. Ferlin sang his hit recording "Gone," now well over a million in sales at Capitol, along with the singers and the 35-piece orchestra of "The Old Country Hour." The broadcast was from 1:00 to 2:00 in New York City; 11:00 to 12:00 Nashville time. Husky pushed back to Nashville after "The Woolworth Hour" for a four-day promotion campaign with A & R teper, Ken Nelson, to cut a follow-up to "Gone." A fast return trip to New York City finds Ferlin busy in rehearsal and on an ABC-TV Show, "Paul Winchell Circus Time." May 9th.

From May 13th thru the 18th Husky appears at his first solo cafe date at the Club El Rancho in Winnipeg, Man. Can.

News from Don Larkin, WAAT-Newark, N. J. country music disc jockey, is that in a recent popularity poll Pern Young was nominated Number One disc jockey of the over with 32,000 votes; Hank Snow second with 36,000; and Johnny Cash third with 32,000.

Young and his Country Deputies are scheduled for a personal appearance with Don Larkin at the Newark Tennessee Balloon on May 19th.

They were also chosen to be on hand for the big Liberty annual dance at the A & M College in Ft. Collins, Colo., May 4th.

"A Grand Ole Opry" package headlined by Young, Ferlin Husky and Patsy Crum, with Simon Crew, the Hush Puppies and the Country Deputies are scheduled for one night, two showing appearance May 4th at the Carnegie Hall in Pittsburgh, Penna. Carl Stuart, WAMO-Pittsburgh, Pa. doejay, who will be on hand for the dress rehearsal, will be heard from 1:00 to 6:00 P.M., to the Great Southern Shopping area, for three days, in connection with their anniversary.

Newsreel and still cameras covered the big doings Wed., Apr. 24th in the tiny community of Protection, Kansas, where Red Foley served as grand (Continued on page 45)

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.


("The Cash Box," May 18, 1957, Page 44)
Continued from page 44:

marshaling of an event drawing ten times the town's population of 856, celebrating the fact that Protection was the first community in the nation to be 100% immunized against polo.

The annual Navy Relief Show, staged at the Naval Air Station in Norman, Oklahoma, will star Brenda Lee and Marvin Rainwater, according to Ten Tempo's Lucky Melody, along with Bobby Lord, Chuck Bowers, the Philharmonics, Suzie Arlen's "Culpe Cyp" Bradbray, the Jubilee Promenaders and Bill Wimberly's Country Rhythm Boys. The event is slated for Tulsa, May 14th...

The "Tall Texan," Billy Walker, has hit the road on a DJ swing after premiering his new Columbia chart contender, "On My Mind Again," on May 4th on the "Jubilee!"... His trip, mapped out from Columbia's Bob Barrell, opened May 6th in Kansas City, and from there he plows on to St. Louis, Chicago, Detroit, Cleveland, Youngstown, Pittsburgh, Philadelphia, and winds up in Washington, where he's to give the song a CBS airing on the Jimmy Dean Show May 20th.

Also scheduled for May 20th week on Dean's CBS-TV, Mon. thru Fri., 7:00 to 7:45 A.M. EDT, are "Little" Jimmy Dickens and George Hamilton IV, Hank Thompson & his Brazos Valley Boys were set for the week of May 6th, and Hamilton and Chet Atkins are due in for the May 15th week.

Country Music takes another step forward in Northeast Texas when Roy Glenn and Pee Wee Reid's "Red River Jamboree" moves into the Coliseum for a regular Sat., "live" matinee broadcast by remote from KFPT, Paris. Reid currently has a D.J. Show at 2 P.M. across the board. Now the time is being extended for a full 2-hour broadcast which will be free to the public. With a seating capacity of over 1,500, the producers believe this will be the largest live free broadcast in the Southwest. The regular cast of the Saturday night show will participate in the matinee broadcast.

Oke Jones, formerly of the "Casey Clark Jamboree," Detroit, Mich, is now working out of Ft. Worth, Texas and is currently working double dates on Sat., Alternating between his regular dance and the "Red River Jamboree." He also broadcasts on the big free show from the coliseum, Sat. 2 to 4 P.M., KFPT, Paris.

Clarence Kneeland types that he's now spinning a daily early morning show on WFTW in Ft. Worth, 5 minutes, in competition with the regular show board via WICH, Norwich, Conn. This now gives Clarence two 1,000-watt outlets, covering eastern Kansas, Mass., and R.I. Disc jockeys wishing exposure on his two shows can send him their disks at his home address, Box 43, Jewett City, Conn. Kneeland suggests a programming trip to compare early release artists, such as Ferlin Husky, Faron Young and Tommy Sands, with their present hits. He also notes to watch out for newcomers Larry Harvey on King and Sonny Defreest on Event. Sonny has a good one in "Little Boy Blue".

**Packing Them In**

**America's Leading ONE STOP Record Service**

**LESLEY DISTRIBUTORS**

639 TENTH AVE. 2201 FIFTH AVE. 377 WINDSOR ST. 221 FRELINGHUYSEN AVE. NEW YORK 30 N.Y. PITTSBURGH PA. HARTFORD CONN. NEWARK, N J. PHONE: 7-1977 GIKONT 1-9232 JACKSON 5-1147 BOWIE 3-1555

Attention: Please address any information concerning Country music and talent to Irn Howard, Country Editor, The Cash Box, 1729 Broadway, New York 1, N Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY."
Seeburg...
ALWAYS FIRST

WITH MAJOR ADVANCEMENTS!

PRINTED CIRCUITS THROUGHOUT

Another Seeburg first—printed electronic wiring throughout! This widespread use of printed circuits minimizes inspection and service time while assuring maximum uniformity of performance and quality.

This illustration pictures the back door assembly of the Seeburg 200, which consists of "unitized" (individual) printed boards for the six major electronic circuits. Each can be removed separately.

Seeburg
America's Finest and Most Complete Music Systems

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG
Chicago 22, Illinois
Division of Fort Pitt Industries, Incorporated

www.americanradiohistory.com
THE INDUSTRY'S MOST VITAL NECESSITY!

Reports filtering thru indicate there's a lot more to Senate Bill 1870, endorsed by seven prominent Senators, sponsored by ASCAP and similar such organizations, than appears on the surface.

The facts are, these reports indicate, that certain organizations, such as the tavern owners and others, will not contest this bill.

Last time the same organizations helped the juke box industry defeat the bills then before Congress.

Further reports, from all over the country, advise there are problems arising everywhere in regard to amusement as well as music.

In each case, these reports claim, all these problems have arisen only because the general public, its officials as well as civic, social and charitable leaders “do not understand the industry.”

“There must be some way,” well known operators advise, “where we can give the public and its leaders complete information regarding our industry so that there will be better understanding of our business.”

There is no doubt that every single subscriber of The Cash Box has read such statements time and time again.

They all boil down to one absolutely vital necessity for this industry—“P. R.”—Public Relations.

From the very first week of its inception as a publication, The Cash Box has urged, and continues to urge, the creation of a “National Coin Machines Public Relations Bureau.”

In fact, this writer has been urging P. R. for over 25 years, ever since he started to address the industry thru the printed page.

The Cash Box, when it found that the creation of a “National Coin Machines Public Relations Bureau” would continue to be contested by local, petty jealousies, then urged each and every single operator to become in and of himself a “Public Relations Bureau.”

The one and only way that this industry will ever reach a higher plateau of respect, dignity, honor and understanding with and from the general public, its officials, its charitable, social and civic leaders, will be thru Public Relations.

P. R. has definitely become the most outstanding and most vital requirement of this industry.

The men and women engaged in this industry simply must get together, if not on a national basis then, certainly, on state-wide and even local bases, to arrange for public relations programs that will bring them the understanding, the respect, the dignity and honor they deserve in their communities for bringing America the most economical and most pleasant amusements and music ever conceived by the mind of man.

Only when such public relations programs have been successfully in effect for some time will many of the troubles and problems which now arise at regular intervals be eliminated.

Only then will the members of this industry know that, when attacked by blue-eyes or politicos, that the general public, the press, the public’s officials, civic, social and charitable leaders will understand that such attacks are for purposes other than indicated.

“P R” remains the one, great, outstanding, vital necessity of the industry.
MOA SHOW

Miller Reports All Exhibit Space Sold. Twice as Many Display Booths as Former Shows. Advance Reservations Indicate This Will Be Biggest MOA Convention Yet

CHICAGO—Even before the MOA advertised regarding the fact that two big booths were left, had appeared, all booths were sold, reported George A. Miller, president and business manager of Music Operators of America.

Miller also advised that, not only has all exhibit space been sold, but that there would be just about twice as many booths this year as there were this past 1956 convention, which was also held at the Morrison Hotel, this city.

From advance reservations indications are that this will be the biggest MOA convention yet held, Miller reported.

There will be a large number of conventioneers present from all over the country by Saturday, May 18, even though the convention itself will not officially open until Sunday morning, May 19, and will continue through Monday and Tuesday, May 20 and 21. Tickets for the banquet are practically all accounted for at this time, Miller advised, stating:

"I've had many requests for more tickets to our outstanding banquet this year that, if I had an additional 500, the MOA still couldn't be enough to accommodate all who want to be present."

Miller has been forced to turn down many last minute demands for exhibit space.

"I just don't know why," he stated, "but at the very last minute I'm being deluged with phone calls and requests for space.

"Our first announcements regarding exhibit space went out four months ago. Everyone was given plenty of time to decide as to whether they wanted to display their wares at the MOA building."

"There's just nothing we can do at this time unless someone lets go of a booth. But all booths are paid for in advance, and this is very difficult."

Miller also added that all conventions are now working with the Morrison Hotel executives to complete all arrangements for this forthcoming convention.

Room reservations are being urged on all who haven't as yet made such reservations.

Most of the top suites are already gone, Miller informs, and there just won't be room in the Morrison if reservations are left for the last minute.

"This will not only be the biggest MOA convention," Miller says, "but it will also be the most interesting and most informative ever held.

Chicago—Chicago's coin machine industry is rolling out the red carpet for all who will attend the MOA convention.

Factories, roadmen and executives have already been alerted. Some have been recalled by the factories to be present for what is believed will be one of the most outstanding weekend and early week entertainment programs.

The MOA convention gets under way officially on Sunday morning, May 19. Many coinmen are expected to be on hand the preceding Saturday.

"Beginning Saturday morning," one sales manager here stated, "we believe everyone in our organization will be busy greeting distributors and operators and friends.

"We believe," he added, "that we'll all be busy from Saturday right thru Tuesday entertaining our many, many friends."

Not only the factories, but operators, jobbers and distributors here also expect to be busy. They will be greeting many coinmen from all across the nation, as well as entertaining them, during the three days of the MOA convention.

"Looks to me," one distributor reported, "and from all advance information we have already received, that these are going to be among the three busiest days in our history."

United Mfg. Breaks Ground For Bigger Factory

Will Add 15,000 Sq. Ft. to Present Plant to Handle Production of New Juke Box

CHICAGO—Ground breaking ceremonies are under way this week at United Manufacturing's factory. Addition to the present plant will be built east of the building adding approximately 15,000 square feet to the big factory.

The United factory was constructed in 1948. It has over 85,000 square feet of manufacturing space.

The addition of 15,000 square feet is expected to bring total manufacturing area of the plant close to the 100,000 square feet mark.

The engineering building, across the street, was constructed in 1958. Both the United factory and engineering building are among the most modern in the nation.

The company is completely air conditioned. The factory building contains a very outstanding cafeteria as well as many other facilities and conveniences for the benefit of all who work for United.

This new addition of 15,000 square feet takes away the present working space from the rear of the plant, east of the present building. This new addition is expected to be completed within 60 to 90 days. The 15,000 square feet will be manufacturing space devoted to the new automatic music division of the firm, United Music Corporation.

Chi Coinbiz Rolls Out Red Carpet For: MOA CONVENTIONEERS

Factories Prepare Heartly Welcome For Coinmen Who Will Attend MOA Convention. Many Plan Factory Tours, Entertainment Programs

Visiting conventioneers will be conducted through leading factories here to see how the machines they purchase are manufactured.

In addition, many of the factories will be refreshments on hand, so that no one who visits any factory will feel neglected.

"It's been a long time now," said one well known executive here, "since we've been able to present a red carpet for visiting conventioneers.

"From the way things are suddenly happening around town," he continued, "you'd think that this was an old time convention."

"It seems," he concluded, "that everyone's happy there's a convention. All are cooperating to set up and exchange views and news."

(Editors' Note: THE CASH BOX' sister publication, THE CRITIC, reports that the Morrison Hotel will be open as of Saturday morning. Telephone number of The Cash Box Chicago offices is: DEarborn 2-4605. The Morrison Hotel is located just three blocks from the Morrison Hotel in the heart of Chicago's "Rialto" at 32 West Randolph Street, Bill Gersh, Howard Freeman, Chuck Peake and Jack Devaney (Hollywood) will be on hand Saturday, New York men will arrive Sunday. The Cash Box "MOA" Convention programs are located at the Cash Box' suite, Morrison Hotel, Saturday evening, May 18.)

1956 - 57 Wurlitzer's Third Best Sales Year

Earnings Lower Due To Increased Labor and Material Costs

Chicago—R. C. Rolfing, president, The Rudolph Wurlitzer Company, reported from the firm's executive offices, here, that net sales for the fiscal year ended March 31, 1957, were $37,584,323. "This was the third best sales year in the entire history of the company," stated Rolfing, "and 6 per cent more than last year's sales of $34,744,624."

"For the year, sales of civilian products increased 10 per cent over a year ago, while sales of defense items decreased 59 per cent."

Net earnings were $1,284,452, equal to $1.56 per share of common stock. Net earnings for the preceding year were $4,100,142 or $2.53 per share of common stock.

The principal reasons for the lower net earnings were higher labor and material costs, starting costs at the Cordihol plant, non-recurring expenses, and provision for a government demand refund.

"All divisions of the company, however, operated profitably and, again, more congratulation to all of you graphers, pianos, electronic pianos and electronic organs were made and sold than during the preceding year."

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
This Is No Bull! — Trades Cow For Start In Coinbiz

TUSCALOOSA, ALA.—One of the most prominent operators in the South is A. L. Kropp of Alabama vending Company, this city. Kropp, who has been in the coin business some 55 years, got started when he traded a cow or calf (he doesn’t remember) for one coin machine. He has since built this machine into a substantial operation. A. L. Kropp, Jr., followed his father into the coin business, and the knowledge he gained by listening to his father has stood him in good stead.

Munves To Show Two Games at MOA

Joe Munves To Handle Firm’s Exhibit

NEW YORK—Mike Munves, the “Arcade King” advises Joe Munves will handle the firm’s exhibit at the MOA Convention in Chicago. Munves will display two new machines, which he claims are the “hottest” sellers he’s handling this spring. “Squirts” and “Cops and Robbers’.”

“Squirts” is a two-player competitive water target game with electrical scoring. The players stand on each end of the machine and point a water pressure gun at a ping-pong ball in an effort to push it into the end of the playfield. Game is set for 50 seconds and has a 10¢ coin chute.

“Cops & Robbers” is a single player game, featuring a sub-machine gun which the player aims up at appearing and disappearing targets in windows of a house. Game scores electrically, and has a 10¢ coin chute. Munves states the guns are appealing to all ages, from young teen-ageers through adults, and the main attraction is the gun, on which the front end of the barrel recoils visibly.

“Joe Munves will make several calls on Midwestern customrs on his way to Chicago,” states Mike, “and will be of Booth No. 68B the first day MOA opens.”

Operating 40 Years

CHICAGO—Herman Klebba, this city, easily qualifies for membership in The Cash Box’ “20 Year Club.”

Klebba advises he’s been operating in Chicago these past 40 years.

“I started 40 years ago,” Klebba reminisces, “operating post card machines I bought from Exhibit Supply when they were located on South Dearborn Street.”

“The next I put out some flip machines made by Mills Novelty who were located on Green Street.

“Added a larger number of scales I got from Tom Walling’s factory on Union Street.”

“Operated grappers, too. They were being made by Dave Gottlieb.”

“And,” continued Klebba, “I bought the first gun from Walter Tratsch when he began making his ‘Challenger’ in back of a butcher shop.”

Klebba also claims the distinction of being the first one in Chicago to operate phonos on dime play.

“It was a new AMI model ‘A,’” Klebba recalls.

Okinawan Praise

CHICAGO — “Thought you might be interested,” Zeke Wolf of Auto Bell Manufacturing Company, this city, phoned to advise The Cash Box, “in a letter I’ve just received from Okinawa.”

The letter was from Kiyo Nakamoto, manager of the Okinawa branch of Coscel, Inc.

Headquarters of this well-known importing firm is in Tokyo, Japan. Nakamoto wrote to Wolf’s Auto Bell firm:

“Just been looking over the Best Coin Machine Magazine out — The Cash Box and noticed your ad for ‘Anime Head.’”

Zeke Wolf was very profuse in his praise of The Cash Box. He explained that not only from the Far East, but also from all over the world, have come praise for The Cash Box.
LAST CALL for
ADVERTISING for...
The Cash Box

SPECIAL ISSUE
(dated: may 25th)

your advertising message will reach ALL of the nation’s operators
distributed at the MOA Convention at the Morrison Hotel, Chicago, all during the show.....and those juke box operators unable to attend will receive it by mail.

go to press:
THURS. MAY 16th

RUSH YOUR AD NOW!
The Cash Box

1721 broadway, new york 19, n. y.
(phone: judson 6-2640)

- CHICAGO
  32 w. randolph st. (phone: dearborn 2-0045)
- BOSTON
  80 boylston st. (phone: hancock 6-8386)
- HOLLYWOOD
  6272 sunset blvd. (phone: hollywood 5-2129)
See It . . . Hear It . . . Buy It at Your ROCK-OLA Distributor Today!

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

200, 120 and 50 Selection Phonographs

manufactured by

ROCK-OLA Manufacturing Corp.,
800 N. Halsted Ave., Chicago 51, Illinois
It Takes "Skill" To Score On Pinball—As It Takes "Skill" To Brew Budweiser Beer—
Says TV Commercial

CHICAGO—In the May 4 issue of The Cash Box, it was reported that Anheuser-Busch utilized a pinball machine in its TV Commercial to point out that it takes "skill" to play the machine, as it takes "skill" to brew its Budweiser beer.

We reproduce herewith a "skill" photograph of the cartoon used in the Commercial, together with the script.

In the script below, "Petttigrew" is the cartoon character representing Budweiser "skill".

PETTIGREW IS WALKING INTO TONY'S RESTAURANT.

PETTIGREW: Well, take me for example, at noontime I usually eat in a quiet little place around the corner.

PETTIGREW SEATED AT TABLE. MAN IN BACK RUNNING PINBALL MACHINE MAKING NOISE. MACHINE TILTS.

CUSTOMER: (FURIOUS) This time I'll light the board up!

FURIOUS CUSTOMER RETURNS TO GAME.

CUSTOMER: Gently, ever gently—no, No, No!!

MAN TEARS HAIR, SHOUTS AT MACHINE—ANNOUNCES HE HAS LOST AGAIN.

PETTIGREW: I beg your pardon, sir—allow me!

PETTIGREW TRIES PINBALL MACHINE, MACHINE GOES Berserk SHOWING FLASHES OF "A & EAGLE", "WORLD-RENOVEND BUDWEISER" HE WINS!

(SOUND EFFECTS: BZZZERS, BUGLES, ETC.) (PETTIGREW WINS GAME) Skill is important in lots of things. Here take a good look, see, it says: "brewed by our own original process from the choicest hops, rice and best barley malt."

CUSTOMER: By golly, it does!

Another script in the series, along the same lines, is:

PETTIGREW: Pardon me, friend, but let me tell you about a little experience I had the other day.

(SOUND OF PIN BALL MACHINE)

PETTIGREW: Hum-m-m. Pin ball? Game of skill?

PIN BALL MACHINE PLAYER: Yes.

PETTIGREW: Mind if I watch?

PLAYER: No.

PETTIGREW: What happens if you win?

PLAYER: Don't know. Never won.

(BUZZ)

GIRL'S VOICE: End of game. Total score: zero,

PLAYER: Ah-h-h.

GIRL'S VOICE: Why not try again? This is a recording.

PETTIGREW: Mind if I try?

PLAYER: Go ahead.

PETTIGREW: New, let's see.

(SIRENS)

GIRL'S VOICE: You did it!

(SOUND OF TRUMPETS)

PLAYER: Trumpets!

GIRL'S VOICE: You have lit up the Budweiser label. See. It says: "brewed by our original process from the choicest hops, rice and best barley malt."

PLAYER: By golly, it does.

PETTIGREW: Skill is important in lots of things and the Budweiser label introduces you to the finest brewing process on earth.
The Cash Box
Page 53
May 18, 1957

AMI Announces New Service School Sked

GRAND RAPIDS, MICH.—Beginning in June, the AMI Service School will meet in Grand Rapids on regular schedule the third full week of each month. This fixed schedule allows music operators and servicemen to make advance plans to attend during the vacation period when arrangements can more easily be made to handle normal duties during their absence. School dates are set for the weeks of June 17, July 15, August 19, September 16 and October 21.

The AMI Service School provides a full week of practical training in jinie box operation and maintenance, with emphasis on the new “H” models recently introduced. "Shirt-sleeve" class sessions, held in the "Little Red Schoolhouse" across from the AMI plant, include complete servicing instructions, trouble-shooting procedures and adjustment and operating recommendations that will simplify and speed up work back home on the route or in the shop. Slide films, test equipment and illustrated step-by-step demonstrations are used to make every point clear.

The AMI Service School is open to area music operators and servicemen who wish to attend. Classes start Monday mornings and go through Friday, concluding with a banquet Friday evening at which Service Certificates of achievement are presented to those completing the course. This certificate is important evidence to employers and associates of competence and recognized ability in jinie box servicing and maintenance.

Each "student" during his week’s stay in Grand Rapids is a guest of AMI with both his room and a leading downtown hotel and all meals furnished. For his entertainment is usually eaten at the hotel and noon lunch at the plant cafeteria. Each evening, the group enjoys a leisurely dinner in a different leading dining place about town.

Music operators and servicemen interested in attending the Service School as guests of AMI can get full details on availability dates and reservations by writing Clifford Bitting, A M I Incorporated, 1560 Union Avenue, S.W., Grand Rapids 2, Michigan. Those planning to attend in the near future are urged to write as soon as possible because the enrollment is limited to allow individual attention for each student.

Suggests Questionnaire
On Local and State Associations

DELFOS, O. — Win E. (Bill) Hullinger of this city suggests that all the nation’s music ops be contacted, especially those in areas where the ops are not enjoying a reasonable profit, and find out whether there are or are not local or state associations in such areas.

"Ask the operators," Hullinger continues, "whether they don’t agree that an association would help them achieve their purposes.

"Also whether these operators would be interested in forming an association in their areas.

"They should so advise ‘The Cash Box,’" Hullinger contends, "and then the MOA could help them in getting associations formed.

"This suggestion," Hullinger concludes, "is for those regions where there are no local or state associations in existence at this time.

Boston Mayor Vetoes City Council Order Raising Pinball Fees To $100

Suggests Fee of $60 For First Machine In Establishment and $35 For Each Add’tl Machine

BOSTON, MASS. — Mayor John H. Hynes vetoed the City Council order raising the license fee on pinball games from $35 to $100 annual on Monday, May 6. The Mayor said the increase was excessive and possibly illegal.

At the same time the mayor suggested that the only "justifiable" change would be to increase to $60 the annual license fee for the first machine in an establishment and continue the existing $35 annual fee for each additional machine in the premises.

In his communication to the council, the mayor said that a license fee of $100 for each machine "is so unreasonable large that it would unquestionably be held excessive and void.

He said that however meritorious the purpose was in raising the fee to $100, "the fact of the matter is that constitutional law requires the license fee to be only such as is reasonably necessary" to cover the cost of granting the license and exercising proper supervision.

Under the rules of the council, further action on Hynes’ communication was put over until Monday, May 13. The order increasing the fee to $100 was voted two weeks ago. The order was sponsored by Councilor Edward F. McLaughlin, Jr.

Cash Box Open House At MOA

Cash Box Chicago and Los Angeles Staff Will Be On Hand Saturday, May 18, New York Staff Will Arrive On Sunday, May 19

CHICAGO — In keeping with the custom prevailing at the MOA Conventions, The Cash Box will run open house in its suite at the Morrisson Hotel, The Cash Box Suite numbers this year are 2009—2011, 2031. Bill Gersch, Hidie Freer and Chuck Phee of the Chicago office, and Jack Deaver of the Hollywood office will be on hand to greet friends starting Saturday, May 18, Bob Austin, Sid Parnes and Norman Orbeck of New York will arrive on Sunday, May 19.

“The best coin machine magazine—THE CASH BOX”

Kiyo Nakamoto
Naho Okinawa, R.I.
MAIN OFFICE: TOKYO, JAPAN

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

EASY TO TRANSPORT!
EASY TO INSTALL ANYWHERE!

REVOLUTIONARY!

AMERICAN SHUFFLEBOARD’S NEW 2-PIECE TOP

Easy to transport! Easy to install anywhere!

Showed above is the end result of years of experimenting, designing and redesigning — the perfected interlocking truss of a 2-piece shuffleboard top that is foolproof. Now anyone can assemble, disassemble for relocation, and reassemble this unit into a perfectly matching, trouble-free, playing surface. It is a solution which permits you to operate shuffleboard as easily and practically as any other game — but with this important added advantage! Your shuffleboard tables are a one-time investment which will yield you lasting returns. It is the game that lasts and lasts!

SEND FOR FULL DETAILS OF HOW THIS NEW TOP CAN REVOLUTIONIZE YOUR GAME OPERATION

BE SURE TO SEE THIS VERY IMPORTANT—TO-YOU FEATURE AT BOOTHS 27 AND 28 OF THE M.O.A. CONVENTION IN CHICAGO.

American SHUFFLEBOARD COMPANY
210 PATERSON PLANE ROAD • UNION CITY, NEW JERSEY

UNION 5-6833

Now... SHOWING and DELIVERING

AMI "H" PHONOGRAPHS AT ALL OFFICES

RUNYON SALES COMPANY

Factory Representatives for:
AMI, Inc., Ballay Manufacturing Co.,
J. H. Kenney & Co., Parmo, Inc.,
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221 Frelinsey Ave., Newark 8, N. J., (213)-8777
331 Windsor St., Hartford, Conn., (216)-6870

“The best coin machine magazine—THE CASH BOX”

Kiyo Nakamoto
Naho Okinawa, R.I.
MAIN OFFICE: TOKYO, JAPAN

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Factory Representatives for:
AMI, Inc., Ballay Manufacturing Co.,
J. H. Kenney & Co., Parmo, Inc.,
593 10th Ave., New York 18, N. Y., (212) 880-321
221 Frelinsey Ave., Newark 8, N. J., (213)-8777
331 Windsor St., Hartford, Conn., (216)-6870

“The best coin machine magazine—THE CASH BOX”

Kiyo Nakamoto
Naho Okinawa, R.I.
MAIN OFFICE: TOKYO, JAPAN

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

EASY TO TRANSPORT!
EASY TO INSTALL ANYWHERE!

REVOLUTIONARY!

AMERICAN SHUFFLEBOARD’S NEW 2-PIECE TOP

EASY TO TRANSPORT!
EASY TO INSTALL ANYWHERE!

REVOLUTIONARY!

AMERICAN SHUFFLEBOARD’S NEW 2-PIECE TOP

Easy to transport! Easy to install anywhere!

Showed above is the end result of years of experimenting, designing and redesigning — the perfected interlocking truss of a 2-piece shuffleboard top that is foolproof. Now anyone can assemble, disassemble for relocation, and reassemble this unit into a perfectly matching, trouble-free, playing surface. It is a solution which permits you to operate shuffleboard as easily and practically as any other game — but with this important added advantage! Your shuffleboard tables are a one-time investment which will yield you lasting returns. It is the game that lasts and lasts!

SEND FOR FULL DETAILS OF HOW THIS NEW TOP CAN REVOLUTIONIZE YOUR GAME OPERATION

BE SURE TO SEE THIS VERY IMPORTANT—TO-YOU FEATURE AT BOOTHS 27 AND 28 OF THE M.O.A. CONVENTION IN CHICAGO.

American SHUFFLEBOARD COMPANY
210 PATERSON PLANE ROAD • UNION CITY, NEW JERSEY

UNION 5-6833

Now... SHOWING and DELIVERING

AMI "H" PHONOGRAPHS AT ALL OFFICES

RUNYON SALES COMPANY

Factory Representatives for:
AMI, Inc., Ballay Manufacturing Co.,
J. H. Kenney & Co., Parmo, Inc.,
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NEWARK, N. J.—The showing of the new AMI model “H” phonographs in the Newark offices on April 24 and 25 climaxd a three city showing by Runyon Sales Company.

Pictured below are some of the coin-

en who visited Runyon’s Newark office:

1. Felix Fleischman, Ernie Kraver and Jack Bloom.
2. Abe Green and Bob Harvey.
3. Jackie Cohen and Bert Under-

berg.
4. Johnny Dee and Patsy Col-

chito.
5. Mr. and Mrs. D’Manne.
6. Joe Lederman and Barney 

Superman.

(7) Ed Burg and Bill Leppe.
(8) Jack Lynch and Eddie
“Brownie” Berlinsky.

(9) Barney Sugerman and Harold 

Chazen.
12. Cookie Kirsch and Leo Biebel-

berg.
13. Jack Cronberg and Sam Wal-

dor.
14. Manny Ehrenfeld and Miss 

Bea Fleischman.
15. Irving Pearl, Hy Pearl and 

Harry Pearl.
16. Pete Laffashier and sons.
17. Sam Matty and Mike Frich-
tone.

Runyon-Newark Showing Of New AMI Model “H” Phonos

William's DELUXE 1957

BASEBALL

REPLAY or NOVELTY

In Season Right Now

and Ready to Out-Earn

All Other Equipment!

Twin National Slug Rejector Coin Mechanism

Now Delivering CROSS-FIRE

also 6-POCKET

POOL TABLE

DALLAS DOINGS

Cliff Wilson of Walbox Distributing Company last returned from a flying business trip to Florida, . . . . Bill Mike, Capitol Records district man-

ager, attending the sales managers' conference in New York, . . . . The new local headquarters of C. T. Lawson, 1111 S. Fort Worth Ave., has been moved to 111 E. Fourth Street. Gee, R. Wrenn, manager of the local Warner office, held a showing in Fort Worth of AMI’s Model “H” . . . . Garland de la Mar of the House of Jive in Waco reports AMI’s "outstanding business on a constantly increasing base . . . . " The new local home of State Music Distributors and Buddy Susman, Abe’s son, treating all their friends to some of the new units they handled in the Waco show, reports a steady flow of State Music Distributors hosting a new car . . . . Mrs. Buma Carr of Coral-

cana brought her little daughter in for a visit at S. H. Lynch and Com-

pany, . . . . Leonard & Company, Columbus, Records . . . . Magpie Company, Madison, . . . . Show Club hosted John Matulis at a buffet cocktail party for press and deejays at the start of his two day leg of the Milwaukee leg of his tour through the state . . . . McGreglor shopping the local market . . . . Other visitors were Henry Moore of Plainview; Buddy Glem, Paris; Wilbur Briscoe, Waco; Fred Barnes, Denton; Charlie Minnis and W. C. Starke from Gainesville; Walter Wiggins, McKinney; and Joe . . . .

R. H. Williams enjoying some fishing at Possum Kingdom. . . . The Four Larks making a one day Club tour in the area with D. J. Donohue, Seabrook Worth . . . . Bob De Priest took time off to attend the Kentucky Derby . . . . Herb Linsky, Vuk Records’ sales representative, visited at Big State Record

Through The Coin Chute

CROSS-FIRE

KIRSH

Lynch

Sugerman

Now

and

then

Right

in

Out

BOX

That

Counts—INTERNATIONALLY

"It's What's in THE CASH BOX

That Counts—INTERNATIONALLY"

The main topic of conversation along Pico Boulevard the past week has been the MOA Convention in Chicago with the operators and distributors of Athletic and Jim. Ardish to further their plans to improve the local affair, Southern Phonograph has been well represented by the ever growing number planning to attend . . . . Phil Robinson reports he found Chicago Coin's "Bowling Leagues" doing very well in So. Cal. He reports the recent visit to the Chicago Coin Phonograph Club now in Portland and Seattle . . . . At Norty's Music Center, Norty Beckman reports he has been very successful in arranging the first to feature a new arrangement of "Fiddlin' Fudger" in "The Lady Luck" Album in his Fairfax Avenue Shop. Jan Graham sporting a new Chevrolet Bel-Air, Ana Martinez says Tommy Sand's "Goin' Steady" on Capitol and the "Loo Loo Loo Club" with Golden Cockerels, the best hit around here . . . . Mark Robinson has another hit with "Valley Of Tears" on Imperial . . . . Minthorne Music Company is holding a two day show featuring the new Seeburg photograph line . . . . Bill Hasselberg's "Get Your Six" Phonographs have again topped the sales charts . . . . Mike DiManno attending Matt. and George will hold showings in San Bern-

ardino on May 15. Donohue reports that Matt. and George will be visiting the San Bern-

ardino area the first week in May . . . .
Hot weather streak has zoomed arcade equipment and has an energizing effect on all other segments of the coin machine biz also. Reports from distributors are that biz is so terrific that the is pressed to fill orders. Music is climbing action is hot on pool tables, kiddie rides, guns, baseball machines, novelty games and pins.

At Atlas Distributors (AMI), Louis Blatt, just back from a fishing trip to the Connecticut Lakes on the Canadian border where his party nabbed 28 square tail trout, says a run on the new AMI models "H-200," "H-120" and "H-100" has been so terrific that a carload in last week is gone and firm is awaiting new shipment from the factory. Louis, who weekend at his Lake Newfoundland retreat, reports ops are giving the new AMI music machines accolades all over the territory. Barney Blatt is coming along nicely reprocessing the expected to be back at the Commonwealth Ave. headquarters soon. At Redd Distributors (Wurlitzer), expert biz is way up with shipments going out daily to faraway places. Long distance coin machine op in this week at the plant was Edward Hafeth of the Dutch West Indies. Bir is big here on 6-hole slate top pool tables, described by sales manager Bob Jones as the biggest money makers yet. Ops going all out for Billy's "Show-Time" and the Bally 14-foot and 18-foot alley Bob reports. Bally "Bobby," Bally "Bike," and Bally "Model-7 Car" all going great in arcades and fun spots. Wurlitzer "half-dollar" phone getting terrific action. Jones just back from sales trip to Westchester and New York, foresees the coming summer beating anything. . . . Expert biz has climbed to fantastic proportions at Redd's with orders coming in from all over. Shortage of good used equipment reported.

At Associated Amusements (Rock-Ola), Richard Mandell, general mgr., testing for his pilot's license at Norwood Airport. Dick plans to fly a Piper Cub around the territory making him first airborne coin machine salesman in the east. Ed Ravey addressed the Southern Connecticut Music Operators Association at New London Conn., Tuesday, May 7. New "Teen Age Bowler" by Unit, 16-foot, going hot here. Kiddie rides are big and Associated Amusements staff can't get them out fast enough. Arcade equipment is practically all sold out with guns, baseball, novelty games and pins going at fast clip. Richard Mandell and Mrs. Ruth Mandell (the former Ruth Mac Ravey) expanded the Ravey family's sales planning to summer at Hyannis. Trimmount Automatic Sales Corp. (Seco) reports biz up with action heavy on the new Seeburg phonos and Gettelle's "Royal Flush," described as an "outstanding pin game" by Marshall Casals of sales. Back orders are fast on the Ravey family's pool tables big here. Ops reporting in from all over the six N.E. states picking up equipment for the summer. Arcade pieces, Genco's "Circus," Williams' "Cros Fire," Mutoscope's "Lord's Prayer," Williams' "Pappy," which is becoming standard arcade piece, all showing strong acceptance by ops.

This week were: Ralph Ferrera, Concorde, N.H.; Leo Pelletier, Fort Kent, Me.; Al Dolins, Hyannis; Tom Libby, Haverhill; John Hill, Norwood, Mass.; Wessman, Provincetown, Mass.; Packer, Middletown, Conn.; Fred Page, Back Bay, Me.; Ralph Lackey, West Roxbury; Don Foust, Randolph; Oscar Prati, Manchester, N.H.; Guy Gurgin, Presque Isle, Me.; Louis Tancredi, Providence, R.I.; Bill Davis, Magna, Springvale, Me.; Dave Hammett, Hyannis; Paul Carrizza, Beverly; D. J. Halle, Beverly, N.H.; Sol Robinson, Newton; Dave Baker, Melo-Tone Music, Arlington; Alee People, Manchester, N.H.; Frank Perry, Brookline; F. J. Byrne, Peabody; Frank Blinster, Boston; Lil Lipson, Newton; Ed Belas, Needham; Martin Oliver, Portland, Me.; Harold Harwitt, Brighton; Dick Gropman, Boston; Tony Monroe, Providence; Bob Friend, Marblehead; Lloyd Myska, Waltham; Jerry Gaub, Danvers; Louis James, Malden; Cliff Corbeau, Marblehead; Bob Young, Cambridge; Larry Winkle, Medford; Wally Wunderlich, Cambridge; Dave Grogan, Revere; Tony Gaviria, Lynn; Tom Kostro, Somerville; Paul Simon, Boston; Tony Graham, Melrose; Bob Green, Randolph; Arthur Sturgis, Jamaica Plain; Harry Deshawbt, Medford; and Israel Spector, Boston. . . . Lane Bros., RCA recording artists, local band, tabbed a big opening at Buntin's, they are in for week of May 6-12 with many music and coin machine personalities at the openings. The Bradford bands opened a new Carousel Calypso Room with Johnny Barracuda, Lord Baldrich and the Calypso Islanders. . . . Jaye P. Morgan opens at Buntin's Monday, May 13. Chris Connor current at the Wonder. . . . Harry Snow at the Reef in Revere. . . . Sam Snyder, producer of Sam Snyder's Water Follies, just back from tour of Australia reports that in the land down under and in Tahiti, the natives are flipping over the racket and Franklin and Frey. . . . Ruthie Shapero, promotion whiz, back from tour of disk jocks in eastern half of country. . . . Parker Wheeler resigns May 20 as manager of WGBH-TV. . . . Freddie Hall, who gets into the Show Bar June 5, has just cut a new disk on Golden Crest, "Love Me A Little Bit," backed by his w. k. version of "When He Is All Dolled Up."

CHICAGO — Galgano Distributors took two from Gillette Distributors. Ed Teske's 579 and Charles Atsle's 565 were high for Galgano. Bank Paradise was high for Gillette with 597.

Walter Ooms Sons won two from ABC No. 1. Carlo Kolasa was high man for Ooms with 469. ABC's Harry Schreiber was high with 597.

Singer One Stop took two and a half games from Coral Records. Harry Julian was high for Singer with 518. Coral Rudy Zelina was high for the team and high for men with his 593 score.

Decca Records swept three from Mercury Records. Johnny Nolan was high for Decca with 496. Vera Inlau was high for Mercury with 477.

M. S. Distributors won two from Paschke Phonograph. Ralph Kick's 442 was high for M. S. Paschke's Bobby Gelley was high with 529.

Western Automatic took two from Covent Music. Paul 145 was high for F. S. Paschke's Bobby Gelley was high for Western. Harry Wolzek was high for Coven with 511.

State Music won two from B&B Novelties. Myrtie Socha's 404 was high for Star and high for women with 490. Her 200 game was high game for the season. Marino Pieroni was high for B&B with 520.

Alcoa Music took two from ABC No. 2. Vic Jacinto was high for ABC with 472. Bernie Ekster's 464 was high for ABC.

Next week's games will be the final games of this season. The league championship will be battled out between Galgano Distributors (24 games in the lead) and Walter Ooms Sons (now in second place). The winner will be awarded the annual trophy of the league's big banquet on May 24th.

SANDY MOORE...Offers Operators...A ONE-STOP SERVICE for EVERY POSSIBLE NEED RECORDS - NEW & USED MACHINES - PARTS - PREMIUMS WE WILL SHIP & INSTALL ANYWHERE IN THE WORLD Complete Your Shopping ALL AT ONE TIME AT ONE PLACE. Anything You Want—WE HAVE IT ON HAND.
CHICAGO — Paul Hoebesch, sales manager of J. H. Keeney & Company, Inc., this city, advised this past week that the firm would hold open house for the next few weeks to show the complete line of new games and vendors. “We want all of our distributors to be present”, Hoebesch stated, “but, be added, “even more than that, we want our distributors to also bring operators along to see our new line right at the factory.”

“We feel that the reactions we will get from our distributors and their operators, in fact from all operators who care to visit our factory during our open house, will help bring the industry the kind of better products all are seeking.”

On display for the first time will be this year’s new bower, “Big-O-Rama”. In view of the fact that many have been waiting to see this game there is no doubt, the firm’s executives and engineers believe, that the interest in this new take bowling game is sure to be very great.

“At the same time”, Hoebesch reported, “it will be remembered that a great many operators are interested in the new amusement machines.

“We believe that the new Keeney vending machine line is definitely developed with its operators in mind. We will attend the open house will prove this demonstration.”

“In the meantime”, Hoebesch reined, “and in view of the fact that many distributors and operators will be in Chicago in the next few days, we invite one and all to come to our factory also to help new Keeney line of games and vendors for themselves.

“In short”, he concluded, “these early visitors will enjoy a sneak preview of the new bowling game and the vending machine line.”

SEEBURG M-100A

Perfect condition— $225

RECONDITIONED AND REFURBISHED LIKE NEW!

Terms: 1/2 Dep., Bal. C.O.D.

Exclusive Seeburg distributor

SALES OFFICE

923 N. Wells St.
CHICAGO, ILL.

ATLAS MUSIC COMPANY

2118 N. WESTERN AVE., CHICAGO 47, ILL. U. S. A.

Phil Robinson, who had just completed a trip through the northwest. Levin also pointed out that the Jones Boys represent Chicago Coin Machine Company in Colorado, Washington and Utah, in addition to this Oregon area. Also, F. J. Company offices in Denver, Seattle, Spokane and Salt Lake City.

Dean McMurdie is reported to be very enthusiastic over the acquisition of the Oregon and Idaho distributorship for the firm’s products.

Phil Robinson of the belief: “Chicago Coin games have always been the sales leaders and, with the assistance of Portland offices of R. F. Jones Company, we can expect even greater volume than ever before.”

Ed Levin stated, “We are tremendously pleased to add R. F. Jones Company, Portland, Oregon, to our list of outstanding exclusive distributor firms.”

“Dean McMurdie and his men in Portland have won the respect and admiration of all the operators in the state of Oregon.”

“The operators know”, Levin continued, “that they can depend on R. F. Jones to keep them supplied with Chicago Coin games and that they will bring us every possible fashion by giving them the finest cooperation and service in the state.”

CHICAGO—Keeney Hold Open House

Chi Coin Names R. F. Jones Co. Exclusive Oregon Distributors

MOA Conventionees:

SEE OUR NEW

CHAMP

POOL

- NOVOPLY or Slot Playfield
- 20' or 25' Chute
- Finest Quality Throat
- New Deluxe Cloth
- Lowest Price

NOW ON DISPLAY AT

CHAMPION DISTRIBUTING CO.

3833 W. DIVISION ST.
CHICAGO 31, ILL.

Phone: ALbany 2-3272

NEW YORK—Sam R. Bushnell, well known and popular financier, advises he has joined Funds For Busi- ness, a New York-based venture capital financing organization, as executive vice-president.

Joining him are George McCaffrey, associated with Funds For Business, Inc., states Bushnell. “I am glad to say, is a company most interested in the development of finance in the operating company and vending business.”

“We have begun business activity and expect to expand our activities rapidly, consistent with sound policies of expansion and growth. We will extend quality service to manufacturers and distributors in this industry, and I hope to serve the con- cerns in this business in the future as I have done in the past.”

“CHICAGO — ‘We’re stepping up the action!’ declared John Stewart energetically this past week as he released the schedule of shows for Bally Vending Corporation’s Bever- age Vendor.

After exhibiting the Beverage Vendor at the MOA Convention, Stewart will conduct a short run on the 23 and 24 at the Jefferson Hotel, Dallas, Texas.

Bob Breither, service manager and sales representative, will also be at the Dallas showing, Stewart advised. Bob will also demonstrate the simplicity of the unit and methods of installation.

Also featured will be the value to operators and locations of the Bever- age Vendor’s eight selections.

Stewart stated that the firm is in the process of setting up a series of shows on the west coast for early June.

On June 6 and 7, Bally’s Beverage Vendor will be shown at the Biltmore Hotel, Los Angeles, California.

On June 11 and 12, a showing will be held at the St. Francis Hotel, San Francisco, California.

Presently scheduled for June 14 and 15 are showings in Portland, Oregon, and Seattle, Washington, in the showrooms of Dunis Distributing Com- pany.

Fred Mills, Jr., sales manager of Bally Vending, is expected to conduct all west coast showings, together with Bob Breither.

Champion Distributing Displays New 6-Pocket Pool Game

CHICAGO—Mike Detzki of Cham- pion Distributing Company, this city, announced this past week that he is displaying his new 6-pocket pool game, “Champ Pool”, to local operators.

“We will have open house during the MOA Convention, so that everyone will have an opportu- nity to visit us here and see the new game.”

“Champ Pool” is available in two models. One with a 4-pocket playfield. The other will come with a slate top.

Detzki said that the new 6-pocket pool table is being built to his own specifications and according to the highest standards of quality.

“The cloth we use is the heaviest and strongest I could get”, Detzki added.

“We are using a 20-ounce cloth, all wool, and rubber-backed to provide extra resiliency.”

“Champ Pool” will be available with 28' or 28' 1/2 cushions. Practically all ad- vance orders so far have been with quarter cushions, according to Detzki.

“Operators who come in to see our new pool table”, he concluded, “will be as enthusiastic about the fine quality as they also will be over the rea- sonable price of ‘Champ Pool’.”

No Equipment In Rooms” Miller

CHICAGO — Answering the many questions regarding ‘No Equipment in Rooms’ Miller, national president and business manager of MOA, advises that “there posi- tively will not be any equipment of any kind allowed in hospitality rooms or bedrooms. This includes machines, amusement and vending machines can be shown on the ex- hibit floor only.”
N. Y. City Bill Will Amend Present License Provisions

Arcades Would Take Out One Annual License at $250, and Operate Unlimited Numbers of Machines. Operators Would be Permitted to Switch Games on Location at Same $50 Annual License Fee

NEW YORK—It appears that one of the inequitable arrangements of the current New York City license laws for games operators may soon be terminated. At present each machine in an arcade is subject to an individual license fee, and if games on locations are switched, operators have to take out a new license and pay a new fee.

A Bill has been introduced in the Council of the City of New York on April 30 by Mr. Treulich (which has been read and referred to the Committee on General Welfare) to amend the administrative code of the City of New York, in relation to common shows, which would permit an arcade unlimited number of machines for a license of $250 per year, and an operator to replace equipment on a location for the same $50 yearly license fee.

The amendment reads: "Where a common show operator owns and/or operates an amusement arcade pursuant to a license issued under subdivision a (1) section 133-30, the license fee shall be two hundred fifty ($250) dollars per annum therefore; and such license shall entitle the said operator to operate therein without limitation in number of machines, apparatus, paraphernalia or devices heretofore or hereafter approved by the Department of Licenses, "Where a common show operator owns and/or operates a common show under the provisions of subdivision a (2) of section 133-30 he shall pay a license fee of fifty ($50) dollars therefore; provided, however, said operator may at any time while his common show license is in full force replace the common show so licensed, without the payment of any further license fee therefore, with any machine, apparatus, paraphernalia or device of the type, style and construction heretofore or hereafter approved by the Department of Licenses. Should the said common show operator own and/or operate more than one common show, he shall obtain a separate license, and pay a separate license fee of fifty ($50) dollars, for each and every such additional common show, subject however to the same right of substitution, under each such additional license, as aforesaid."
The Cash Box

Page 58

May 18, 1957

Genco’s Newest

Sensation

GYPSY

GRANDMA

FORTUNE TELLER

She Moves!

She Breathes!

She Answers Questions!

She Tells Fortunes

The First of its Kind in the History of the Coin Machine Business!

Grandma actually lifts your fortune card with lifelike fingers, waves an magic card so realistically—she's actually human!

WORLD'S MOST COMPACT

"meeting Grandma"

Fortune Teller

Location Space—No Problem

24" x 44" x 65"

STILL GOING STRONG!

"CIRCUS"

Rifle Gallery

Featuring

Mysteries, Thrillers, Y'ALL

and "SAD SAM" Targets

Now Delivering—

LOWEST PRICED 6-HOLE

ROTATION POOL TABLE

on the market today

Complete with finest accessories

Empire C. M. Institutes

Extended Work Schedule

The Cash Box

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Extended Work Schedule

Chicago—Joe Robbins, salesman, manager of Empire Coin Machine Exchange, this city, reported this past week that the firm’s mechanics are all on an extended work schedule in order to catch up on their backlog of export orders.

Robbins stated that all mechanics begin reconditioning games and phonos at 7 A.M. each morning and are busily working until 5:30 P.M. On Saturdays, work continues to 1:30 P.M.

“One thing we insist upon,” Robbins declared, “is that every piece of equipment be reconditioned and re- finished according to the highest quality

standard possible.

“Our customers expect to receive our equipment in perfect condition, both mechanically and in appearance, and the above is how we do it,” Robbins continued, “so rather than rush the job thru, they check everything, replace worn parts and do a complete refinishing job until the machines are in first-class shape.

“Two extra-man hours of work for each of seven mechanics means that we can keep the exports going out on schedule. At the same time, we are able to take care of all domestic orders.”

Robbins also expressed the belief that the longer work-week will last indefinitely, since he sees no let-down in business for the balance of the year.

“Grease The Slides”

NORTH K, VA.—C. B. Brooks of Automatic Music, this city, tells about the experience of thirty years ago, when he began to type slots.

“I was completely new in the business,” Brooks advises, “and so I was in a hot spot when everything was puzzling, to say the least. I had to go on the job anyway and I was told by the company to seem to be paying out too much.” Brooks continues, “so I wrote to O. D. Jennings & Company for a reply.

“A prompt answer came back at all,” Brooks reports, “the answer was, “grease the slides”.

“That’s one I’ll never forget,” comments Brooks.

Through The Coin Chute

EASTERN FLAVORS

Nothing but happy and smiling faces along the coinrow this week. Wholesale orders, without exception, working day and night to fill orders. Terrific activity attributed to recent introductions of new coin machines, as well as orders for arcade and reconditioned equipment for shore and summer locations. Even the Ismayards were excepted for devaluing the ticketing of baseball games, which happens any number of times a week (three teams represented locally, Yankees, Giants and Brooklyn).

Wednesday night, May 15, is UJA-Coin Machine Industry banquet, honoring Harry Robbins. Bob, Denny and family are swell entertainers in view. They're really busy at Runyon Sales — what with the new AMI model "H" phonos, and Bobby's line of hit games (new "Official Pool" games). When the heat of the week is over, Sammy Supergman tied up in private office with a customer; Lou Wolberg just rushing out to eat lunch; Morris Roben and Buddy Fox gulping down sandwiches at their desk. A punch line from "Through The Coin Chute" tells of the Miami Slide, tells of the Miami Slide, tells of the Miami Slide..."Jack Semel, back some two weeks from his stay in Miami, makes the rounds with son "Happy" Herb Semel. . . . One of N.Y.'s better operators had built up quite a little following for this week-end at a Catalina Mts. resort hotel. Biz over at Young's going full blast, with Jim and Joe Young writing plenty of orders for their new "H" machines.

Not even a sample of Chico's "Bowling League" on the floor of Albert Simon, Inc. "Opa just won't let us hang on even to our sample," smiles Al Simon. Delivery men already this week went to Great Bend, St. Louis, and Kansas City. . . . Harry Koppel, Koppel Distributing, now located in new quarters on East side of 10th Ave. Demand for used music good, says Harry. . . . N.Y. State Department of Labor, Division of Employment, reports March employment in the State rose to an all-time high for the month. Most of State's pickup operations and New York City's paper handling were shown by the Employment Guild of South Jersey, with offices in Philadelphia, reports its first banquet was successful from viewpoint of attendance and support in Souvenir Journal. . . . At Atlantic New York, Meyer Parkoff turns out a lot of turn over between Seeburg phonos, and completing details for UJA-Coin Machine Industry dinner only a week away. All this meant delegating many chores to Murray Kaye and George Marder, who were overloads anyway. . . . Looks like many more coin men will go to Chicago for MOA Convention this year than previously. A number have already reserved space at a special charter plane to leave N.Y. on Sunday A.M. . . . Have a note from Leon Seiger, Miami, that he's been made sales mgr for J & M Vending Co; Took Leon Hersh's place, who joined a tourist chain; Seiger, a well known coinman, has been in the biz some 33 years.

Through The Coin Chute

UPPER MID-WEST MUSIC

Mrs. Henry Krueger of Fairfax, Minn., doing very nicely after having an operation last week. Mrs. Krueger is expected to get back to the games next week. Hank will be tackled to death as he's been playing father and mother to his daughter, and it's quite a job. . . . Ike Sundell of Montevideo, Minn., in the Twin Cities for a couple of days, after having some minor surgery done. . . . Dick Henderson, of Willmar, Minn. on a fast trip to Minneapolis to pick up some records. Out Halstrom of Big Pork, Minn. also in Mpls. for the day. He is getting to be quite an operator, not only has his coin machine route but a TV Appliance store and just recently acquired a Ford agency. . . . Mr. & Mrs. Hurley, Wis., is doing a lot of fishing equipment, for his Sporting Goods store and expecting big tourist business. . . . John McMahon of Eau Claire, Wis., is in Miami Beach last December because of his son, a clear objection for those who have been in the coinROW. Mr. & Mrs. Hurley, Wis., is doing a lot of fishing equipment, for his Sporting Goods store and expecting big tourist business. . . . John McMahon of Eau Claire, Wis., is in Miami Beach last December because of his son, a clear objection for those who have been in the coinROW. Mr. & Mrs. Hurley, Wis., is doing a lot of fishing equipment, for his Sporting Goods store and expecting big tourist business. . . . John McMahon of Eau Claire, Wis., is in Miami Beach last December because of his son, a clear objection for those who have been in the coinROW. Mr. & Mrs. Hurley, Wis., is doing a lot of fishing equipment, for his Sporting Goods store and expecting big tourist business. . . .
ATTENTION OPERATORS:
Here is Your Prescription for Recovery of Sick Territories!!

Binks Industries has developed a new and completely different high earning capacity type of equipment that is totally adaptable and adjustable to the requirements of your territory. Thorough location tests alongside all other types of games, find earnings actually increasing after many months, proving the tremendous appeal of this brand new Binks original idea production!

In Chicago—we cordially invite you to visit our PRIVATE SHOWING at Binks Industries Suite, SHERMAN HOTEL May 18 - 19 - 20 - 21.

Telephone Franklin 2-2100 on above dates, or write.

BINKS INDUSTRIES
3859 Elston Ave., Chicago 18, Ill. INC.
Telephone IRving 8-5232

MEET AND GREET YOUR FRIENDS

AT THE EMPIRE SUITE

CHICAGO CHATTER

COIN CHUTE

Chicago Coin has been the talk of the industry ever since the new Binks Industries' Coin Chute was introduced. The Coin Chute is a completely new concept in coin operation, combining the latest in electronic technology with a user-friendly interface. It is designed to provide a seamless and enjoyable experience for both players and operators.

The Coin Chute features a sleek and modern design, with a large display screen that provides players with all the necessary information. It is equipped with a high-speed coin acceptor, which can process up to 200 coins per minute, ensuring fast and efficient transactions. The machine also includes a built-in credit card reader, allowing players to make purchases with ease.

On top of its user-friendly interface, the Coin Chute is known for its reliability and durability. It is constructed with high-quality materials and undergoes rigorous testing to ensure longevity and performance. The machine is designed to withstand heavy use and is ideal for locations such as arcades, bars, and other high-traffic areas.

The Coin Chute has proven to be a hit among players and operators alike, offering a unique and innovative way to play coin-operated games. Its success has led to its adoption by various gaming companies, further solidifying its position as a leading product in the coin-operated industry.

In conclusion, the Coin Chute by Binks Industries is a game-changer, providing a new level of convenience and enjoyment for players while offering operators a powerful and reliable tool for their business. Its innovative design, user-friendly interface, and unparalleled reliability make it a standout among coin-operated machines, setting a new standard in the industry.

"It's What's in the CASH BOX That Counts—INTERNATIONALLY!"
TAMPA, FLA.—Relaxing physically and mentally is Al S. Levy of Dayton, O. Levy spends the winters here, while his son runs the biz at home.

Levy, active in the coin machine business for 54 years, is a member of the "Golden Circle" of the "50 Year Club."

"The Cash Box is the one publication that is worth plenty to all the operators."

Lou Sebastian, Sales Manager
Pan American Sales Co., Inc.
"San Antonio, Texas."

May 13—Tri-County Juke Box Operators’ Association
Place: Ehrn Music Offices, Massillon, Ohio

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

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

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

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

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

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

19, 20, 21—Music Operators of America Convention
Place: Morrison Hotel, Chicago, Ill.

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

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

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

June 3—California Music Merchants’ Association
Place: 311 Club, 311 Broadway, Oakland, Calif.


4—Westchester Operators Guild, Inc. (6th Annual Banquet)
Place: Holiday Inn, Scarsdale, N. Y.

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

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

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

7—North Carolina Automatic Music Assn.
Place: Cape Fear Hotel, Wilmington, N. C.

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

13—Eastern Massachusetts Music Operators’ Association
Place: Beaconsfield Hotel, Boston, Mass.

17—Wisconsin Music Merchants’ Assn.
Place: Beaumont Hotel, Green Bay, Wisc. (12:00 Noon)

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


Attention: Operators’ Associations

Associations desiring listings in this column, please write to THE CASH BOX, 1721 Broadway, New York 19, N. Y.
The Scholars, local well known quartet, opened a new retail record outlet, The Scholars Record Rack, 1202 Telephone Rd. early in April. The group, composed of John Kirby, Al Eisenman, Bruce Boissiere, Kenneth Rogers, recorded several numbers for Dot and recently changed to Imperial with their first release on that label due before June. Frequently seen around record stores and phone distributors are operators H. G. Crews of Tivoli and S. T. Oglesby from Palacios. Harold (Pappy) Daily, owner H. W. Daily, just back from Nashville and Washington, D. C. where he held recording sessions for Mercury and Starday records, already planning another extended jaunt. He and Bud Daily plan to attend the MOA in Chicago and Pappy will go on to Kansas City for music convention and from there to Meridian, Miss. Early in April Daily moved his San Antonio One Stop into the same building as S. W. Lynne Co., in that City. Sighted prominent local operator Eddie Troy (City Music) coming out of Steve's with just about all the records he could lug and Eddie is pretty husky. Operator Edward Arwardy (American Music) with his young son and a nephew at new kiddieland park, having as much fun as the kids. Dropped by Consolidated Music and was happily surprised to find therein one D. W. Willett, looking very little different from way he did when he was one of the very successful operators hereabouts in the late thirties. D. W. is taking it easy now living in Arkansas and looking after his properties. John E. Williams (Williams Amusement) said he liked that 16 foot Bally bowling game better and better each day. Tom Williams, Gladewater, former prominent local operator and distributor, visiting in the city.

Binks Industries To Display New Game At Sherman Hotel May 18-21

CHICAGO—Mel Binks of Binks Industries, Inc., announced that his new game will be on display for the first time at the firm's suite at the Sherman Hotel from May 18 thru 21. Althea Binks did not reveal all the details concerning the new game, she stated that he was ready to present to the trade:

"A really different multiple-coin game embodying play principles that make it possible to be licensed where other games may not be.

"For almost a year," Binks said, "we have been testing the game in average locations. We placed the test games side by side with all types of equipment.

"Results were very satisfying. Earnings proved greater than from any other type game.

"In every test, our game starts off with big earnings. And collections get bigger as the weeks roll on.

"We got only one kind of service call. That was a complaint that the cash box was not big enough." Binks also reported that production is well under way and that facilities for quantity shipments were being expanded.
**WANT**

**WANT—**Phonographs made before 1940. Dealers or jokers welcome. Will pay highest prices. Write: JALEN VENUS, 4208 N. PLATINUM, OKLAHOMA CITY, OKLA. (Tel.: 1-6715).

**WANT—**St kHz, medium wave receivers. Leave your call and price. GABE WURTZ, 1622 SHILOH ST., TUCSON, ARIZ. (Tel.: 358-5011).

**WANT—**Local model shooting Gal- lants; Used World Travels; Drive Mobiles; other late arcade machines. State condition and lowest first letter for reply. 4-2455, 4-4415, 2-2730. PROCTOR DIST., TACOMA, WASH. (Tel.: MA 2317).

**WANT—**Records. Leave your call and price. 1-1183, 358-1190, 592-3040. TACOMA, WASH. (Tel.: MA 5-9970).

**WANT—**Records. Leave your call and price. 1-1183, 358-1190, 592-3040. TACOMA, WASH. (Tel.: MA 5-9970).

**WANT—**Latest model music machines. Quot price in first letter. KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 36, N. Y. (Tel.: Circlet 6-9399).

**WANT—**Used Gottlieb and Williams 5 Ball Pins. High prices paid for Model 1954 on. Call collect—4-3857—Union 3-6427. H. BERTI & SONS, 1623 N. ATTATT AVE., UNION CITY, N. J.

**WANT—**Any quantity of Chicago Coin Slot, Regina, Great Falls, Contact Our Dis- trict Office For Best Results. Cash Waiting MILLER-NEWMARK DISTRIBUTORS, CORP., 606-607 EIGHTH STREET, N.W., GRAND RAPIDS 2, MICH. (Tel.: GL 60607).

**WANT—**Skilled Mechanic For Pin Tables and Virlots Routes. Must be Reliable and Experienced, At- tractive Salary. For Right Man; EARL'S NOVELTY SERVICE, 220½ WEST SIXTH ST., CROW- LEY, LA. (Tel.: 273).

**FOR SALE**

**FOR SALE—**Used machines of all types, as is and shorted. For location, AUTOMATIC MUSIC DISTRIBUTORS, INC., NORTH WESTERN, OKLAHOMA CITY 6, OKLA. (Tel.: Forrest 5-3456).

**FOR SALE—**Music and Game Route with Used Equipment; The Texas Industrial Area. Excellent return for 56 and 57 is even better. $35,000—Due to Excellent Reference, P. O. BOX 2051, FT. WORTH 1, TEXAS.

**FOR SALE—**Records!!! $5 over wholesale. Free title slips. Quick service. New accounts, token deposits welcome. We will purchase surplus records now unused only. RAYMAR SALES CO., 170-21 JAVA AVE., JAMAICA 32, N. Y. (Tel.: Olympia 8-4012, 4013).

**FOR SALE—**Chin Coin Flash Bowler, $120; Chin Coin Player, $100; United Chief, $75; United Official, $25; 1 Chin Coin Band Box Speaker, $75. All Perfect. AUTOMATIC AMUSEMENT CO., INC., 1000 PENNSYLVANIA ST., EVERTON 8, ILL. (Tel.: 3-4500).

**FOR SALE—**Chicago and United Coin. Framed pieces; later ele- ments: Wurlitzer 1500, 1400, 1250, 1015; all type Bingos; Coin Hunt, as is or shipped. YAN- YON STATES DIST. CO., 301 E. 7th, TUSCASON, ARIZONA. (Tel.: 3- 8686).

**FOR SALE—**Locks of all kinds. Bally pinball locks, Wall Box locks, etc. $10.00. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, NEW HAVEN, CT. (Tel.: NE 5-1444).

**FOR SALE—**New modern wall speakers, $11.95 ea.; C.C. Band Box (used), $8.50, (Tel.: D 105). Box. $295. Seeburg 100 sel. Wall Boxes. $49.50. BILLOTTA DIST. CO., 224 N. MAIN STREET, NEWARK, N. J. (Tel.: Newark 290).

**FOR SALE—**Guns: Gense's State Fairy Exhibits' Sportland Shooting Gal- lery. Bingos: United's Pixie, Singapore and Cabana, SALINA MUSIC AND AMUSEMENT CO., 121 NORTH 7th, SALINA, KANSAS.

**FOR SALE—**United—Hawaiian, $345; Chi- cago Coin Tournament Ski-Bowls (Like New), $395; Blondie (Like New), $225. J. ROSENFIELD CO., 4701 WASHINGTON BLVD., ST. LOUIS 8, MISSOURI (Tel.: Forest 7-6730).

**FOR SALE—**One Double Header, like new, Ac-1 condition, $475. LEWIS & FOLLETTE MUSIC CO., SOUTH 100 HOWARD ST., SPAKE 4 WASH. (Tel.: MA 8850).

**FOR SALE—**Bally Broadway, $345; Night Club, $350. Chief, Big Snow, $195; Kay West, $254; United Chief, $450. 421 N. Main St., MANHATTAN, $115; Pixie, $185; Bally King Pin Bowlers, $295; Gold Medal, $195; Jet, $100; Champion, $95; United, $92; 11th Frame, $125; Imperial, $75; also other Bingos, and Seeburg and others. Call MICKEY ANDERSON, 314-316 E. 11th ST., ERIE, PA. (Tel.: 5-7549).

**FOR SALE—**Hi-Speed Super Fast Shuttle Board wax, 24 one-poun- dons per case, $8.50 f.o.b. Dallas, Texas. Sold on money back guar- antee. Distributor for Gottlieb, Chin Coin, Ruby, Chicago, and BERI- NICUS DISTRIBUTORS, INC., 310 MAIN ST., DALLAS, TEXAS.

**FOR SALE—**Bingos in quantities. In- stock. Big Snows; Double Headers, Parades, Night Clubs, Broadway, Miami Beach, Big Times, GLOBE DISTRIBUTORS, INC., 301 N. CALIFORNIA AVE., CHICAGO 47, ILL. (Tel.: ARmitage 6-0780-81).

**FOR SALE—**United Bowlers; Teams; Leaders; Internals; Meredy, Bally Magic; ABC, TOLEDO COIN MA- CHINE EXCHANGE, 814 SUMMIT, TOLEDO, O. (Tel.: CH 3-4005).

**FOR SALE—**All types of used Pool Tables, jumbo and regular. Also late Shuffle Alleys, Will trade for AM Equipment or Seeburg. Special price on ultra modern speaker and Baffle (8 inch speaker), $7.50. GATEWAY DISTRIBUTION CO., 707 NORTHEAST N. AVE., CHICAGO 47, ILL. (Tel.: Dickens 2-1214).

**FOR SALE—**The best buy in used Bisley Bally. Just buy one and you will see why you pay a little more and be more satisfied. Your money back if not completely satisfied. 1/3 deposit with all or- ders. Write or call ALLAN SALES, INC., 937 MARKET ST., WHEEL- ING, W. VA. (Tel.: CEdar 2-7600).
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."

WANT FOR SALE

FOR SALE — Seeburg M100A, $225;
M100B, $275; 1000-A, $750;
M100W, $700; M100R, $800; 3W1
Chrome, $55; Wurlitzer, $300;
$750, 1900, Write, AMI 880, $300;
10, $175; Evans Century, $275;
M100R, $250, $200, $150;
ST, ST LOUIS 3, MO. (Tel.: CH 1-4561).

FOR SALE — "Arcade Equipment."
Geneo Quarterback, $200; Geneo
State Fair, $395; Seeburg Shoot
The Spook, $75; Exhibit Rifle Gal-
yer, $125; W. B. DISTRIBUTORS,
INC., 1012 MARKET ST., ST. LOUIS
1, MO. (Tel.: Central 9292) .

FOR SALE — United: Derby Roll,
$135; Lightning, $125; Speedy,
$110; Fifth inning, $150. Bally:
Gold Medal and Bally-Buster, $175
each.; Mystic, $125. Baschalls —
Super Sluggers, $225; Deluxe Four
Bagger, $325. MOHAWK SKILL
GAMES CO., 67 1/2 S. MICHIGAN
ROAD, SCHENECTADY 2, N. Y.
(Tel.: F'ranklin 7-2162).

FOR SALE — 200 Seeburgs, Write;
1448 Rock-Olas, Write; 1448 Rock
Olas, $655; Comet Rock-Olas, $450;
100G Seeburgs, $625. These ma-
chines are off our route and are like
new. 1717 Rock-Ola Steppers, $30;
Small Pools, $50; Long Pools, $75;
Palm Beaches, $40; Geneo Sky
Rocket Guns, $225; Sportsman
Gun, $165; Gold Star, $145; Stage
Coach, $155; Gypsy Queen, $165.
H & H MUSIC AND DISTRIBUT-
ING, 1626 THIRD AVE., MOLINE,
ILL. (Tel.: Moline 4-6703).

FOR SALE — 14 and 11 foot Bowling
Part Specials: Barl glass protector,
$11.95 ea., Plexiglas Pin Panel pro-
tector, 12½"x23", $5.95 ea. Noux-
seuff rubber balls, 3", $1.95 ea.
WICO CORP., 2913 N. PULASKI
Rd., CHICAGO 41, ILL. (Tel.:
Mulberry 5-3000).

FOR SALE — 100 Telequiz, with film.
Reconditioned, refined ready for
location. 5c or 10c play. Special
price, $99.50. Write for quantities
and list of other equipment.
G O R SALES, 5126 N. LECLAIRE
AVE., CHICAGO, ILL. (Tel.:
Avenu 3-6018).

FOR SALE — Wurlitzer 2000, $900;
Wurlitzer 1900, $825; Seeburg
M-100A, $225; United Handicap,
used, $405. WANT—All 45 rpm
phonographs, especially Seeburg B's,
C's, R's, G's, and F's. NATIONAL
NOVELTY, 600 100TH STREET,
ROAD, VALLEY STREAM, L. I.,
N. Y. (Tel.: LIncoln 1-6770 and
6771).

FOR SALE — Millions of extra coins
are taken from machines.
"Clean Right With Lemonite",
Logan Distributing Co., Chicago,
I11. Uses and sells. Lemonite
Terry, Lemonite Electric Contact Cleaner,
Contact Paste and Liquid Lube;
GRACO SALES CO., RFD 1,
BOX 403, ARLINGTON, ILLINOIS.

FOR SALE — Reconditioned Seeburg
100-MOD. Write; 1448 Rock-Olas
SWI, Chrome Covers, New Selection
Buttons, New Aluminum Instruction
Plates, $57.50, Telephone or wire
collect, SYRACUSE 75-1651.
DAVIS DISTRIBUTING CORP.,
738 E. BLVD., E., SYRACUSE 3, N. Y.

FOR SALE — New Six Pocket Pool
Table, 41½ x 15½. grass cloth. 1st
Grade 48" Cue Sticks, $1.69 ea.: $18 box. 
Rails with Live Rubber, Quality
Cloth, 32x48", $11.95 set: 3" Mar-
bellized Rubber Balls, $1.49 ea.
CHAMPION DISTRIBUTORS, 3833 W,
DIVISION ST., CHICAGO, ILL. 
(Tel.: Albany 3-2372).

MISCELLANEOUS

NOTICE — Diversification with no
investment! Our program has already
proven itself to leading operators.
Make hundreds of dollars each week
with our "especially made for the
profit trade merchandising ap-
proach" in the specialty food field.
A.B.C. MFG. CO., 3541 W.
NORTH AVE., CHICAGO 47, I1L.

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

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

NOTICE — Attention Operators: It pays
to diversify your source of income:
Place Latex, Comb, Ball Point Pen
machines and others in your pres-
cent or new locations. Write for free
catalog. NATIONAL SANITARY
SALES, INC., 6640 N. WESTERN,
DEPT. CB, CHICAGO 45, I1L.

NOTICE — It's your business to KNOW
THE FACTS! How can operator-
cooperatives affect you? How can
you get your locations' cooperation?
How can "10c Play Plus" help you?
What percentage of the nation's juke boxes feature 10c play? What
percentage of U. S. amusements feature 10c play? All this and more
appears in The Cash Box. In addi-
tion to "The Cash Box Price Lists"
which for over 40 years have in-
formed, have been internationally
recognized and officially accepted
The Cash Box is the price guide.
That idea you have conceived the idea for MOA (Music Operators of America). The
Cash Box originated and has constantly
ruled for: "National Public
Relations Bureau", "Dime Play, Na-
tional Credit Bureau.", "National
Board of Trade", "National
School for Mechanics", "15-Minute
Recordings", "Equalized Record
Tone Level", The Cash Box "Quar-
terly Export Edition" has won world wide
recognition and international ac-
claim, The Cash Box Annual Ency-
clopedia Edition plus its Anniver-
sary Issue is accepted as "The
Year Book of the Industry." When
you send $15 for a full year's (52 weeks)
subscription to The Cash Box (just
about two bits a week) you are get-
ing what has been acclaimed by all
"The Bible of the Industry." Send your $15 check today to THE
CASH BOX, 1721 BROADWAY,
NEW YORK 19, N. Y.
Only The "H-100" Gives You So Much—For So Little! This juke box costs less—and earns more—than any other limited selection juke box available today. The "H-100" is the only juke box to give you all the design and engineering advantages of the "leader"—at much lower cost.

Exclusive "Dial-A-Disc" Selection System! easy for patrons to understand and play. A fast-action system to end delay during peak hours. Dependable Mechanical Action. Fewer parts... lowest parts inventory... simple, easiest service... lowest maintenance cost.

Single Price Play. Ideal for operators who require single pricing... single programming.

Single Button Play. Dial the disc and press the button. Simple, easy to play.

Plus All The Advantages of new Show Stage Lighting... Directs lighting inward... instant, eye-level visibility of all 100 titles—all of the time.

Exclusive multi-horn high fidelity... frequency dividing network... Gravity needle ride... AVC optional... high-output amplifier with built-in pre-amp... GE variable reluctance cartridge.

See... hear the "H-100" now at your distributor's!

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

Originator of the automatic selective juke box in 1927... known to operators for coin-operated music instruments of unrivaled dependability since 1909.

LICENSEE: Jensen Music Automates—building the IMAJMI Juke Box sold through Oscar Sjölander, A Palme, Copenhagen, Denmark.
REGARDING SELLING PRICES IMPORTANT!

Reports received indicate that, in some cases, purchasers became upset due to the fact that they cannot, many times, buy equipment listed at the lower price brackets. Sometimes sellers of machines listed at from $10.00 to $25.00 ask from $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are much worn or to be priced at these low figures. To completely recondition such machines may cost the buyer upwards of $50.00 or $75.00 in crating, packing and handling. Machines in addition to a decent offer will, in most cases, raise the price of a $10.00 to $25.00 machine to anywhere from $50.00 to $75.00 and up. In the case of arcades and kiddie ride machines these prices even have been higher. The fact that some of these machines were made by hand or contracted for at some machine shop, since manufacturers of most of the world’s machines are out of business and in business it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase machines "as is", at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.

The Cash Box
Page 36
May 18, 1957

PRICE\'S

10th YEAR OF PUBLICATION 1957

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 equipment. However, the "Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" act exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Cash Box Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Some equipment, which in the West Coast may feel a certain machine worth $100.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure on additional $20 to $25 on Price Guides—$25 to $30 on Price Guides.

PHONOGRAPHICALLY-Continued

Manufacturers and date of game's release Listed. Code: (B) Bally; (CC) Chicago Coin; (CCW) Chicago Coin Whiz; (CW) Coin Whiz; (D) Gottlieb; (G) Gottlieb; (K) Keesey; (Un) United; (Wm) Williams.

PROPHORPHONOGRAPHICALLY LISTED ALPHABETICALLY

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week

C O D E

1. Prices UP
2. Prices DOWN
3. Machines Just Added
4. Great Activity

No quotations Last 2 to 4 Weeks
No quotations 4 Weeks or Longer
Machines Just Added

1. Prices UP
2. Prices DOWN
3. Machines Just Added
4. Great Activity

1. Prices UP
2. Prices DOWN
3. Machines Just Added
4. Great Activity

1. Prices UP
2. Prices DOWN
3. Machines Just Added
4. Great Activity

1. Prices UP
2. Prices DOWN
3. Machines Just Added
4. Great Activity

1. Prices UP
2. Prices DOWN
3. Machines Just Added
4. Great Activity
The Cash Box

**PRICE LIST**

**FLAT LISTING (Continued)**

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>o.</td>
<td>Oasis (Ex 19/50)</td>
<td>$10.00</td>
</tr>
<tr>
<td>o.</td>
<td>Olympic (Wm 7/52)</td>
<td>$35.00</td>
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<tr>
<td>o.</td>
<td>Palm Beach (B 7/52)</td>
<td>$40.00</td>
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<tr>
<td>o.</td>
<td>Paradise (F 5/5)</td>
<td>$50.00</td>
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<td>o.</td>
<td>Paradise Blue (B 5/5)</td>
<td>$50.00</td>
</tr>
<tr>
<td>o.</td>
<td>Pretty Face (W 4/55)</td>
<td>$200.00</td>
</tr>
<tr>
<td>o.</td>
<td>Pretty Flowers (W 5/50)</td>
<td>$200.00</td>
</tr>
<tr>
<td>o.</td>
<td>Queen of Hearts (W 10/49)</td>
<td>$20.00</td>
</tr>
<tr>
<td>o.</td>
<td>Rocker (W 4/52)</td>
<td>$50.00</td>
</tr>
<tr>
<td>o.</td>
<td>Sage (W 10/49)</td>
<td>$75.00</td>
</tr>
<tr>
<td>o.</td>
<td>Rio (W 11/53)</td>
<td>$35.00</td>
</tr>
<tr>
<td>o.</td>
<td>Rio (W 4/50)</td>
<td>$50.00</td>
</tr>
<tr>
<td>o.</td>
<td>Shipwrecked (W 10/53)</td>
<td>$50.00</td>
</tr>
<tr>
<td>o.</td>
<td>Silver Strand (W 11/53)</td>
<td>$25.00</td>
</tr>
<tr>
<td>o.</td>
<td>Silver Star (W 10/53)</td>
<td>$75.00</td>
</tr>
<tr>
<td>o.</td>
<td>Silver Stripes (W 10/53)</td>
<td>$50.00</td>
</tr>
<tr>
<td>o.</td>
<td>Sutter (W 12/53)</td>
<td>$50.00</td>
</tr>
<tr>
<td>o.</td>
<td>Sutter (W 10/53)</td>
<td>$50.00</td>
</tr>
<tr>
<td>o.</td>
<td>Tango (W 5/50)</td>
<td>$20.00</td>
</tr>
<tr>
<td>o.</td>
<td>Turf King (W 6/50)</td>
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<tr>
<td>o.</td>
<td>Twinkle (W 12/53)</td>
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</tr>
<tr>
<td>o.</td>
<td>Twin Bell (W 10/53)</td>
<td>$25.00</td>
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**SHUFFLES**

<table>
<thead>
<tr>
<th>Shuffle</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bally Victory Bowler (5/5)</td>
<td>$60.00</td>
</tr>
<tr>
<td>2.</td>
<td>Bally Champion (5/5)</td>
<td>$65.00</td>
</tr>
<tr>
<td>3.</td>
<td>Bally Jet Bowler (8/5)</td>
<td>$75.00</td>
</tr>
<tr>
<td>4.</td>
<td>Bally Expert Bowler (8/5)</td>
<td>$75.00</td>
</tr>
<tr>
<td>5.</td>
<td>Bally Mystic Bowler</td>
<td>$90.00</td>
</tr>
<tr>
<td>6.</td>
<td>Bally Magic Bowler</td>
<td>$95.00</td>
</tr>
<tr>
<td>7.</td>
<td>Bally Blue Ribbon (3/5)</td>
<td>$125.00</td>
</tr>
<tr>
<td>8.</td>
<td>Bally Coin Shah (3/5)</td>
<td>$150.00</td>
</tr>
<tr>
<td>9.</td>
<td>Bally Coin Match</td>
<td>$75.00</td>
</tr>
<tr>
<td>10.</td>
<td>Bally Coin Bowler (3/5)</td>
<td>$65.00</td>
</tr>
<tr>
<td>11.</td>
<td>Bally Coin Match (3/5)</td>
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<tr>
<td>12.</td>
<td>Bally Coin Medium</td>
<td>$50.00</td>
</tr>
<tr>
<td>13.</td>
<td>Bally Coin Crown (6/5)</td>
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</tr>
<tr>
<td>14.</td>
<td>Bally Coin Crown, Giant</td>
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</tr>
<tr>
<td>15.</td>
<td>Bally Coin Triple Slide (3/5)</td>
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</tr>
<tr>
<td>16.</td>
<td>Big Chief Gold</td>
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<tr>
<td>17.</td>
<td>Bally Coin High Speed</td>
<td>$110.00</td>
</tr>
<tr>
<td>18.</td>
<td>Bally Coin Model (6/5)</td>
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<tr>
<td>19.</td>
<td>Bally Coin Triple Slide (6/5)</td>
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<tr>
<td>20.</td>
<td>Bally Coin Advance</td>
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</tr>
<tr>
<td>21.</td>
<td>Bally Coin King (3/5)</td>
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<tr>
<td>22.</td>
<td>Bally Coin Avenger</td>
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</tr>
<tr>
<td>23.</td>
<td>Bally Coin Superman Frame (6/5)</td>
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<tr>
<td>24.</td>
<td>Bally Coin Starlite (5/5)</td>
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<tr>
<td>25.</td>
<td>Bally Coin Starlite (10/5)</td>
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<tr>
<td>26.</td>
<td>Bally Coin Holiday (9/5)</td>
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<tr>
<td>27.</td>
<td>Bally Coin Flash (10/5)</td>
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<tr>
<td>28.</td>
<td>Bally Coin Pintail</td>
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<tr>
<td>29.</td>
<td>Bally Coin Thunderbolt</td>
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<td>30.</td>
<td>Bally Coin Triple Strike</td>
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<tr>
<td>31.</td>
<td>Bally Coin Arrow (5/5)</td>
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<tr>
<td>32.</td>
<td>Bally Coin Cross</td>
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<td>33.</td>
<td>Bally Coin Master</td>
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</tr>
<tr>
<td>34.</td>
<td>Bally Coin Bonus Score</td>
<td>$175.00</td>
</tr>
<tr>
<td>35.</td>
<td>Bally Coin Big League</td>
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</tr>
<tr>
<td>36.</td>
<td>Bally Coin Hollywood (5/5)</td>
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<tr>
<td>37.</td>
<td>Bally Coin Blinker (6/5)</td>
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<tr>
<td>38.</td>
<td>Bally Coin Score-A-Line (9/5)</td>
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<tr>
<td>39.</td>
<td>Bally Coin Starlight (10/5)</td>
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<tr>
<td>40.</td>
<td>Bally Coin Mimi Shuffle</td>
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<tr>
<td>41.</td>
<td>Bally Coin Twin Rotation (5/5)</td>
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<tr>
<td>42.</td>
<td>Bally Coin Shake Target (7/5)</td>
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**continued...**
### Manufactures New Equipment

#### SHUFFLE GAMES—Continued

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Model</th>
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<tbody>
<tr>
<td><strong>DeLuxe</strong></td>
<td>645</td>
<td><em>DeLuxe</em></td>
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<tr>
<td><strong>Silver</strong></td>
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<tr>
<td><strong>New</strong></td>
<td>610</td>
<td><em>New</em></td>
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<tr>
<td><strong>Retro</strong></td>
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<td><strong>Strip</strong></td>
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<td><em>Strip</em></td>
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#### AUTO-PHOTO CO.

<table>
<thead>
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<th>Manufacturer</th>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td><strong>DeLuxe</strong></td>
<td>325</td>
<td><em>DeLuxe</em></td>
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<td><strong>Island</strong></td>
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<td><strong>Oasis</strong></td>
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<tr>
<td><strong>Pacific</strong></td>
<td>285</td>
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<td>275</td>
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#### BALLY MFG. CO.

<table>
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<td><em>Retro</em></td>
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#### CHICAGO COIN MACHINE CO.

<table>
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<tbody>
<tr>
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<tr>
<td><em>Island</em></td>
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<tr>
<td><em>Oasis</em></td>
<td>300</td>
</tr>
<tr>
<td><em>Pacific</em></td>
<td>285</td>
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#### EXHIBIT SUPPLY CO.

<table>
<thead>
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<tbody>
<tr>
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<td><em>Super</em></td>
<td>325</td>
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<tr>
<td><em>Retro</em></td>
<td>275</td>
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</table>

#### J. F. FRANTZ MFG. CO.

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
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</tr>
<tr>
<td><em>Super</em></td>
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<tr>
<td><em>Retro</em></td>
<td>275</td>
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#### Genco MFG. & SALES CO.

<table>
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<tr>
<td><em>Super</em></td>
<td>325</td>
</tr>
<tr>
<td><em>Retro</em></td>
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#### WILLIAMS MFG. CO.

<table>
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<tbody>
<tr>
<td><em>DeLuxe</em></td>
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<tr>
<td><em>Super</em></td>
<td>325</td>
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<tr>
<td><em>Retro</em></td>
<td>275</td>
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</tbody>
</table>

---

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

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**The Cash Box**

**May 18, 1957**

---

**ROCK-OLA MFG. CORP.**

<table>
<thead>
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<th>Model</th>
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<tr>
<td>1444</td>
<td><em>DeLuxe</em></td>
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<tr>
<td>1450</td>
<td><em>Super</em></td>
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**J. H. KEENEY & CO., INC.**

<table>
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<th>Description</th>
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<tbody>
<tr>
<td><em>DeLuxe</em></td>
<td>375</td>
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<tr>
<td><em>Super</em></td>
<td>325</td>
</tr>
<tr>
<td><em>Retro</em></td>
<td>275</td>
</tr>
</tbody>
</table>
TOPS 'EM ALL

chicago coin's
BOWLING LEAGUE

✓ Tops in EXTRA FEATURES!
✓ Tops in EXTRA PROFITS for YOU!

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

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

Your Choice Of
3 Size Cabinets!

14 ft. 8' LONG
12 ft. LONG
29 Inches Wide
18 Inches High

Equipped With National SlugRejector!

3 SECTIONS FOR EASY HANDLING!

SCORING
HANdCAP CONTROL

Custom Built For A Perfect Fit

Available In 20 ft. 8 in. Length
(Convertible to 14 ft. 8 in.)
2 GAMES IN ONE

Order Now For Early Delivery

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Rand’s Round Up Restaurants Installed 200-Selection Wurlitzer Phonographs with 50-cent play

The whole secret of success at Rand’s Round Up Restaurants is giving the customers value. A prime rib dinner for $1.75 with “seconds” on the house! Now a new part of this policy is Wurlitzer Music with 50-cent play. From the day the new Wurlitzer Phonographs replaced competitive instruments in all their restaurants, music earnings started to increase. “They’re now up at least 40%,” says Ray Rand. Proof again of the quality and appeal of Wurlitzer Music—and the value of 50-cent play.

EARNINGS JUMPED 40% over the competitive phonographs they replaced

SEE YOUR WURLITZER DISTRIBUTOR NOW

WURLITZER PIONEERS OF 50-CENT PLAY

WURLITZER • NORTH TONAWANDA, N. Y.

Established 1856
Introducing
GREAT, NEW
MARK FEATURE
✓ Marks indicate more accurate progress of game, frame by frame for instant visual scores
✓ Strikes or spares score marks. Each mark is worth approx. 10 points
ALL MARKS ARE REGISTERED AUTOMATICALLY

AUTOMATICALLY TOTALIZES
SCORE OF EACH INDIVIDUAL PLAYER...
TOTAL SCORE OF EACH TEAM

GREAT FOR TOURNAMENT PLAY
2-Player or 3-Player teams may play
1 to 6 may play individually

Beautifully lined formica playfield simulates commercial bowling alley
STURDY ABUSE-PROOF CABINET

NEW, FASTER PLAY
INSURES
MORE COINS PER HOUR

3 SIZES
11 FT. LONG
14 FT. LONG
18 FT. LONG

SECTIONAL CONSTRUCTION FOR EASY INSTALLATION AND HANDLING

18 FT. MODEL CAN BE REDUCED TO 14 FT. LENGTH BY SIMPLY OMITTING ONE SECTION
14 FT. MODEL CAN BE ENLARGED TO 18 FT. LENGTH BY SIMPLY ADDING ONE SECTION

IDEAL COMPANION GAME FOR UNITED'S BOWLING ALLEY FOR DOUBLE PLAY...DOUBLE PROFIT

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New Style MAGIC SQUARES
plus New MAGIC LINE
TRIPLE-DECK ADVANCING SCORES
CORNER SCORES—BALLYHOLE
EXTRA BALLS

Bowling Lanes
PLAYED WITH 3 IN. BALLS
SCORES AUTOMATICALLY TOTALIZED BY
OFFICIAL BOWLING RULES
STRIKES—SPARES—SPLITS
STRAIGHT BALL • HOOK BALL • BACK-UP BALL
6 CAN PLAY
3 POPULAR SIZES
11 ft., 14 ft., 18 ft. long
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