"Start Movin'" says Sal Mineo, teenage idol, Arnold Maxim, A&R head of Epic Records, and Bill Nielsen, national sales director—and that's just what happened to the hit disk of the same name. On the market only a few weeks, the record has already become a national best seller. This is a triumph for all three since it is Mineo's first release, a smash hit for Maxim who has been holding Epic's A&R reins only a couple of months, and it means lots of sales for Nielsen, who guides the destiny of the label.
NEW GIRL IN TOWN is getting the biggest send-off of the season! Just look:

- Consumer ads in Esquire, The New Yorker, Saturday Review, and the catalogs (Schwann, Long Player, Forty-Fiver, This Month's Records) plus inclusion in "New Sensations In Sound" ad in High Fidelity.

- Timely ads in 5 editions of Playbill, running for 4 weeks during the height of the vacation season—when thousands of people will see the show in New York.

PLUS: • Deejay contest with fabulous prizes • Ad mats in 2 sizes • Shipping to radio stations on Pop Album Release Service • Special coverage on new Deejay Album Program • Full-color point-of-sale piece • Special cut-out to clip on albums on display or in the rack • Mounted album covers to use as displays • Feature spot in "Save-On-Records" June Bulletin.

Now...while everybody's talking about NEW GIRL IN TOWN...it's time for you to start talking about her! Contact your RCA VICTOR Distributor today!

And don't forget to order these RCA VICTOR pop singles featuring songs from the show:
(47/20-6913) EDDIE FISHER: Sunshine Girl c/w Did You Close Your Eyes?
(47/20-6889) HUGO WINTERHALTER: Theme From New Girl In Town c/w It's Good To Be Alive
(47/20-6888) TONY MARTIN: Look At 'Er
(ERA-302) ARTHUR FIEDLER: Music From New Girl In Town
Teenage Market Points Way To New Prosperity Heights!

It's an acknowledged fact that teenagers buy a great many of the pop records produced in this country. And as the record industry has come to realize the potency of this teenage market and to cater to it, sales of records have expanded beyond all expectations, and indications point to an even brighter future.

It is obvious, for instance, from the age of the audiences that it attracts that the entire Rock and Roll movement is today the dominant force in the pop record field. The record industry, it provides a beat to which teenagers in particular enjoy dancing and the lyrics of most of the songs with that beat are aimed at subjects which have meaning to the teenage level. Yet despite the fact that Rock and Roll has limited for the most part to this age group, record sales in general have continued to mount, indicating that today the teenage market is so important in the entire pop single picture, that this age level alone is capable of increasing sales.

It is not hard to understand this when we examine some of the figures available to us. Statistics reveal that teenagers' earnings and allowances last year amounted to over nine billion dollars. The average U.S. teenager is reported to have either from earnings or allowances or both $10.55 a week. He or she saves $1.45 of this and spends the other $6.50. And if you want to look ahead, the sixteen million teenagers will increase to twenty-four million by 1965, and their income will then be fourteen billion dollars.

For the record industry, this is an extremely encouraging picture. As teenagers increase in numbers and their income goes up, it can only mean that they will purchase more and more of the records to which they are attracted.

It means also that the record industry in general will have to keep paying special attention to teenagers' needs. This age group is buying records in large quantities today because the record firms are producing records which are in many ways specifically designed for them. But we must never lose sight of the fact that tastes change and that what a teenager likes today, he may not necessarily like next month. We must constantly be on the lookout therefore for indications of taste changes and hints of new likes and dislikes.

Fortunately, the record industry has shown itself to be attuned to the needs of the public of all ages, able to adjust to changing conditions and desires and to meet the needs of the day. We are certain that the industry will be able to meet the challenge of an increasing teenage population and provide the kind of music wanted by that age group in order for them to enjoy the records they want and in order for the record industry to go on to new heights of prosperity.
THE NATION'S
Top Ten
JUKE BOX TUNES
(PLUS THE NEXT 25)

ALL SHOOK UP
ELVIS PRESLEY
AL-3359—David Hill
VI-4870—Elvis Presley

LITTLE DARLIN'
THE DIAMONDS
EX-2101—The Gladiolas
ME-71060—The Diamonds

SCHOOL DAY (RING RING GOES THE BELL)
CHUCK BERRY
BR-15007—Big Tiny Little
CH-1633—Chuck Berry

SO RARE
JIMMY DORSEY
FR-755—Jimmy Dorsey

A WHITE SPORT COAT
MARTY ROBBINS
CD-40864—Marty Robbins
CR-61835—Johnny Desmond

COME GO WITH ME
DE-15581—Del-Vikings
DO-15538—Del-Vikings

LOVE LETTERS IN THE SAND
PAT BOONE
DO-15570—Pat Boone
VP-1003—Vivianne

ROUND AND ROUND
PERRY COMO
DA-2121—Walter Saitl O.
VI-20/47615—Perry Como

DARK MOON
GALE STORM—BONNIE GUITAR (Tie)
DO-15550—Bennie Guitar
CO-15558—Gale Storm

GONE
FERLIN HUSKY
CA-4228—Ferlin Husky
ME-71070—Bobby Wayne

IT'S UTOPIA (Translation) THE MOST!
"SHANGRI-LA"
by THE FOUR COINS

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Her 1st Release on Dot
AN OVERNIGHT TWO SIDED SMASH!
Margaret Whiting sings...

"SPEAK FOR YOURSELF JOHN"
and
"KILL ME WITH KISSES"

Dot 15583

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

with their Newest Release

"FOOL AROUND"

and

"WHICH WAY TO YOUR HEART"

Dot No. 15581
The brightest New Star of 1957!

Bonnie Guitar

"IF YOU SEE MY LOVE DANCING"

and

"HALF YOUR HEART"

Dot No. 15587

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**Top 60 Best Selling Tunes on Records**

Compiled by The Cash Box from Leading Retail Outlets

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**Song Title**

<table>
<thead>
<tr>
<th>No.</th>
<th>Artist</th>
<th>Record Company</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Love Letters In The Sand&quot;</td>
<td>The Clovers</td>
<td>6/5/57</td>
</tr>
<tr>
<td>2</td>
<td>&quot;I Don't Want To Walk Alone&quot;</td>
<td>The Penguins</td>
<td>6/5/57</td>
</tr>
<tr>
<td>3</td>
<td>&quot;All Shook Up&quot;</td>
<td>Elvis Presley</td>
<td>6/5/57</td>
</tr>
<tr>
<td>4</td>
<td>&quot;Goodnight&quot;</td>
<td>Peggy Lee</td>
<td>6/5/57</td>
</tr>
<tr>
<td>5</td>
<td>&quot;What To Me&quot;</td>
<td>The Four Freshmen</td>
<td>6/5/57</td>
</tr>
<tr>
<td>6</td>
<td>&quot;Don't Be Ashamed To Ask&quot;</td>
<td>The Orioles</td>
<td>6/5/57</td>
</tr>
</tbody>
</table>

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**Notes:**

- "Love Letters In The Sand" by The Clovers (DO-15579) featuring Pat Boone.
- "I Don't Want To Walk Alone" by The Penguins (DO-15578) featuring MAC WISEMAN.
- "Goodnight" by Peggy Lee (EP-1235) featuring The Flamingos.
- "What To Me" by The Four Freshmen (EP-1235) featuring Jack McCallum.
- "Don't Be Ashamed To Ask" by The Orioles (EP-1235) featuring The Orioles.

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**Additional Information:**

- The Cash Box, Music Page 8, June 8, 1957
- "Only records best suited for commercial use" as per The Cash Box.
HERE IS HOT "ICE" - THE NO. 1 SINGING GROUP

THE DIAMONDS

With Another Double Smash Follow Up To "Little Darlin"

DON'T SAY GOODBYE

AND

WORDS OF LOVE

MERCURY 71128

Just Appeared June 2nd On The Steve Allen TV Show

On Location For Universal Pictures

Also Chalking Up Big Grosses On One Nite Stands - Backed By Jimmy Palmer And His Orchestra

"It's What's in THE CASH BOX That Counts - INTERNATIONALLY"
**Record Reviews**

**The Cash Box**

**Disk of the Week**

**WORDS OF LOVE** [Nor-Va-Jak BMI—Hallcy]

"DON'T SAY GOODBYE" [Pure BMI—Stevens, Goodman, Stone]

**THE DIAMONDS** (Mercury 71128)

- The sensational Diamonds, well over the million mark with their current smashmouth "Little Darlin'," follow-up with a fabulous new side that stands a good chance of extending their string to two gold disks in a row. The tune is titled "Words Of Love" and features many of the hit characteristics present in "Little Darlin'". Great Latin beat, wonderfully commercial harmony, a recitation that the kids will be wild about and some ace guitar work. All out hit for the rock and roll market.

Flip, "I Don't Say Goodbye" is a jumping R & R item that makes your toes tap. Strong coupling that could be a big chart rider too.

**SWEET STUFF** (2:13) [Hawthorne ASCAP—Schröder, Welsman]

"IN THE MIDDLE OF A DARK, DARK NIGHT" (2:22) [Oxford ASCAP—Merrill]

GUY MITCHELL (Columbia 40940)

- Guy Mitchell, with three consecutive smashes under his belt ("Singing The Blues," "Knee Deep In The Blues," and his current hit "Rock-A-Billy"), should have no trouble making it 4-in-a-row with the two excellent sides coupled on his latest platter. "Sweet Stuff" is a potently rockin' with a boudoir beat and a great teenage lyric. Guy is in top vocal form and is backed up with friends and this one. Equally delightful is the companion side "In The Middle Of A Dark, Dark Night." Changing shuffler with a beautiful melody. Smooth, easy listening. This half could win out in the long run. Another double-decker for the Guy.

**SOMETHING WONDERFUL HAPPENS** [Columbia ASCAP—McBride, Mannering]

"YOU'RE CHEATIN' YOURSELF" [Baron ASCAP—Hoffman, Manning]

FRANK SINATRA (Capitol 3744)

- The amazing Mr. Sinatra, who zoomed into the number one spot on the album best seller list in a matter of days with his great new "Swingin' Affair" LP, has a fabulous new single that should enjoy the same reaction. Titled "Something Wonderful Happens," the tune is one of the best legit ballads to hit the wax scene in many months. It's a tender and melodic song about summer romance penetratively presented in Sinatra's inimitable manner. Frankie's romantic deck since "Young At Heart". Dee Jaya will wear the grooves off of this one. Great song with standard qualities. Flip is a free swinging love opus dubbed "You're Cheatin' Yourself". Keep an eye on the top portion. It'll climb at a steady pace.

**FALLEN STAR** (2:21) [Tree BMI—Joiner]

"PRIZE POSSESSION" (2:20) [Genorno BMI—Hill]

FERLIN HASKY (Capitol 3742)

- Ferlin Husky, the high riding country star who became a prominent figure in the pop recording field with his tremendous waxing of "Gone", follow-up with another big song out of the country market that could repeat the success "Gone" achieved. The tune is titled "Fallen Star" and features the ace vocalist with a heart-felt delivery of a tender romantic lyric. Husky has a natural touch in his voice that gives a special shading to works of the theme. The coupling "Prize Possession" is a rhythmic jumper that should have the youngsters' hopping. Good rock-a-billy deck. Husky has a hot coupling for his millions of new admirers.

**JENNY, JENNY** (2:00) [Venture BMI—Johnson, Penniman]

"MISS ANN" (2:05) [Venture BMI—Johnson, Penniman]

LITTLE RICHARD ( Specialty 506)

- Little Richard has another powerful coupler that should have no difficulty in racking up a huge sale in the pop dept. (See R & B Reviews).

**THE SECRETS** (Decca 104)

- "QUEEN BEE" (2:00) [Monument BMI—Hunter, Fisher, Johnson, Petty].. A solid cut out of the blues-inclined folder. "Queen Bee," a combination of both a calypso and rock 'n roll styling, performed in a way that has made a new label the Secrets. Cute buzz of the bee gimmick is applied throughout the number. Solid chart stunt, the group has potential.

- "SEE YOU NEXT YEAR" (2:43) [Kahl BMI—Briggs, Raxor] A conventional rock 'n roll ballad number presented with polish by the group.

**THE NORMAN PETTY TRIO** (Columbia 1846)

- "THE FIRST KISS" (2:42) [Dominion BMI—Petty] Normal Petty and his Trio may have added another "Almost Paradise" out of the hat with this beautiful melody played as they do by the group. The theme of a first kiss makes the pressing extremely applicable to the teen market today. An excellent record for salesters.

- "THE FIRST KISS" (2:45) [Dominion BMI—Petty] The same combination has added another instrumental on this side. The number still has that melodic pull power, and will probably vie for sales honors with the top deck.

**JACKIE AND ROY** (ABC-Paramount 15582)

- "T'M FOREVER BLOWING BUBBLES" (2:15) [Remick ASCAP—Kenrobin, Kellette] This new outlook on an old favorite is from a new album by the jazz-inspired vocal team Jackie and Roy. This tune does have great vocal jazz invention and a swinging back hurt by the media. The listener will not escape the refreshing Jackie and Roy atmosphere found on any instrumental on this side. The number still has a melodic pull power, and will probably vie for sales honors with the top deck.

**LOU STEIN** (KCO Label 603)

- "THE LITTLE SPINET" (2:17) [Piano BM & BMI] Here is Lou Stein, who clicked recently with "Almost Paradise", should have another big money-maker in this contagious bounce instrumental. Light and colorful piano novelty with most inviting melody. Watch this stepper. It's loaded with potential.

**SONG OF THE EAST** (2:52) [Weiss & Barry BMI—Stein] Here the artist fashions one of his own compositions into a country novelty item set against a slow, steady beat. Sible builds in intensity and a chorus joins in making the side extremely exciting. Strong coupling.

**FRANKIE AVALON with ROY & INE THOMAS** (Chancellor 1004)

- "CUPID" (2:28) [Debmar ASCAP—Debmar, Perna, Applegale] Frankie Avalon makes a strong first show of his sax prowess as he shuffles thru a catchy rock and string instrument. Lad has the kind of voice the kids want to follow. A side arrangement, delivery and material.

**WITH THE SAINTS** (Chancellor 1558) [Hearne BMI—H_outline, Kekalo, Kekalo] Frankie and the boys go instrumental on this half of the bill. It's a torrid rocker that'll keep the kids hoppin'. Strong jumper in the "Holy Spaceman".

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
Saleing To The Top!

The FOUR ACES

THREE SHEETS TO THE WIND

YES SIR, THAT’S MY BABY

DECCA-9-30348 (30348)

A NEW WORLD OF SOUND

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
**Record Reviews**

**A** DISK & SLEEPER  
**B** VERY GOOD  
**C+** GOOD  
**D** MIDIOCRE

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**The Cash Box**  
**Sleeper of the Week**

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**“SEND FOR ME” (2:55)**  
**“PERSONAL POSSESSION” (2:56)**  

Winneton BMJ-Jones  
Roosevelt BMJ-Singleton, McCoy

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**NAT “KING” COLE (Capital 3717)**

- The “King,” Nat Cole, currently enjoying tremendous success with his fabulous album “Love Is The Thing,” should meet with the same good fortune on his latest single. One side, “Send For Me” features the beautiful ballad singing talents of a smooth-singing romantic jumper the youngsters will find tailor-made for their dancing needs. Commercial stuff for today’s market. Equally delightful is the companion piece “Personal Possession” on the flipside. These tunes to a superbly written romancer, rich and rewarding performance that should enjoy a long and successful run on the charts. Big money-making potential.

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**“SHENANDOAH ROSE” (2:05)**  
**“SHENANDOAH ROSE” (2:18)**

Planetary ASCAP-Webster, Livingston  
Planetary ASCAP-Webster, Livingston

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**JOHNNY DESMOND (Capital 61846)**

- A few years ago “Yellow Rose Of Texas” sent the music business another recording spurt of Civil War tunes. Two great new recordings of another thrilling marcher dubbed “Shenandoah Rose” could turn the trick again. The vocals of Desmond and Johnny Desmond on Coral. Hugs & Luigis work with a spirited chorus and come up with an inspiring recording featuring flutes, share drums and the works. The Coral disk features Desmond’s voice in the spotlight, also neatly showcased by a full choral accompaniment. The time is ripe for a new march hit and both of these should make the grade.

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**“GRADUATION RING” (2:41)**  
**“YOU, YOU ROMEO” (2:23)**  
**“YOU, YOU ROMEO” (2:23)**

Planetary ASCAP-Leonard, Carroll  
Planetary ASCAP-Elton

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**“SUSIE-Q” (2:06)**  
**“SUCH A SHAME” (2:30)**

Arc BMH-Hawkins, Lewis, Broadwater  
Meridian BMH-Hill, Stevenson

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**THE CREW-CUTS (Mercury 71125)**

- The Crew-Cuts put two exciting sides back-to-back for their most powerful release in quite some time. Both items are aimed directly at the younger set and should meet with great approval in this area. “Susie-Q” is a fast-rising rock and roller treated to an exciting pop reading by the quartet. Swinging arrangement with heaps of guitar and rhythm to keep the side swinging from beginning to end. The coupling is a fascinating new tune called “Such A Shame.” An emotional love song with an exciting sultry tempo backdrop. Here again the boys excell. Upper half has the edge.

---

**“YOU NEVER HAVE TIME” (2:05)**

Arb BMH-Williams A ball lippin’ affair with audibility by Convy and the Cheers. A rock ‘n roll romp.
CATHY JOHNSON
My Johnee b/w
Please Come Back to Me
with Ray Ellis
4—40930

ROSEMARY CLOONEY
Sing, Little Birdie,
Sing b/w
Who Dot Mon, Mom?
4—40917

BOBBY LORD
Just Wonderful b/w
High Voltage
4—40927

THE SURE-FIRE HITS ARE ON
THE HOTTEST COMPANY IN

TONY RAND
Seven Come Eleven b/w
It Can't Be True or Can It
4—40925

GENE AUTRY
Johnny Reb and
Billy Yank
(from the Herald Tribune
cartoon) b/w
Happy Little Island
4—40931

THE COLLINS KIDS
Hop, Skip and Jump b/w
Young Heart
Larry and Lorrie Collins
featuring Larry on
the guitar
4—40921-c

THE CASH BOX, MUSIC
Page 13
June 8, 1957

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

www.americanradiohistory.com
London
Lowdown

Eddie Fisher and Debbie Reynolds arrive in London on June 4. She'll depart a few days before Eddie starts his week's appearance at the London Palladium. Heading the bill at the moment is Howard Keel.

Week-end TV was highlighted by appearances from Frankie Laine on the Palladium show and Les Companions de la Chanson on the BBC's Viscount Atwell show. The Goofers are to be one of the main attractions in the new summer Palladium show starting June 17th and will probably stay for a minimum of twelve weeks. Although this act has played the Lido in Paris, this is the first time they appear in London.

At long last that talented trush Peggy Lee makes her appearance in the best seller over here with her waxing of "Mr. Wonderful" and my guess is that Jeri Southern may very well make a surprise entry in the charts with her recording of "Fire Down Below". It is a pleasure to see these two girls at last in the top sellers where they rightly deserve to be.

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

1) "I LIKE YOUR KIND OF LOVE" Andy Williams (London)
2) Rock-A-Billy—Guy Mitchell (Philips)
3) Yes, Tonight Josephine—Johnnie Ray (Philips)
4) When I Fall In Love Nat "King" Cole (Capitol)
5) Too Much—Evelyn Presley (HMV)
6) Cumberland Gap—Lonnie Donegan (Pye-Nixe)
7) Freight Train—Chuck McDermut Group (Orlole)
8) I'll Take You Home Again—Kathleen—Slim Whitman (London)
9) Ninety-Nine Ways—Tab Hunter (London)
10) Mr. Wonderful—Peggy Lee (Brunswick)
11) Around The World—Carrfields (Columbia)
12) Chapel Of The Roses—Malcolm Vaughan (HMV)
13) A Day In The World—Ronnie Hilton (HMV)
14) Baby Baby—Teen-Agers (Columbia)
15) I'm Sorry—Platters (Mercury)
16) Around The World—Bing Crosby (Brunswick)
17) Butterfly—Charlie Gracie (Parlophone)
18) Butterflies—Tommy Steele (Decca)
19) Banana Boat (Day-O)—Harry Belafonte (HMV)
20) Young Love—Les Baxter (London)
21) I'm Walkin—Fats Domino (London)
22) Little Darlin—The Diamonds (Mercury)
23) Heartbeat—Max Bygraves (Decca)
24) Mangoes—Rosemary Clooney (Philips)
26) Look Around With Me—Johnny Ray (Philips)
27) She Will Make Love—Buster Keaton (Orlole)
28) She's Goin' Home—Ruth Brown (London)
29) Around The World—Manovani (Decca)
30) Turnaround—King Brothers (Parlophone)

Climbing fast

THE CHORDETTES
"ECHO OF LOVE" #1319

From The Strange One
ARCHIE BLEYER "JOCKO'S THEME" #1313

THREE NATURALS
JOYCE HAHN "GONNA FIND ME A BLUEBIRD" #1318

KENYON HOPKINS ROEBURD #1322

MARTY FRANKLON "MAMA LOOK A BOOBOO"
"JAMAICA PAREWELL" #1321

NEW RELEASE
THE CAPRI SISTERS "CALL ME MUTTON CROPS"
"TIPPY TOE" #1314

Record Reviews

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

The Cash Box
Sleeper of the Week

"EIGHTEEN" (2:12) [Meridian BMI—Boohis, Neuphe]
"FADED ORCHID" (2:15) [Roosevelt BMI—Stone]

CONNIE FRANCIS (MGM 12490)

Connie Francis, a talented lark destined for stardom, has hit upon the piece of material that should send her over the top. The number that should establish her as a big name is tagged "Eighteen." It's an exciting new rhythm and blues number that has been tailor-made for Connie by songwriter Johnny Richman, and the melody lines, after just one listen, will forever be bred into Connie's heart. The record will be out this week, and it will be a hit on the charts.

"SOMEBODY'S BEEN ROCKING MY BABY" (2:02) [Sundar BMI—Donahue, Byrnes]

"OLD MAN MOC" (2:27) [Sunset Joy ASCAP—Randolph, Armstrong]

KOD WILLIS (Chic 1010)

The Chic label, which introduced "Freight Train" and "Nancy Whiskey," has an exciting new talent in Rod Willis—a thrilling rock-a-billy singer who could soon be on the charts with his waxing of "Somebody's Been Rocking My Baby." Its a swinging affair chock-full of all the gimmicks that have made the kids dancing again. And the melody lines after just one listen. Rod has a bright future to look forward to and this waxing should start him on the road. Bottom deck "Old Man Moc" is another rhythm and blues number handled in a steady and oldie brought up to date. Keep an eye on the "Baby" side.

"AT OUR HOUSE" "JOHNNY COME KISS ME" (2:06) [Monument BMI—Regney, Regney—Gilbertson, Harrison]

CLARE NELSON (pic 9220)

... Epic Records has hit upon a charming and versatile new songwriter who can sing along with the best of 'em. Her name is Clare Nelson and she debuts with a wonderful new two-sider that could establish her as a name to be reckoned with. Half of "At Our House" displays the songwriter with a pert little girl's novelty about a teenager who's thrilled with the fact that her boy friend is coming for dinner at her house. Refreshing ditty with clickability. Miss Nelson sings in a more mannered, romantic vein of the romancer. The other side of the duet, "Johnny Come Kiss Me," is an arrangement of an excellently written romance. Both sides are standout and both could make big noise for Clare.

"NEXT STOP PARADISE" (1:48) [Premice ASCAP—Dreyer, Diamond]
"HOW COULD YOU KNOW?" (2:14) [Regent BMI—Randazzo, Coleran]

TEDDY RANAZZO (Vik 0277)

... Teddy Randazzo, who's become a teenage idol as the lead voice of the Three Chuckles, makes his debut on Vik as a soloist, and from the sound of his first solo effort, it looks as the he'll have a big hit. The lad is right in line with the best of the rock and rollers as he belts out a torrid swinger tagged "Next Stop Paradise." Great performance that'll have the kids flippin'. Watch this lad, he's headed for the big time. The coupling features the tender tones of Teddy on a touching love tune dubbed "How Could You Know?" Lovely romp with great teenappeal. Big debut disk.

"WHOLE LOT OF SHAKIN' GOING ON" [Marlyn BMI—Williams, David] "I'LL BE ME" [Knux BMI—Clement]

JERRY LEE LEWIS (Sun 267)

... Jerry Lee Lewis, who indicated that he's of star caliber with his rockin' record of "Crazy Arms," has in his latest release the material that will skyrocket him into the spotlight in the pop, country and rhythm & blues fields. The lad is a sensational performer out of the rock-a-billy school. He rocks in an ultra commercial job as he belts out a house-rockin' side tagged "Whole Lot Of Shakin' Going On." Disk has a great beat. It should be on the charts in all fields. Flip is another exciting side presented against a skiffle beat. Lewis has a great style the kids'll love.

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

Best Bets

⭐ "HEARTLESS HEART"  Alan Dele  ABC Paramount 9282
⭐ "THE FIRST KISS"  Norman Petty Trio  Columbia 40929
⭐ "TEN LITTLE WOMEN"  Sam Butera  Prep 105
⭐ "THE LITTLE SPINET"  Low Stein  RKO-Unique 403
⭐ "FOR THE LAST TIME"  Mirzi Mason  Vik 6278
⭐ "AFRAID"  Lee Young  For 231
⭐ "LOVE LETTERS IN THE SAND"  Vini Venn  Vip 1003
⭐ "MIND READER"  Rhythmics  Brunswick 55012

JERI JORDON (Rca 1017)
B "SEA SHELLS" (2:25) [Tanner BMI—Long, Russell] A slow-paced, waltz reminiscent of "Tennessee Waltz" is touchingly caressed by thrush Jeri Jordan. The chorus and orchestra is soft and lovely back Miss Jordan effectively. Very listenable side.
C+ "THE ARCHITECT" (2:05) [Valleydale BMI—Menzies, Gettys] A powerful, semi-inspirational composition is performed with authority by Miss Jordan and Lew Douglas' chorus and orchestra.
C+ "HEARTLESS HEART"  Alan Dele  ABC Paramount 9282

THE BLOCKBUSTERS/ EDDIE BEAL COMBO (Antler 4006)
B "FULLTIME BABY" (2:35) [Ray, BMI—Miles] The top side of the deck is a rocker from aピー, "Carnival Rock," and features the Blockbusters in a torrid instrumental touch with a solo voice plying the lyrics. Pro R&R issue the kids will find solid listening.
C "TONY'S TUNE" (1:56) [ASCAP—Ramey] The Eddie Beal combo takes over things on the bottom half with a novel change-of-place, "Tony's Tune," a neat little melody the group plays with a clean, and class touch. Easy-going disk fare.

THE MADHATTANS (Atlantic 1142)
B "BOWIE" (2:14) [Progressive BMI—Hester, Shaw] The Madhatts bow on Atlantic with a delightful pop novelty that brings the listener back to the roaring '20s. Lively charleston cornballer tailored-made for the juke boxes. Happy item, easy-on-the-ears. Excellent change-of-place side for jazzies.
C+ "BASKETFUL OF BLUEBERRIES" (2:14) [Progressive BMI—Hester, Apolinari, Parker] This half is a convoluted calypso ditty pleasantly handled by the crew. Group has a good sound.

SAM BUTERA (Prep 105)
C+ "TEN LITTLE WOMEN" (2:00) [Southern ASCAP —Noland] Sam Butera and his band tear thru an exciting rock and roll loaded with tempeaal. Plastic hard-driver with a strong vocal and sax work by Butera. Commercial side to watch closely.
B "LOVE CHARM" (2:26) [Sheman BMI—Stanley] Another exciting arrangement of a rock and roll number bolling to show some action. When tune clicks, this rhythmic treatment will bite off a good share of the sales.

CAROL RICHARDS (Rca Victor 6540)
B "COMING TO MAMA, PAPA DO" (2:30) [RCA BMI—Gaze, Gordon] The song has a tender touch, and with sweet voiced Carol Richards at the vocal helm it comes across nicely. Part of the lyrics are sung in German. Warm side.
C+ "DADDY" (2:10) [Republic BMI—Jarrett] Miss Richards, in a totally opposite approach from the top side, purses through the oldie with intimate charm.

LEE YOUNG (Par 231)
B+ "AFRAID" (2:14) [Robert Melvin BMI—Johnston, Johnston] A dramatic ballad with a heavy rock 'n roll beat is unleashed with formidable vocal emotion by Lee backed by a male chorus, and rockin' organ. The steel and the melody linger on. Excellent juke-box side. Watch this side.
C "I'M PLEADING" (2:22) [Abner, BMI —Dexter] Young takes the rock 'n roll path again, this tune being more exposed. Good work-out for teen dancers.

RAY COLEMAN (Arcade 147)
B "ROCK CHICKEN ROCK" (2:50) [Valleydale BMI—Zarco, Roccia] A zizzling rocker is energetically belted by Ray Coleman and the Skyrockets. This holds barring release is tailor-made for the kids.
C+ "JUKEBOX ROCK AND ROLL" (1:50) [Jack Howard BMI—Coleman, Zazo, Costello, Rocca] Just as the title implies, this is a wide open juke box creation done with lots of vigor by Coleman and the combo.

ELLA FITZGERALD (Verve 10050)
B "MANTOVARO ORCHESTRA" (2:47) [E. B. Marks ASCAP—Rodgers, Hart] Taken from her 2 LP package devoted to the songs of Rodgers and Hart, Ella Fitzgerald offers a spiritedly vocal on the witty classic about New York. Sure to keep deejay turntables very active.
B "LET'S FALL IN LOVE" (3:00) [Harms ASCAP—Porter] Ella Silva revives the extraordinarily clever lyrics of Cole Porter's "Let's Do It." The side is taken from another 2 disk set, the music of Porter.

London RECORDS
539 West 25 St., New York 1, N.Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
TERESA BREWER sings -

the FIRST POP VERSION
Of One Of The
Greatest Country Standards

"TEARDROPS IN MY HEART"

published by
SOUTHERN MUSIC PUB. CO.
Gen. Prof. Mgr. MURRAY DEUTCH

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

9-61850 (61850)
The Cash Box, Music

Page 18

June 8, 1957

The Records Disk Jockeys Played Most

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

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Last Week</th>
<th>Song Title</th>
<th>Artist/Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>LOVE LETTERS IN THE SAND</td>
<td>PAT BOONE (Dot)</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>ALL SHOOK UP</td>
<td>ELVIS PRESLEY (RCA Victor)</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>A WHITE SPORT COAT</td>
<td>MARTY ROBBINS (Columbia)</td>
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<td>4</td>
<td>4</td>
<td>SO RARE</td>
<td>JIMMY DORSEY (Fraternity)</td>
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<tr>
<td>5</td>
<td>3</td>
<td>LITTLE DARLIN' DIAMONDS</td>
<td>Mercury</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>SCHOOL DAY (RING RING GOES THE BELL)</td>
<td>CHUCK BERRY (Chess)</td>
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<tr>
<td>7</td>
<td>11</td>
<td>FOUR WALLS</td>
<td>JIM REEVES (RCA Victor)</td>
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<td>8</td>
<td>6</td>
<td>DARK MOON</td>
<td>GALE STORM (Dot) - BONNIE GUITAR (Dot)</td>
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<tr>
<td>9</td>
<td></td>
<td>OLD CAPE COD</td>
<td>PATTI PAGE (Mercury)</td>
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<tr>
<td>10</td>
<td>16</td>
<td>FREIGHT TRAIN</td>
<td>NANCY WHISKEY (Chic)</td>
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<tr>
<td>11</td>
<td>24</td>
<td>START MOVIN'</td>
<td>SAL MINEO (Epic)</td>
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<td>12</td>
<td>17</td>
<td>IT'S NOT FOR ME TO SAY</td>
<td>JOHNNY MATHIS (Columbia)</td>
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<td>13</td>
<td>12</td>
<td>I'M WALKIN'</td>
<td>BERNICE NELSON (Verve)</td>
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<td>14</td>
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<td>BYE, BYE LOVE</td>
<td>PATSIMOONDO (Imperial)</td>
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<td>15</td>
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<td>TEENAGER'S ROMANCE</td>
<td>RICKY NELSON (Verve)</td>
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<td>COME GO WITH ME</td>
<td>DEL-VIKINGS (Dot)</td>
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<td>17</td>
<td>8</td>
<td>ROUND AND ROUND</td>
<td>PERRY COMO (RCA Victor)</td>
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<td>18</td>
<td>10</td>
<td>GONE</td>
<td>FERLIN HUSKY (Capitol)</td>
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<td>19</td>
<td>31</td>
<td>THE GIRL WITH THE GOLDEN BRAIDS</td>
<td>PERRY COMO (RCA Victor)</td>
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<tr>
<td>20</td>
<td>30</td>
<td>FABULOUS</td>
<td>CHARLIE GRACIE (Cameo)</td>
</tr>
</tbody>
</table>


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

312,000 SHIPPED IN 4 DELIRIOUS DAYS!

"Shenandoah Rose"

lyric by Paul Francis Webster
music by Jerry Livingston

"Rock-A-Billy Party"

words and music by Al Hoffman and Dick Manning

by Hugo & Luigi

with Orchestra & Chorus
ROULETTE #4012

Spin a Winner

ROULETTE

659 Tenth Ave.
New York, N. Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
The disk that deejay Mike Secrest (WTIX-New Orleans, La.) cut for MGM, "The Gift," is reported to be making noise. Gerry Myers (CKOY-Ottawa, Ont.) has added a new daily from 4 PM to 5 PM for the younger set to his schedule. The stint is called "The Gift," and Gerry would appreciate some more platters from the various companies. Stan Douglas (WKFR-Dundie, Pa.) has initiated a segment of his "Stan Mats Minuet" whereby local talent is given a chance to try their skills at being Program Director for an hour. The idea has been a success. The radio listeners of Dewey Phillips—"Phillips Pop Shop," (simultaneously on TV) get to hear Phillips and the engineer going through the routine of setting the radio commercial straight. Station KTTK-Tucson, Ariz., has become strictly a music and news operation as of May 15th. Dick Blodni (WHOT-Youngstown, Ohio) recently had an air interview with Sal Mineo (Epic) over the telephone. Station WBBR-Detroit-Mt. Clemens began its operation on May 18th. The deejay staff of WBBR includes Dick Drucy, Dave McLaughlin, Johnny Russell and Johnny Osborne. Sid Parme, Editor-In-Chief of The Cash Box was interviewed on tape over station KDTH-Debut, Iowa while he was attending the recent MOA convention in Chicago. KDTH Program Engineer Bob Gibbon handled the interview. Album Covers That Tell The Story: Gene Platt (KELO-SiouxFalls, S. D.) writes that such albums as "Alone" with Judy Garland (Columbia); "A Swingin' Affair!" with Frank Sinatra (Capitol); "Bergen Sings Morgan" with Polly Bergen (Columbia); and "The Gilded Hawk" with Coleman Hawkins (Capitol) all rate praise for covers, and contents.

Cal Milner and Larry Brown of WPEC (Philadelphia, Pa.), were honored a short while ago by the Delaware County Lodge 27, Fraternal Order of Police, will be similarly honored June 6th by the Poplar Area Community Council with the first annual Psac Award for outstanding service to youth and the community. The modernization of its music library to LP's, resulted in 2,000 37 rpm records and 15,000 classical records of WPEC-Cleveland, given free to various non-profit organizations. Unanimous Choice: Ed Baker (KWF-RSan Angelo, Tex.) says that all the deejays at KWFR, including himself, agree that the Steve Lawrence pressing of "Can't Wait For Summer," written by Coral will soon be high on the charts. Archie Hignett is a policeman who also conducts a deejay show over WCFL-Chicago, Ill., which combines music with tips on traffic safety.

Stan Z. Zander has returned to WINK-New York with a program that will salute a star vocalist or musical show. Burns, who is heard 10 to 11 AM on weekdays, and 6 to 9 AM Saturdays, opened his new stint with the usual from the singing career of Perry Como (RCA Victor). David Harvey, (WFX-Fresno, Pa.) is honeymooning with his bride, Jane, at Grossinger's in New York. Long-time banjo-player, Eddy Peabody (Dot), guested on the Al Rada (KRE-Fresno, Calif.) TV show a short while ago. Station WKCR-Columbia University, New York concluded its season's broadcasting Friday May 17th, and will return to the air in September. WKCR deejay Bernie Bond will return to the outlet in the Fall. Rocky Foss is the rock 'n roll deejay of WPOX-Milwaukee. Foss has a show every night from 6 to 8:15 PM and is broadcast from the Fiesta drive-in, an idea the platter jockey likes as it lets him meet more of his listeners.

Myles Poland (WCPO-Cincinnati, Ohio) will do a TV remote from a local swimming pool every Sunday from 3 to 5 with the aid of Bob Smith. The two will interview guests and spin the top disks. Walter Powell (WBVL-Butlerville, Ky.) did an hour program on WBVL in honor of Randy Wood and Dot records. Powell, who was a former disc jockey at WBVL, added Dot records to his program and related the success stories of Dot artists. The deejay used the October 13th edition of The Cash Box, and liner notes from Dot albums for his material. Bob Lyon of WQAM-Miami, Fla. received hundreds of get-well cards for Jimmy Dorey after an on the air request for cards for the ailing bandleader. New morning man, and Chief Engineer at WXXL-Concord, N. H. is Britt Bolyea. WXXL's afternoon deejay is Jim Reid. The station would appreciate taped station breaks from the stars. June 5th will see a get-together of the WPEN-Philadelphia, Pa. staff and W.T. Grant Dept. store as part of the store's anniversary celebration.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Everybody is covering Tommy...

BUT

Tommy Prisco

has the ORIGINAL HIT!

"TEAR DROPS IN MY HEART"

b/w

"MAYBE SOMEDAY"

EPIC RECORDS 5-9219

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
CHICAGO—"Gee, it's swell to have a dad in the record business," says Joyce Talmadge, whose father is Art Talmadge, vice-president of Mercury Records. Here she is with (left to right) Johnny Marks of the Crew-Cuts; Dave Somerville of the Diamonds; Ray Perkins of the Crew-Cuts; Bill Reed, Phil Leavitt and Ted Kowalski of the Diamonds; and (rear) Rudy Mangione of the Crew-Cuts. Occasion was opening night for the Crew-Cuts at the Empire Room of Chicago's Palmer House.

CHICAGO—"20 to 25 Welk Albums Planned for This Year."—HOLLYWOOD—This may be the most successful recording year in the history of Lawrence Welk and his Champagne Music Makers, with an all-time total of 20 to 25 LP Welk Albums scheduled to be released during 1957 under the Coral and Brunswick labels.

Credited with more than 4,700,000 individual record sales during the past two years according to Coral, three Welk albums have been released by Coral so far during 1957, with two more, "Champagne and Roses," and "World's Greatest Music," released for nationwide distribution within the next 90 days. Also, a special album of Dixieland music, highlighted by clarinetist Pete Fountain, enlisted from New Orleans and now a regular in the Champagne Music aggregation, is being readied for July release.

"Talking with Lawrence Welk," "Show Time," and "Madison Square Garden," the latter a recording of the special one-night performance in New York by the Champagne Music Makers before a full house, are currently enjoying record albums, sales nationally, it is reported by Sam J. Luta, Welk's personal manager.

Planned are Brunswick-label solo albums of 12 tunes each for Alice "Champagne Lady" Beach, Betty O. Jr., Pete Fountain, Larry Dean, Larry Hooper, Dick Dale, Jerry Burke and Dick Kenner, plus a special album featuring Miss Lon and Dale in 12 duets and harmony numbers. Additional albums by Aladdin and Bob Lido are also under consideration.

The Welk Sisters, now firmly established as one of the mainstays of the Welk television group, will record a minimum of three Brunswick albums this year totaling 36 numbers.

"World's Greatest Music," a selection of 12 of the most popular semi-classical melodies, have been completed for which Welk solicits a full orchestra of 80 pieces, emphasizing the use of string instruments. Coral plans to reissue this set "special" in late July or early August.

To keep abreast of the 1957 recording plans, Welk's present schedule of two television programs weekly (Saturdays and Mondays) has been completed for which Welk solicits a full orchestra of 80 pieces, emphasizing the use of string instruments. Coral plans to reissue this set "special" in late July or early August.

Ford's recording activities at Capitol are covered in a section called "16 Tons of Recording Success" which appears on pages 38 through 63 of the illustrated book.

Ernie Ford Magazine Out

HOLLYWOOD—A 100-page "one shot" magazine, called "Tennessee Ernie Ford" by the Hollywood writer, Ted Hillenstahler, was distributed to the nation's newspapers last week.

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ViVienne
DELLA CHIESA (KEYRASA)

(from the 20th Century Fox Film BERNADINE)

B/W
LIGHT A CANDLE
(say a prayer)

VIP-1003

BILLY BRAN.DO

Love Me Again
B/W
One Sided Love
VIP-1002

Al Conte Quartet

AL CONTE
the hottest
pianist
of our times."

Now available for immediate delivery
12" long play—$3.98

VIP-2001

Russ Miller

I SIT IN
MY WINDOW
B/W
WAIT FOR ME,
MY LOVE
(Look Away - Look Away)

VIP-1006

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Prep Shifts A & R Dept. To New York

HOLLYWOOD—The Artists and Repertoire operation of Prep Records has been transferred to New York City it was announced last week by President Glenn Wallichs.

Andy Wiswell repertoire executive in New York will head Prep's A & R operation and handle all new recordings. In the selection of recorded masters submitted for consideration for a Prep release, Wiswell will be assisted by Irv Jerome, Sales Manager of Prep and Manny Kellen, District Sales and Promotion Manager, New York, who, with Wiswell as chairman, will comprise a review committee.

Wallichs further stated that the influx of music in the industry has been growing, and through the combination of sales and A & R in New York, accelerated development is anticipated.

Fujita Cited For LP Covers

NEW YORK—Neil Fujita, Director of Design and Packaging for Columbia Records has been honored with a Gold Medal by the Art Directors Club of New York. The award was conferred in the category titled, "Point of Sale, Record Album Covers, Book Jackets." The Gold Medal signifies outstanding contributions to the field of graphic art.

Fujita is widely known in designing and packaging circles. His new medal is added to a collection of awards including the New York, Philadelphia and Chicago Art Directors Clubs. An artist as well as designer, Fujita has received numerous exhibitions of his paintings throughout the country.

Earlier this month seventeen Columbia LP covers, were chosen for inclusion in the American Institute of Graphic Arts' selection of fifty superior designs in the category.

Contest Winner Meets Star

NEW YORK—Jane Gibbs cast coast representative for Liberty Records, will open new offices in this city, Monday, June 3. The offices will be located at the Shelton-Towers, Lexington Ave. & 58th St.

Liberty Rep. Opens N.Y. Office

I'D BETTER MAKE A MOVE

KING 5003

DONNIE ELBERT
WHAT CAN I DO
b/w
HEAR MY PLEA
DE LUXE 6125

THE "S" ROYALES
THINK
b/w
I'D LIKE TO BE IN LOVE
DE LUXE 6107

IT MUST BE YOU
b/w
DE LUXE 6133

LITTLE WILLIE JOHN
I'VE GOT TO GO CRY
b/w
LOOK WHAT YOU'VE DONE TO ME
KING 5045

KING RECORDS

THE MIDNIGHTERS
OH, SO HAPPY
b/w
IS YOUR LOVE FOR REAL
FEDERAL 12399

NEW RELEASE

EARL BOSTIC
SHE'S FUNNY THAT WAY
b/w
EXERCISE
KING 5014

PREP RECORDS

HOLLYWOOD—Woody Hindering of Bulleye and Candlelight has announced that Washburn Ann Dance of Vancouver, B.C. was the winner of the second James lyric contest. She won a first trip to Hollywood and received the V.I.P. treatment. Red Robinson, a DJ in Vancouver was the sponsor of Barbara Ann and the recipient of a $100 prize.

All Love film star Jeff Hunter greets Miss Davies, one of his many fans.

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

Page 25
June 8, 1957

Best Selling Sheet Music

1. DARK MOON
   Dandellion BMI—Miller
2. A WHITE SPORT COAT
   Acuff-Rose BMI—Robbins
3. ROUND AND ROUND
   Rush BMI—Stallman, Shapiro
4. LOVE LETTERS IN THE SAND
   ASCAP—Kenny, Kenny, Coe
5. LITTLE DARLIN'
   ASCAP—Williams
6. ALL SHOOK UP
   Shalimar-Prayme BMI—Blackwell, Presley
7. FOUR WALLS
   Shelden BMI—Moore, Campbell
8. SO RARE
   Robbins ASCAP—Hurst, Sharpe
9. COME GO WITH ME
   Gil & Phoebe BMI—Quick
10. WHY BABY WHY
    Winston BMI—Disco, Hanson
11. ALMOST PARADISE
    Peer International BMI—Patty
12. IT'S NOT FOR ME TO SAY
    Kerwin ASCAP—Stillman, Allen
13. EMPTY ARMS
    Ivory BMI—Hunter
14. BUTTERFLY
    Mayland & Prayme BMI—September
15. GIRL WITH THE GOLDEN BRAIDS
    Roncom ASCAP—Kohan, Snyder

Peatman List
SONGS WITH LARGEST RADIO & TV AUDIENCE

The top 20 songs of the week on radio and TV based on the Copyrighted Audience Coverage Index & Audience Trend Index—A National Survey of Popular Music Heard Over Network Broadcasts. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

RADIO (LISTED ALPHABETICALLY)

A Face In The Crowd
A Face In The Crowd
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A Face In The Crowd
Mineo Starts Fans Movin'

I must say there was no intentional violence or vandalism in the crowd, everyone was in a holiday mood. The trouble came because those in the rear were pressing forward to get a better look. It took 15 policemen, a dozen downtown employees and several volunteers from the crowd almost an hour to clear a path fifteen feet from Mineo's car door to the trailer door. In the meantime the pressure from the crowd knocked us off the air twice, broke two windows in the trailer, broke the tail lights on the trailer. Several teen-agers had their friends boost them atop the trailer. About a half dozen were forced into the trailer itself by the pressure of the crowd—there was no way possible to get them out so we let them stay—it was like canoing in a sieve. Several times I was sure the trailer was going to get tipped over. All this time we were on the air. Each time the crowd snarled our broadcast lines Russ Blat, our engineer, would plunge into the crowd, find the trouble and fix it. He did a terrific job—he kept us on the air with spit and elbow grease. It was hilarious. It was raining off and on all afternoon and everyone was drenched but happy.

"Very little advance promotion was given—we mentioned it on the air several times a day beginning Tuesday. It seems to me that this demonstrates a very important fact—radio is bigger today than it ever was. It is obvious that if you want to reach the people of America you’ve got to use radio!"

Above, the cameraman catches some of the afternoon’s action. Mineo’s first epic disk “Start Movin’” is currently in the nation’s top ten.
**Best Selling Pop Albums**  
*Also Available in EP*

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Last Week</th>
<th>Title</th>
<th>Artist/Composer</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td><em>A SWINGIN' AFFAIR!</em></td>
<td>Frank Sinatra</td>
<td>Capitol W 803 * EAP-1-803, 2-803, 3-803, 4-803</td>
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<td>2</td>
<td>3</td>
<td><em>MY FAIR LADY</em></td>
<td>Broadway Cast</td>
<td>Columbia OL 5090 * A 5090</td>
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<tr>
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<td><em>LOVE IS THE THING</em></td>
<td>Nat &quot;KING&quot; Cole</td>
<td>Capitol W-824 * EAP-1-824, 2-824, 3-824</td>
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<td>4</td>
<td>AROUND THE WORLD IN EIGHTY DAYS</td>
<td>Movie Score</td>
<td>Decca DL 9046</td>
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<td><em>STEADY DATE</em></td>
<td>Tommy Sands</td>
<td>Capitol T 848 * EAP-1-848, 2-848, 3-848</td>
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<td>8</td>
<td>MANTOVANI FILM ENCORES</td>
<td>Mantovani and His Orchestra</td>
<td>London LL-1700</td>
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<td>7</td>
<td>6</td>
<td><em>HYMNS</em></td>
<td>Tennessee Ernie Ford</td>
<td>Capitol T 756 * EAP-1-756, 2-756, 3-756</td>
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<td>7</td>
<td><em>CALYPSO</em></td>
<td>Harry Belafonte</td>
<td>RCA Victor LPM 1248 * EPA 1248</td>
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<tr>
<td>9</td>
<td>9</td>
<td><em>ROGER WILLIAMS: SONGS OF THE FABULOUS FIFTIES</em></td>
<td>Roger Williams (Kapp XKL 5000 * KE-714, 15, 16, 17, 18 (2—12&quot; LP)</td>
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<tr>
<td>10</td>
<td>10</td>
<td><em>AN EVENING WITH BELAFONTE</em></td>
<td>Harry Belafonte</td>
<td>RCA Victor LPM 1402 * EPA 1402</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td><em>THE KING AND I</em></td>
<td>Movie Cast</td>
<td>Capitol W 740 * EAP 740</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td><em>SPIRITUALS</em></td>
<td>Tennessee Ernie Ford</td>
<td>Capitol T-818 * EAP-1-818, 2-818, 3-818</td>
</tr>
<tr>
<td>13</td>
<td>20</td>
<td><em>DANCE TO THE MUSIC OF LESTER LANIN</em></td>
<td>Epic LN 3340 * EG 7185</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>13</td>
<td><em>CLOSE TO YOU</em></td>
<td>Frank Sinatra</td>
<td>Capitol W 769 * EAP 769</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
<td><em>OKLAHOMA</em></td>
<td>Movie Cast</td>
<td>Capitol SAO 595 * SDM 595</td>
</tr>
<tr>
<td>16</td>
<td>18</td>
<td><em>S WONDERFUL</em></td>
<td>Ray Conniff</td>
<td>Capitol CL 925 * EPA 925</td>
</tr>
<tr>
<td>17</td>
<td></td>
<td>BERGEN SINGS MORGAN</td>
<td>Polly Bergen</td>
<td>Capitol CL 994</td>
</tr>
<tr>
<td>18</td>
<td>14</td>
<td><em>THE EDDIE DUCHIN STORY</em></td>
<td>Movie Score</td>
<td>Decca DL 8399</td>
</tr>
<tr>
<td>19</td>
<td>17</td>
<td>WALTZ WITH LAWRENCE WELK</td>
<td>(Carol CRL 57199)</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>19</td>
<td>IT'S POLKA TIME</td>
<td>Stan Wołowicz</td>
<td>(ABC-Paramount ABC 151)</td>
</tr>
<tr>
<td>21</td>
<td>16</td>
<td>CINDERELLA</td>
<td>Original TV Cast</td>
<td>(ABC-Paramount ABC 151)</td>
</tr>
<tr>
<td>22</td>
<td>24</td>
<td><em>ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK</em> (2—12&quot; LP)</td>
<td>(Verve MG V-4002 * EPV-5007, 8, 9, 10, 11, 12, 13, 14, 15)</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>21</td>
<td><em>ELVIS</em></td>
<td>Elvis Presley</td>
<td>(RCA Victor LPM 1382 * EPB 1382)</td>
</tr>
<tr>
<td>24</td>
<td>25</td>
<td>PAT</td>
<td>(Pat Boone)</td>
<td>(Out DLP-3050)</td>
</tr>
<tr>
<td>25</td>
<td>23</td>
<td>SUDDENLY IT'S THE HI-LO'S</td>
<td>(Columbia CL 592 * EAP-592, 2, 3)</td>
<td></td>
</tr>
</tbody>
</table>

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**SQUEEZE ME — SALLIE BLAIR**  
Bethlehem Records: BCP 6009

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... Walter Winchell

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*It's What's in THE CASH BOX That Counts—INTERNATIONALLY*
“THE GILDED HAWK” — Coleman Hawkins, Tenor Sax—Capitol T 819 (1-12’ LP)
This could be just good mood music, but with Coleman Hawkins whistling along the solo tenor sax work here, there is purpose and good mood music. Hawkins, on a program of indie-arrangements (“I Didn’t Know What Time It Was,” “Autumn Leaves,” “Every Thing Happens To Me”) sensitively caresses the melodic strains of each selection. Glenn Miller’s “Lush” string backing. Excellent jazz-mood attraction.

“WE’RE NOT STRANGERS”—Enzo Stuarti—Jubilee JLP 1041 (1-12’ LP)
Stuarti is the Italian-born singer making his first LP appearance in a program nicely flavored with melodies suggesting Italian foundations (“I Have But One Heart,” “Santa Lucia,” “O Sole Mio”). The artist is perfectly at home in the warm and soaring quality of the material, which he sings in both Italian and English. Fine vocal efforts.

“MEYER DAVIS CORDIALLY INVITES YOU . . .” — Meyer Davis And His Orchestra—ABC-Paramount ABC-176 (1-12’ LP)
The Davis crew is one of the leading orcs specializing on “society” functions, and disks utilizing the efforts of such an outfit usually fare well, especially on the kind of material here set, with a total of 25 melodies ("This Can’t Be Love," "Blue Skies," "Just In Time"), including "full-length" versions of such "Banana" and "Silencey," all dressed up in a skillful, familiar society beat. This is strong chart potential.

“BAMBI”—Music From The Original Motion Picture Sound Track—Disneyland WD-4018 (1-12’ LP)
Two further charming LP sound-tracks from Disneyland, the memorable "Bambi," and "Dumbo," are now available, and dealers are advised to make lots of room for them on their kiddie shelf. The "Bambi" presentation, by 2 novel songs, "Love Is A Song" and "I Bring You A Song" plus witty scoring. A circus atmosphere is expertly caught in "Dumbo" with such delightful themes as "Look Out For Mr. Stork" and "Pink Elephants On Parade" plus, once again, a sparkling orchestral score. Major children's stock.

“HAWAIIAN MEMORIES” — The Hawaiian Troubadours—Mercury MG 20217 (1-12’ LP)
This is Hawaiian music played by Frenchmen for American consumption. On the collection of exotic Hawaiian melodies ("The Hawaiian Serenade," "See You Again," "Pagan Love Song"), the boys, on guitars and celesta, whip through them with a fine touch for authentically and affection. Good mood stuff for these caught in the lure of the islands.

“CALYPSO FOR DANCING”—J.C. Heard— Epic LN 3348 (1-12’ LP)
For those still open to calypso, this Epic issue ought to fill the bill. Singer-drummer J.C. Heard, one time performer for D. Ellington, Cab Calloway, and Benny Goodman and others, has cut 12 easy-going, slickly portrayed calypso compositions designed for dancing but, as most of the set’s purchasers will regard as more important, also very listenable. Good calypso fun.

“NEARER MY GOD TO THEE”—The Louvin Brothers—Capitol T 825 (1-12’ LP)
The Louvin Brothers are one of the most familiar, and accomplished interpreters of religious music in the country and western field. With warmth, rhythm and sincerity, the family presents 12 inspirational songs, half of them written by the boys. Selections from the program: "Nearer My God To Thee," "Praying," "Last Chance To Pray," and "Wait A Little Longer, Please Jesus." Must &W stock.
Jazz Reviews

"NOSTALGIA IN HI-FI" — Golden Crest CR 4002 (1-12" LP)
From Golden Crest's "Lab Series" comes this hi-fi collection of sounds from the musical machine of yesteryear. The brassy finale of these mechanical music makers is quaint, and so are the tunes ("Dark Town Strutters Ball," "Peg O'My Heart,"). Accurately recorded sound, Hi-Fi buff will be this set's most enthusiastic market.

"JOE LOCO PLAYS THE CLASSICS" — Joe Loco And His Orchestra—Savoy CELP 406 (1-12" LP)
Latin rock leader Joe Loco, somewhat in the recess of his cha-cha-cha and mambo doing, has transcribed 12 classical selections to an up-tempo and frothy South-Of-The-Border beat. The material includes such familiar pieces as Chopin's "Polonaise Op. 35," Rimsky-Korsakov's "Song Of India," and Schubert's "Serenade." Classy renditions of melodic numbers.

"ORGY IN RHYTHM" — Art Blakey, Drums—Blue Note 1354 (1-12" LP)
This is one of the most ambitious and creative sessions in the Afro-jazz relationship. First-rate drummer Art Blakey, working with a full compliment of percussion instruments (conga, timbales, tree logs), formal jazz devices (piano, flute, bass) plus occasional cymbals, alto sax, and bass drum, has created a set of challenging, quite striking sessions that have an unremitting vitality and expressiveness. Excellent sound. An unusual, interesting offering.

"THE AUSTRALIAN JAZZ QUINTET + 1" — Bethlehem 6015 (1-12" LP)
The group is a prime source of dealer jazz revenue. One side of the disk is devoted to a 3-movement jazz opus by Bill Holman, "Jazz In D Minor," a small combo working with a number of percussion instruments (conga, timbales, tree logs), formal jazz devices (piano, flute, bass) plus occasional cymbals, alto sax and bass drum. The other side is an 8-section set on "Seek The Flame" that is controlled by the skillful touch of Dick Healy on flute and Jack Broken- sha on vibes. Excellent jazz material.

"PIANO AFTER MIDNIGHT" — Joe Bushkin—Epic LN 3345 (1-12" LP)
Bushkin is a blend of society and jazz pianist with the latter appearing occasionally, and effectively, getting the upper hand. The set features Bushkin, assisted at times by Buck Clayton (trumpet), Jo Je Jones (drums) and Eddie Safranski (piano) on 10 standards ("Here In My Arms," "Piece In A While") and 8 Bushkin originals ("High Cotton," "Everyday (Christmas)""). Topped with a light, relaxed attack. Slick artistry for jazz or mood listening.

"DOING THE TOWN" — Bobby Crocker Quartet—Pit 5006 (1-12" LP)
As the group is doing New York town, its urban and polished approach to the "music of the street" is neat and neatly associated with the music of the jazz in the Crocker (drums) are piano Ray Rasch and guitarist Howard Roberts. Some fine sophisticated jazz punches here.

"JAZZ MESSAGE #2" — Featuring Hank Mobley (Tenor Sax)—Savoy MG-12992 (1-12" LP)
The disk is divided in two groups, with Mobley and bassist Doug Watkins the only musicians on both sides of the pressing. Though Mobley's effervescent tenor does most of the featured playing here, greatly aiding the lively and happy mood of the affair are such stellar performers as Lee Morgan (trumpet); Donald Byrd (trumpet); Kenny Clarke and Art Taylor on drums; and Hank Jones and Ranee Harris on piano. Original tunes. Terrific show of names, and they perform beautifully. Fine sessions.

"LATIN KICK" — Cal Tjader — Fantasy 3250 (1-12" LP)
There is a growing disk relationship between Latin rhythms and Tjader's previous pressings. This Fantasy release, jazz vibist Cal Tjader turned a similar trick with an album labeled "Mambo With Tijader." This package cover the Latin heat with smoothness, directing itself, at times, to the traditional Latin jazz ("Cubano Sandwich") to more formal jazz ("Will You Still Be Mine"). Brew Moore on tenor does some of the neatest jazz tricks, relaxed jazz-Latin offering.

"NICE DAY WITH BUDDY COLLETTE" — Featuring Collette Playing Clarinet, Alto Sax, Flute and Tenor Sax—Contemporary C5351 (1-12" LP)
This is Collette's second pressing for Contemporary in a similar split personality. The 10 sessions feature Collette in 1 of 4 instruments (clarinet, flute, alto and tenor sax) on several pieces ("Over The Rainbow," "I'll Remember April"), Collette compositions ("A Nice Day," "Fall Winds"), playing briskly with 2 exceptions: the haunting "Ghost and the flute work on "Over The Rainbow" and "Fall Winds."

Mozart: Concerto No. 21 In C Major For Piano And Orchestra (K. 467) — Concerto No. 27 In B Flat Major For Piano And Orchestra (K. 595) — Rudolf Serkin — The Columbia Symphony Orchestra Under The Direction of Alexander Schneider—Columbia ML 5013 (1-12" LP)
Pianist Rudolf Serkin measures up beautifully to these brilliant Mozart concertos, each of whom is fairly well represented in the LP catalogue. Serkin's rendition of the colorful Concerto No. 27, the affable Serkin's forerunner, the Concerto No. 27 is one of great virtuosity and insight. Excellent playing, with solid support from Alexander Schneider and the Columbia Symphony Orchestra. Here's the version of the two works that the classical connoisseur will want.

SURINACH: Second Symphony—TURIN Rappolodia Sinfonica For Piano And Orchestra—Son- dra Nikolles, Piano—With Arthur Winograd Conducting The Philharmonic Orchestra Of Hamburg—MGM E3510 (1-12" LP)
Composer-conductor Carlos Surinach's "Second Symphony" is highly orchestral composition strongly associated with the musical tastes of his time, and Joaquin Turina's "Rapsodia Sinfonica" evokes with a fiery passion and lassiness the composer's own Sveva, Son- dardia Bianca partitura keyboard artistry on the latter work. Fine disk.

The rousing and melodic nature of these family-oriented creations make them convenient companion pieces for a hi-fi treat. This is just what the listener receives from conductor Paul Van Kempen.

FRANCAI: Symphony For Strings—IBERT: Divertissement—Carlos Surinach Conducting The Mgm Orchestra—Classical C354 (1-12" LP)
This MGM release provides an abundance of musical laughs, one from Jean Francais and his absurd and clever "Symphony For Strings," the other from Jacques Ibert, who goes even further than Francais' work in its delightful kid- dishing. Both are首首 beautiful and, with the orchestra, work for MGM has most often been on rarely recorded items, does a sparkling orchestral job with the orchestra. Two witty orchestral creations, well performed.

J. S. BACH: 12 Chorale Preludes From The Or- ginal Sources—Andrzej Tancer — Pagan In C Major—Andr Marchal — Zodiak LP-335 (1-12" LP)
Marchal is the sightless organist of the Church of St. Eustache in Paris, and in this Zodiak re- lease Marchal performs 12 love lday prayers For- ehead preludes from Bach's "Orgelbuechlein" on one side, and Bach's famed "Toccata, Adagio, And Pagan In C Major." The performance on both counts is organ work of the first order, wonderfully expressive in feeling, astonishingly skillful in its technical attack. Superb sound. Outstanding Bach reading.

June 8, 1957
On The MOA Convention Floor

Dot Records Ships "Ten Commandments" Albums

HOLLYWOOD—Dot Records' proxy Randy Wood last week announced that first shipments of the label's deluxe LP of Elmer Bernstein's original music score from Cecil B. DeMille's "The Ten Commandments" already were being received by retail outlets.

"The Ten Commandments" album is the culmination of four months of preparation by Dot album chief Tom Mack, representing his first assignment since joining Dot Records in February, and is the label's first LP from a motion picture sound track.

The original music score for "The Ten Commandments" was considered by DeMille as an important, integral part of the picture, and came under his close personal supervision. It was composed by Elmer Bernstein, who considered it his "challenge of a lifetime", and required a year and a half to write.

An ancient, unusual musical instrument, the sistrum, in use over three thousand years ago and re-created by modern experts with detailed correctness according to thorough museum research, was employed by Bernstein to achieve a musical framework of Biblical times, along with the shofar or ram's horn, equally ancient but still used today. Certain modern but rare instruments such as the theremin and novacord, tiple, Indian drum, finger cymbals, and bass flute were used by Bernstein for musical effects related to the Biblical period. One of Bernstein's major problems was to teach a modern musician how to play the sistrum.

By working out possible tonal ranges and likely combinations of sounds and notes which could come from these odd instruments, Elmer Bernstein's score includes fanfares, processional and ballet music, as well as music for awesome sequences like Moses before the Burning Bush on Mount Sinai; the Exodus to freedom of the Children of Israel; the parting of the Red Sea; the destruction of the Pharaoh's chariots; the wild worship of the Golden Calf; and the giving of the Commandments.

The two-pocket cover of "The Ten Commandments" album, designed by Jerome Gould and Associates, winner of many national awards in all fields of design, features multi-color photographs of actual scenes from the picture, with captions of authentic Biblical reference. The editorial liner contains copy written by Cecil B. DeMille, a brief biography of Elmer Bernstein, with direct quotes from the composer concerning the complexities of the problems in scoring a picture of the narrative of "The Ten Commandments", a listing of the unusual musical instruments used, and titles of the musical excerpts from the score. With the final approval of Cecil B. DeMille, who remained personally interested in the album, Dot's album chief Tom Mack, working closely with Randy Wood, selected 18 pieces from the wealth of available material as being most representative musically of the scope and meaning of the picture itself.


Active public interest in the music from "The Ten Commandments" is evidenced by advance orders which began to come in before actual work on the album even started the dietsey reported.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
At The MOA Convention Banquet


NEW YORK—Winners have been announced for Columbia Records' National Mozart Bicentennial Contest. The objective of the contest was to stimulate student interest in the music of Mozart, and provide incentive for teachers to develop a creative study unit. During 1965-67, the year marking the 200th anniversary of Mozart's birth, eighth-graders across the country were delving into encyclopedias, dictionaries and music libraries, producing scrapbooks, radio scripts and even color sound films.

First prize (100 LP records and a high fidelity phonograph equipped with headset earphones for classroom use) was awarded to St. Edwards School, Waterloo, Iowa. This ambitious group of eighth-graders filmed in color and with sound their conception of the life of Mozart. Entitled "Mozart the Wonder Boy", the film was written, produced, staged and dramatized by the youngsters themselves.

Portraying Mozart in his amazing childhood, the script required a juvenile thespian to perform on the piano, organ and violin, as well as trip over the feet of a suspiciously youthful looking Austrian Emperor. In his untimely death scene, Mozart was shown frantically composing his last major work, counting dramatically, advancing his cotton wig and finally slumping lifelessly in his chair, his right hand remembering to drop a quill pen to the floor. The group's teacher is Sister Mary Joella, O. S. P. Principal at St. Edwards School is Sister Mary Josephine Carlin.

Second prize (75 LP records and a high fidelity phonograph) went to Alden Jewell Day School, Chicago, Illinois, for its film version of Mozart's life, handled with the use of flashback incidents, and ending with a segment of the Mozart Requiem. Teacher- Supervisor was Abraham Buchman.

Third prize (50 LP records and a single fidelity phonograph) was awarded to St. Vincent De Paul School, Milwaukee, Wisconsin, for their entry: a complete Mozart puppet show, as well as a scrapbook filled with research information, models and wallpaper designs. Their teacher is Sister Mary Josette. Principal at St. Vincent De Paul is Sister Mary Simonetta.

Fourth prize (50 LP records) went to Jack Yates School, Houston, Texas. The 22 students of this eighth grade class wrote and taped an original play titled "Much Ado About Mozart". Within this dramatization were performances of Mozart's songs and arias, as well as some of his keyboard music. Teacher: Mrs. Gloria Duke. Principal at Jack Yates: William S. Holland.

Fifth prize (25 LP records) was awarded to Lincoln Jr. High, Meriden, Connecticut. Century Mozart fan and close to the modern medium of radio, and with fine techniques produced an adaptation of the CBS Television program "You Are There," They set up inquiring microphones at the site of the premiere performance of Mozart's "Don Giovanni." Among the opening-night celebrities in attendance were Beethoven, who confided to the reporter that "the performance was terrible; the music was superb!" Benjamin Franklin, who when asked what he thought of the work, said: "... better to ask me what I thought of 'Don Giovanni'. There was a man! As to the music, I have a tin ear". Their teacher is Miss P. McLaughlin, Principal at Lincoln Jr. High is T. Mason Brown.

Other prizes were awarded for Runners-up, Honorable Mention, and Special Mention.

Capitol Appointment

HOLLYWOOD—The appointment of Ronald C. Brey as Special Analyst has been announced by Daniel C. Bonnibright, Vice President, Administration and Finance Division, Capitol Records, to whom Brey will report.

Before joining Capitol, Brey had been actively engaged in systems and methods studies with the Universal Pictures Co. Previously, he was a staff assistant to the general manager and treasurer of American Aeronautics Corp., and was a technical and statistical specialist in the armed forces. He is a graduate of USC, Los Angeles where he received his B. S. degree in Business-Finance and engaged in graduate work.

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5. Love Letters In The Sand (P. Cme)
6. I Love You (E. Presley)
7. Baby Dolls (P. Cme)
8. Little Darlin' (P. Cme)
9. Mama Gotta Go (P. Cme)
10. A White Sport Coat (Robbins)

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"Only those records best suited for commercial use are reviewed by THE CASH BOX."
Everly Brothers Join Grand Ole Opry

NASHVILLE—Riding high on the strength of their first Cadence record, "Bye, Bye Love," the Everly Brothers became Grand Ole Opry "regulars" Saturday night, June 1.

Grand Ole Opry Director W. D. Kilpatrick signed Don Everly, 20, and Phil Everly, 18, to a contract May 29.

Signing came 10 days after the boys staged a private stage debut that brought thunderous applause from jam-packed Ryman Auditorium.

"There's nothing like 'The Everly Brothers' ambition," said Don. He recited his father, Ike, and Don's uncle, Leonard and Charlie had hoped to reach these heights in their careers—and had passed on to the boys a similar goal.

Don and Phil began singing with their parents 12 years ago in a family group, appearing over the nation on radio and radio. Their parents retired from the music profession two years ago and the boys began to work on their own.

Don graduated from West High School in Knoxville, Tenn., and Phil is finishing school by correspondence.

Their brothers are also song writers. When Don was 16 they turned out "Thee Shalt Not Steel," recorded by Kitty Wells. They also wrote "We Are Again," recorded by Anita Carter; and "It Takes A Lot Of Heart," another of "The Everly Brothers" songs by Judy Tubb.

Judy Tubb are born in Brownie, Ky., near Central City. Their parents live in Hammond, Ind., but plan to move to Nashville soon. Their father, Ace Tubb, owned Rose of Aces-Rose signed them to exclusive songwriting contracts 4 months ago.

Desmond In 2nd Film

NEW YORK—Coral recording star Johnny Desmond, who recently completed his motion picture debut in a starring role in the Columbia musical "Calypso Heat Wave," starts shooting his second film for Columbia July 4th. Producer Sam Katzman signed the 'vocalist for a starring role in a film called "Escape From San Quentin," and the story of the escape is based on the actual incident of a San Quentin escape attempt.

Desmond, who has been working with Phil辔ez, is famous for his hit record, "Johnny Desmond Goes Calypso," which includes tunes from his first Columbia film.

Fields Forms Flack Firm

CHICAGO—Barney Fields, Chicago promoter, last week announced his resignation from Daily Records to head up his own public relations and record promotion office to be located at 54 W. Randolph St.

Fields, who has been handling the Benny Carter, and record promotion along with his Bally position, says he will now be in a position to give artists heavy concentration.

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"Silk Stockings" To Be MGM's 50th Sound Track

NEW YORK—MGM Records is scheduling its 50th sound track album with the release of "Silk Stockings" which features, a 12 LP, features Fred Astaire, Cyd Charisse, Janis Paige, Peter Lorre, Joseph Buloff, Jules Munshin and Carol Richards. The MGM Studio Orchestra conducted by Levi D. Smith, except for the "Silk Stockings" production number which is conducted by Johnny Green.

MGM Records is flooding Norfolk, Va., with advance companions to the album in time for the world premiere of the MGM picture in Norfolk on June 8. Window posters, dummy album covers, co-op mats, and special disc stock are all in the planning being made available to distributors.
Raymond Scott Develops New Electronic Musical Instrumental

The Princess And The Dee Jay

E. B. Marks Buys Cugat's Alameda Music Catalog

Special Gleason EP

Meeting The Bye Bye Boys
NEW YORK:

Everyone in New York still talking MOA and now setting down to a more active selling period. Whether it was the MOA meeting that started things going again, or that sales have shown a decided increase and the Spring slack seems to be over, lots of good reports are being given — and one that should provide a good hopo is the new Little Richard platter, "Jenny, Jenny" and "Miss Ann." Both sides were taken from their album and a reaction showed they were getting tremendous acceptance. 

Littie Palita, Jubilee Records, drawing his finals across as he talks about the new Cadillacs, "My Girl Friends, this will be a great seller in pop and R & b," says Palita. 

Don Boley, Duke and Peacock, speaks of his labels as "rhythm headquarters." He is especially high on his new twosomes, Brooks and Brown. Rogers, "There's nothing wrong. They call her Rosie Lee" and "Sleeping On An Ocean Of Tears," is really creating a heat-wave around the states as orders keep coming in. Another the Duke fellows excited about is Leo Baxter's "No Longer Wanted." 

Otis Williams and his Charms have a new one out on Deluxo, "Talking To Myself" and "One Kind Heart." With the Kent Grams Records, announces the signing of Joe Cuba, formerly with Rainbow Records, to his Latin label. Jerry also in high spirits as he tells of two great sessions this week with Bob Marciniak, producer. Jerry Turoff, discussing the new LP, "I think the reaction of the distribs have given its introduction— just from the point of view of new names of new talent. Turoff, Records, in with the new Ann Cole release, the girl has two sides which would make her a big star, the last of the three being the biggest. The girls have an option to make the biggest. Al Silver, Jr., says his group of Paris Chess as the Phil Chess group of Paris Chess in Buffalo. George Lorenz (Hound Dog) has started a contest— "How Old is Clyde Stacey and How Young is Markie Meteser's one of the young Chess as well as the old Chess. Turoff, Records, a fresh start a fresh start and has three great decks to take through the doors. The release is made at the new Turoff, Records, with new equipment. 

The Measam in Aladdin Records has issued a special release of the new record. The Kentgram label, titled "The Kent Song," The Measam are pretty high on this deck as they feel that the publicity that the record will get should be high. They plan to send thousands of sample copies to the dealers around the country with a package of Kent Chess copies enclosed. The release features a "For Love," the vocal groups of the jive and "The Kent Song," which is an instrument version. 

The Pears and A Bee hand the vocal and Buddy Reed and Orchestra as the instrumental. The Sensations "You Made Me Love You" on Ato gets scattered reaction in several areas, and could break out soon.

CHICAGO:

Our hats off to two swell guys who have won the admiration and respect of all musicmen with their rapid climb to the top in their particular field. Len and Phil Chess officially made the perfect team of Chess Blue and White. The Blue and White has been one of the hottest records of the season, with both sides getting tremendous sales. Len Chess as the Phil Chess group of Paris Chess in Buffalo. George Lorenz (Hound Dog) has started a contest— "How Old is Clyde Stacey and How Young is Markie Meteser's one of the young Chess as well as the old Chess. Turoff, Records, a fresh start a fresh start and has three great decks to take through the doors. The release is made at the new Turoff, Records, with new equipment. 

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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.

(Listed Alphabetically)

- **AFTER HOURS**
  - Lloyd Glenn (Aladdin 3346)
  - All of Me
  - I don't want to cry
  - Big Maybelle (Savoy 1572)

- **A WHOLE LOT OF SHAKING GOING ON**
  - Jerry Lee Lewis (Sun 267)

- **COCOANUT WOMAN**
  - Honey Lee Heflin (RCA Victor 6885)

- **DEAREST**
  - Mickey & Sylvia (VIR 2087)

- **DIANE**
  - Bo Kinfave (Cash 453)

- **DING DONG**
  - Big Boy Diggins (King 5058)

- **DON'T ASK ME TO BE LONELY**
  - DuSis (Goss 5002)

- **EVERYBODY NEEDS SOMEBODY**
  - Little Walter (Checker 539)

- **EVERYONE'S LAUGHING**
  - Sammie (Vee-Jay 248)

- **FABULOUS**
  - Charlie Grotto (Cameo 107)

- **FLORENCE**
  - Pareena (Winley 215)

- **GET ON THE RIGHT TRACK BABY**
  - Ray Charles (Atlantic 1140)

- **GONE**
  - Verlin Husky (Capitol 3408)

- **GROANIN' THE BLUES**
  - Otis Rush (Cobra 5010)

- **HERE COMES ROMANCE**
  - Clovers (Atlantic 1132)

- **HER'S MINE**
  - Platters (Mercury 71032)

- **HEY BO DIDDLEY**
  - Mona
  - Bo Diddley (Chess 1652)

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

- **I'M SO EXCITED**
  - John Lee Hooker (Vee-Jay 245)

- **I'M WALKIN'**
  - Richard Nolan (Verve 10047)

- **IN THE DOORWAY CRYING**
  - Middleheirs (Federal 12293)

- **ISABELLA**
  - Ray Ten (Dot 17751)

- **I'VE GOT TO GO CRY**
  - Little Willie John (King 5045)

- **I WANT TO GET MARRIED**
  - B.B. King (Atco 492)

- **I WOULD LIKE TO KNOW**
  - Bobby Mitchell (Imperial 5448)

- **JENNY, JENNY**
  - Miss Ann

- **JOY RIDE**
  - Don Bagley
  - "Joy" (OKeh 7000)

- **JUNGLE HOP**
  - Don & Dewey (Specialty 599)

- **LET THE FOUR WINDS BLOW**
  - Roy Brown (Imperial 5429)

- **LITTLE BILLY BOY**
  - What made Maggie Run (Del-Vikings (Dot 15571))

- **LITTLE BOY**
  - Three O'Clock (Paris)

- **LOOPY DOO**
  - Bobby Byrd (Zephyr 70-070)

- **LOYABLE**
  - Dooley Cook (Specialty 596)

- **"LOVE LETTERS IN THE SAND"**
  - Pat Boone (Dot 15570)

* Indicates first appearance on Territorial Tips

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**THE NATION'S R & B TOP 20**

**Week Ending June 3, 1957**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>1</td>
<td>SCHOOL DAY</td>
<td>Chuck Berry (Chess 1653)</td>
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<tr>
<td>2</td>
<td>ALL SHOOK UP</td>
<td>Elvis Presley (RCA Victor 6870)</td>
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<td>3</td>
<td>C.C. RIDER</td>
<td>Chuck Willis (Atlantic 1130)</td>
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<td>4</td>
<td>LITTLE DARLIN'</td>
<td>Diamonds (Mercury 71060)</td>
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<td>COME GO WITH ME</td>
<td>Del-Vikings (Dot 15558)</td>
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<td>6</td>
<td>VALLEY OF TEARS</td>
<td>Fats Domino (Imperial 5442)</td>
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<td>7</td>
<td>YOUNG BLOOD</td>
<td>Coasters (Atco 6087)</td>
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<td>8</td>
<td>OVER THE MOUNTAIN</td>
<td>Mylo &amp; The Tangiers (Atlantic 11327)</td>
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<td>9</td>
<td>SEARCHIN'</td>
<td>Coasters (Atco 6087)</td>
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<tr>
<td>10</td>
<td>I'M WALKIN'</td>
<td>Fats Domino (Imperial 5428)</td>
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<tr>
<td>11</td>
<td>LUCILLE</td>
<td>Little Richard (Specialty 598)</td>
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<tr>
<td>12</td>
<td>JUST TO HOLD MY HAND</td>
<td>Clyde McPhatter (Atlantic 11327)</td>
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<tr>
<td>13</td>
<td>LOVE'S A HURTIN' GAME</td>
<td>Ivory Joe Hunter (Atlantic 1128)</td>
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<td>14</td>
<td>TROUBLE, TROUBLES, TROUBLES</td>
<td>B.B. King (RPM 492)</td>
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<td>15</td>
<td>JIM DANDY GO MARRIED</td>
<td>Little Boosie (Atlantic 11326)</td>
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<td>16</td>
<td>NEXT TIME YOU SEE ME</td>
<td>Little Jr. Parker (Duke 164)</td>
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<td>17</td>
<td>IT HURTS TO BE IN LOVE</td>
<td>Annie Laurie (Deluxe 6107)</td>
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<td>EMPTIES ARM'S</td>
<td>Ivory Joe Hunter (Atlantic 1128)</td>
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<td>19</td>
<td>IT'S YOU I LOVE</td>
<td>Fats Domino (Imperial 5442)</td>
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<td>20</td>
<td>SEND ME SOME LOVIN'</td>
<td>Little Richard (Specialty 598)</td>
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**HITTING BIG NATIONALLY!**

(No. 7 Shreveport, La.)

**"Chicken Baby Chicken"**

Tony Harris

No. 104

**New Releases Looking Big!**

**"Look What You've Done To Me"**

* "Misery"*

Professor Longhair

No. 106

**What Is Life Without A Home**

* "Ooh Little Girl"*

Floyd Dixon

No. 105

**It's What's in THE CASH BOX That Counts—INTERNATIONALLY!**
“JENNY, JENNY”
“MISS ANN”
Little Richard

“MY DREAM”
The Platters

BEGINNING TO BREAK!

“HERE I AM”
Oscar McLolllie

ON THE CHARTS!
Heading For The Top
GENE & EUNICE
“STRANGE WORLD”

ST. LOUIS

NEW YORK
1. COME GO WITH ME
Del-Vikings (Dot 15538)
2. LITTLE DARLIN’
Diamonds (Mercury 71060)
3. LITTLE DARLIN’
Diamonds (Vee-Jay 70-6870)
4. SEND ME SOME LOVIN’
Little Richard (Specialty 594)
5. OVER THE MOUNTAIN AND ACROSS THE SEA
Jimmie & Joe (Chess 1654)
6. EMPTY ARMS
Jimmie & Joe Winter (Atlantic 1128)
7. OUT IN THE COLD AGAIN
Ivan & Teenagers (Chess 1137)
8. JUST TO HOLD MY HAND
Clyde McPhatter (Atlantic 1318)
9. SO RARE
Jimmy Davis (Fame 753)
10. JUST BECAUSE
Lloyd Price (ABC-Paramount 9992)

NEWARK
1. C. C. RIDER
Chuck Willis (Atlantic 1318)
2. ALL S outlook UP
Elvis Presley (RCA Victor 20-6870)
3. JUST TO HOLD MY HAND
Clyde McPhatter (Atlantic 1128)
4. SCHOOL DAY (RING RING GOES THE BELL)
Chuck Berry (Chess 1654)
5. TROUBLES, TROUBLES, TROUBLES
B. B. King (RPM 493)
6. LITTLE DARLIN’
Diamonds (Atlantic 1128)
7. COME GO WITH ME
Del-Vikings (Dot 15538)
8. MISS YOU SO
Lillian Offitt (Excella 3104)
9. C. C. RIDER
Chuck Willis (Atlantic 1318)
10. THE SUN IS SHINING
Jimmy Reed (Vee-Jay 248)

NEW ORLEANS
1. WHAT CAN I DO
Daniel Ebert (King 5065)
2. VALLEY OF TEARS
Fats Domino (Imperial 5442)
3. C. C. RIDER
Chuck Willis (Atlantic 1128)
4. OVER THE MOUNTAIN AND ACROSS THE SEA
Jimmie & Joe (Chess 1654)
5. ALL S SHOOK UP
Elvis Presley (RCA Victor 20-6870)
6. TROUBLES, TROUBLES, TROUBLES
B. B. King (RPM 493)
7. GET ON THE RIGHT TRACK BABY
Roy Charles (Atlantic 1143)
8. EMPTY ARMS
Jimmie & Joe Winter (Atlantic 1128)
9. LOVABLE
Date, Cash (Specialty 596)
10. JENNY, JENNY
Little Richard (Specialty 606)

DALLAS
1. COME GO WITH ME
Del-Vikings (Dot 15538)
2. SCHOOL DAY (RING RING GOES THE BELL)
Chuck Berry (Chess 1653)
3. YOUNG BLOOD
Coasters (Ace 4087)
4. IT’S YOU I LOVE
Fats Domino (Imperial 5442)
5. LITTLE DARLIN’
Diamonds (Mercury 71060)
6. ALL S SHOOK UP
Elvis Presley (RCA Victor 20-6870)
7. HE’S MINE
Peyton (Mambo 136)
8. A WHOLE LOT OF SHAKING GOING ON
Jerry Lee Lewis (Sun 267)
9. TROUBLES, TROUBLES, TROUBLES
B. B. King (RPM 493)
10. JENNY, JENNY
Little Richard (Specialty 606)

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

www.americanradiohistory.com
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<td>Herriman &amp; Gaylarks</td>
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<td>JOY RIDE</td>
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<td>Donnie Elbert</td>
<td>Gone &amp; Funky</td>
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<td>(King 5045)</td>
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**ATLANTA**

1. SEARCHIN' Cooters (Atco 6087)
2. COME GO WITH ME Del-Vikings (Dot 15538)
3. JUST TO HOLD MY HAND Clydie McPhatter (Atlantic 1137)
4. C. C. RIDER Chuck Willis (Atlantic 1130)
5. LITTLE DARLIN' Gladiolas (Excelta 2101) Diamonds (Mercury 71060)
6. JENNY, JENNY Little Richard (Speciality 695)
7. WHAT CAN I DO Donnie Elbert (King 5045)
8. YOUNG BLOOD Coasters (Atco 6087)
9. SO RARE Jimmy Darby (Fraternity 755)
10. LUCILLE Little Richard (Speciality 598)

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**MEMPHIS**

C. C. RIDER Chuck Willis (Atlantic 1130)

---

**SAN FRANCISCO**

ALL SHOOK UP Elvis Presley (RCA Victor 20-6370)

---

**NEW TEEN SMASH...**

**"SUSIE-Q"**

**CHECKER 863**

**YOU ASKED FOR THEM...**

---

**MOONGLOWS**

**"PLEASE SEND ME SOMEONE TO LOVE"**

**CHESS 1661**

---

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**THE MIDNIGHTERS** (Federal 12299)


"OH SO HAPPY" (2:40) [Real McCoy BMI — Owens, McCoy, Crawford Bros.] The Midnighters turn out another side that bears close watching. This is a middle beat bouncer with a true cut and piece of material that is different. This one is quite a hunk of wax and it could turn out to be the best the group has turned out in quite a while. Something to watch "cause it has that certain something. Two excellent sides, either of which could be "big"—but we think this one a stronger deck.

**CRAWFORD BROTHERS** (Aladdin 3375)

"MIDNIGHT MOWER GROOVE" (1:54) [Aladdin BMI — Crawford Bros.] The Crawford Bro turn out a slow, rhythmic instrumental with some great sounds. Excellent material and items that should grab lots of attention.

"MIDNIGHT HAPPENINGS" (2:34) [Aladdin BMI — Crawford Bros.] Similar offering with a slightly faster tempo. Dramatic, moody and exciting. Both sides offer moving musicality.

**THE PALMS** (United 208)


"EDNA" (2:45) [Pamela BMI — Marshall] Another dramatic ballad blues told with touching softness. Precise handling and a good vocal arrangement. Strong night club material.

**THE CHARTS** (Everlast 5001)

"GOOP" (2:21) [Everlast BMI — The Midnighters] The Charts team on a sprightly quick beat bouncer. Infectious joyous bouncer that will have the listener's attention to the tune something extra. Deck desired. Exposure could create some action.

"DESERVING" (2:38) [Everlast BMI — The Midnighters] The Charts team on a sprightly quick beat bouncer. Infectious joyous bouncer that will have the listener's attention to the tune something extra. Deck desired. Exposure could create some action.

**THE ISLEY BROTHERS** (Tone-Dee T-502)

"THE COW JUMPED OVER THE MOON" (2:33) [Jeepster BMI — Isley, Gordon] The Isley Brothers do a good job on a blues instrumental that is different. Good timing and the cow that jumped over the moon. Driving, hard working lead, good individual work. The kids can exhaust themselves to.

"ANGELS CRIED" (2:20) [Monument BMI — Isley, Brown, Kooloff, Petillo] The Isley's make a complete about face and blend on a slow paced ballad pretty. Tender story told against a rhythmic background.
De Paris Tours Africa

NEW YORK — Atlantic Records' jazz star Wilson De Paris is shown arriving in the recently founded state of Ghana. De Paris toured Africa under the sponsorship of the President's Special International Program for Cultural Protection administered by the American National Theatre and Academy for the State Department. The famous jazz performer went over to take part in the festival of the independent state of Ghana. He was in Ghana for twelve days and then went on to Nigeria, Ethiopia and other countries. While in Ethiopia, Emperor Haile Selassie presented him with a gold medal.

The Cash Box

"Let's Get Together" (2:14) [B Flat BMI — Ike Turner] Ike Turner, along with the rest of his band, made a dynamic performance at the Apollo. The turn around man handled it all — the emotion, the sound, and the music. Ike, as usual, sparkled with his usual style.

THE GLADIODAS (Excello 2110)

The Gladios, who offered the original and a big selling version of "Little Darlin'" and 'new come up with an infectious quick beat calypso item, "Run Run Little Joe." The deck seems to have all the ingredients. Happy quick beat tune with a great reading by the talented group. The tune is a delightful joyous filler with the calypso flavor—but not the overdone melodies that have been coming out on every label. This one stands on its own merit—calypso notwithstanding. It looks like a big hit for the Gladios. The flip, "Comin' Home To You," is a slow beat change of pace. A lovely ballad tenderly told. Moving, pleasing but not as strong as "Run Run Little Joe".

"Savoy's Jump" (2:37) [B Flat BMI — McCRACKLIN] McCRACKLIN back with a quick beat. Deck moves with a sprightly mood. Infectious jump that'll induce foot-tappin'.

JIMMY McCRACKLIN (Ima 107)

"I'M THE ONE" (2:38) [B Flat BMI — McCRACKLIN] McCRACKLIN wails a slow beat blues with that down home feeling. McCRACKLIN tells in good style his story of a successful love affair.

"TEN LITTLE WOMEN" (2:38) [Norsu-Jak Music BMI — Terry Noland] Terry Noland dishes up a rock-a-billy treatment of a Noland written quick beat jumper, "Hypnotized." An infectious beaty bonzer that swings along in happy fashion. Noland handles the cute number with a foot-tappin' arrangement and the deck comes off with real commercial strength. This is one that looks like a biggie in coming weeks. Keep close tabs on it. The coupling, "Ten Little Women," is a similar hunk of cloth chirpily sauntered with an enthusiastic feel. Quick beat jumper with a novelty arrangement. Strong backer-upper—but we think "Hypnotized" is slightly up front.

"Savoy's Jump" (2:37) [B Flat BMI — McCRACKLIN] McCRACKLIN back with a quick beat. Deck moves with a sprightly mood. Infectious jump that'll induce foot-tappin'.
Pointing Out The Tune

Victor Signs Milton Allen

NEW YORK — Milton Allen is RCA Victor’s newest addition to the country roster. He is 19, and has had formal voice training. Allen recorded for the first time in Nashville with Steve Sholes on May 24th, and Sholes is very excited about the songs... says “with his looks and talent he is bound to be popular with the younger set.”

Mayer Upped At Capitol

HOLLYWOOD—The assignment of Perry Mayer to the Promotion Department of Capitol Records in Hollywood, to coordinate album program presentation material, disk jockey campaign records, and all other material required to announce each release to Capitol’s sales force and record dealers, was announced last week by Irving Fields, National Sales Promotion Manager.

Mayer moves to the Promotion Department from Capitol’s Editorial department. Prior to his Capitol affiliation, Mayer served several years as an account executive with the McCarty Advertising Company and Western Advertising Company (advertising agencies) in Los Angeles. Mayer reports directly to Bill Muster, who is responsible for the coordination and execution of all direct single record and album promotion.

Decca Pacts Two Groups

NEW YORK — The Decca artist roster last week was augmented by the addition of the San Francisco-based The Whole Force and the Sacramento, Calif.-based Noseyoller. The latter group has performed extensively in the West and has been favorably received by both the critics and the public.

Celestial Records In Stereo


Song Plugging Cowgirl

WAYNE HANNAH

WMAK-Nashville, Tenn.

1. Frankie Miller (Vikings)
2. Woodrow Wilson (Pills)
3. Frankie Miller (Vikings)
4. A Whole Lot Of Shakin' (J. L. Lewis)
5. Rang Tang Ding Dong (Collins)
6. C. C. Rider (Williams)
7. Over The Mountain (Clementson & Joe)
8. Miss Ann (Santorelli & Joe)
9. When I Get You Baby (J. Hunter)

NEW YORK—Paramount Pictures undertook to focus disk jockeys’ attention on Frankie Laine’s Columbia “545” recording of the Dmitri Tomkin-Neil Washington ballad, “Gunfight at the O. K. Corral,” by having cóedgirl Barbara Adkins call on the gentlemen at their respective stations. Each jockey received a badge identifying his appointment as a deputy sheriff of O. K. Corral, white, according to the songsmith, the Ears and Clashing shot it out in them with outlaw days. Toy guns and a prop of the disk completed the presents the gal had for the fellas. Paramount’s angle? It’s the title song of upcoming Western, song starring Bart Lancaster and Kirk Douglas.

Distribution for Celestial for the Pacific Northwest has just been taken over by the newly-formed distributor Paramount Audio Sales, Inc.

GLAMAPHONE

Los Angeles, Calif.

1. Over The Mountain (F. Enke & Joe)
2. Troubles, Troubles, Troubles (J. B. King)
3. I Don’t Want No Woman (R. Blende)
4. Love’s A Hurting Game (J. Hunter)
5. I’m Scared To Be In Love (L. Richard)
6. Arrow Of Love (Six Teens)
7. I’m Scared To Be In Love (L. Richard)
8. My Blues (J. Parker)
9. Next Time You See Me (F. Enke & Joe)
10. What Can I Do (L. Blende & Joe)

The Cash Box, Music Page 42 June 8, 1957

"Only those records best suited for commercial use are reviewed by The CASH BOX"
NEW YORK—Publicist-personal manager Arthur Pine and Captain Allen Swift, master of ceremonies of the "Popeye TV Show," are seen above with the inspiration for the "Official TV Popeye Record Album" they have produced for Associated Artists Productions and on which Swift is featured. The album has proven to be a strong seller that follow-up Popeye albums are being planned by Associated.

W & G Reps Esoteric & Motif In Australia

MANCHESTER, N.H.—In an effort to offer national distribution to more independent American labels in "The Land Down Under," James N. Parks of Manchester, N.H., the American Representative of W & G Record Processing Company, PTV., Ltd., with headquarters in Melbourne, Australia, announced the completion of agreements with William Fox of Esoteric Records of New York City, and Milton W. Vedder of Motif Records Corporation of Hollywood, California, whereby W & G will have exclusive rights to Esoteric and Motif masters for manufacture and distribution in Australia and New Zealand.

First related release of the two labels will be "21" LP's of that label's "Sierra Plumaforte" series, five 12" LP's of various classical selections and two 10'' LP's of "Jazz Off-The-Air" volumes one and two.

Motif will be represented with its first LP release in Australia via its jazz album titled "Moon For Max" to be followed by other Motif single and LP releases.

W & G is the distributor for the ABC-Paramount label in that territory.

**THE COUNTRY RECORDS DISK JOCKEYS PLAYED MOST**

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

1. FOUR WALLS
2. GONNA FIND ME A BLUEBIRD
3. GONE
4. A WHITE SPORT COAT
5. BYE BYE LOVE
6. ALL SHOOK UP
7. FAUFLIEU
8. HONKY TONK SONG
9. A FALLING STAR
10. OH, SO MANY YEARS
11. WALKIN' AFTER MIDNIGHT
12. NEXT IN LINE
13. FIRST DATE
14. FIRST KISS
15. I'LL BE THERE
16. AM I LOSING YOU
17. THERE YOU GO
18. THE SHRINE OF ST. CECILIA
19. FIRST DATE, FIRST KISS, FIRST LOVE
20. TONIGHT
21. YOUNG LOVE
22. TEARS BEHIND THE SLEEVES
23. PLEDGE OF LOVE
24. DARK MOON
25. SOMEDAY
26. GIRL IN THE NIGHT
27. THREE WAYS
28. MR. LOST
29. A CHANGE OF HEART
30. I'M SETTING YOU FREE
31. QUICKEST
32. THE WOMAN I NEED
33. MR. LOVE
34. LOVE LETTERS IN THE SAND

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

**THE COUNTRY BEST SELLERS IN RETAIL OUTLETS**

1. A WHITE SPORT COAT
   Marty Robbins (30252)
2. FOUR WALLS
   Jim Reeves (RCA Victor 6874)
3. GONE
   Ferlin Husky (Capitol 3328)
4. ALL SHOOK UP
   Elvis Presley (RCA Victor 6870)
5. GONNA FIND ME A BLUEBIRD
   Marvin Rainwater (MGM 2466)
6. HONKY TONK SONG
   Webb Pierce (Decca 30255)
7. FAUFLIEU
   Bobby Helms (Decca 30194)
8. BYE BYE LOVE
   Everly Brothers (Columbia 1315)
9. THERE YOU GO
   Johnny Cash (209)
10. A FALLING STAR
    12. NEXT IN LINE
    13. FIRST DATE
    14. FIRST KISS
    15. I'LL BE THERE
    16. AM I LOSING YOU
    17. THERE YOU GO
    18. THE SHRINE OF ST. CECILIA
    19. FIRST DATE, FIRST KISS, FIRST LOVE
    20. TONIGHT
    21. YOUNG LOVE
    22. TEARS BEHIND THE SLEEVES
    23. PLEDGE OF LOVE
    24. DARK MOON
    25. SOMEDAY
    26. GIRL IN THE NIGHT
    27. THREE WAYS
    28. MR. LOST
    29. A CHANGE OF HEART
    30. I'M SETTING YOU FREE
    31. QUICKEST
    32. THE WOMAN I NEED
    33. MR. LOVE
    34. LOVE LETTERS IN THE SAND

"I WISH I COULD KISS YOU GOODNIGHT"

White Oak Music—BMI
**Country Reviews**

**THE CASH BOX BULLSEYE**

**"SWEET INNOCENCE"** (2:30) [Amber ASCAP—D. Lampert, J. Gluck, Jr.]

> "WHY ASK FOR THE MOON" (1:47)
>  
> [Shapiro, Bernstein ASCAP—L. Martin, W. Myers]

**RED FOLEY** (Deco 30334)

- The "Old Redhead," Red Foley, who certainly needs no introduction to ops, dealers or deejays sends across a great new coupling that could very well develop into a double-barreled smash. And the charters' readily recognizable vocal stylings are pleasingly evident as he brightens up both the (out)right, quick beat love cutie "Why Ask For The Moon" and "Sweet Innocence." The romantic lament that he renders with the utmost sincerity. Superb choral assist by the Anita Kerr Singers on this twin-threat for the pop-country market.

**"MINE ALL MINE"** (2:15) [Starrite BMI—B. Barnes, M. Singleton]

**"NICKEL'S WORTH OF DREAMS"** (2:20) [Starrite BMI—B. Barnes, E. Aycock]

- Benny Barnes, who took "Poor Man's Riches" and turned it into a click, comes up with two more potent items, either of which can follow suit. On the top lid the nasal-voiced songstress distinctively styles an up tempo, sentimental waltzer labeled "Nickel's Worth Of Dreams." On the under portion he enganges somewhat more a real appealing, fast paced romantic entry tagged "Mine All Mine." Splendid instrumental backdrop on this two-sided winner.

**"HOP BOP BABY"** [Knox BMI—W. Moore, D. Penner]

**"DON'T NEED YOUR LOVIN' BABY"** [Knox BMI—W. Moore, P. Penner]

**WADE & DICK** (Sun 269)

- The rockin' Sun label continues to keep in step with the teen-age demands as it turns out another solid pair of chart contenders tailor-made for the dancin' set. The stars, this time, are two talented new-comers Wade & Dick, "The College kids." On one side they bell out an reviving house-stocker labeled "Hop Bop Baby." On the flip they infeciously spin a rockin' Latin beat, blues themed item titled "Don't Need Your Lovin' Baby." Sensational background and beat on both ends. Take your pick.

**A FALLEN STAR** (Tree BMI—Joiner)

**"PRIZE POSSESSION"** [Geronimo BMI—Hill]

**FERNIE HUSKY** (Capitol 3742)

- Fernie Husky follows up his gold waxing of "Gone" with a thrilling pairing that should easily find its way into the "magic circle." (See Pop reviews).

**SOMEBODY'S BEEN ROCKING MY BABY** [Smash BMI—C. Thompson]

**ROD WILLIS** (Cic 1010)

- Rod Willis, another great Chic talent, serves up one with the potential to develop into a smash pop and country disk. (See Pop reviews).

**THE WINTERS BROTHERS** (Columbia 40913)

- "NO ONE BUT YOU" (2:10) [Starrite BMI—F. Robinson]

A potient, quick paced love ditty with a South-of-the-border flavoring is excellently rendered by the Winters brothers, Don & Floyd. Stellar mountain harmonica and instrumental work on a deck with hit potential.

**WHAT DO YOU SEE IN HIM** (Golden West BMI—D. Winters, E. Hill, J. Winters) Another grade 'A' reading, this time on a tear-compelling, moderate beat opus.

**DAVE RICH** (RCA Victor 6792)

- "RED SWEATER" (2:12) [Guy BMI—D. Rich] Dave Rich's polished tones are heard to full advantage as he races over this pop-style, long paced, but quite pleasingly delivered a White Sport Coat" flavoring. Socko choral and ork assist.

**THE KEY TO MY HEART** (2:14) [Tree BMI—G. Vandell, P. Streedker] This end result is a song that can pretty well lift over a heartfelt romantic opus. Both sides are aimed at the pop-country market.

**THE FARMER BOYS** (Capitol 3732)

- "FLASH, CRASH AND TUNES" (2:50) [Central Sound BMI—A. Owens, R. Weber] A clever, fast paced rhythm/twang opus is treated to a fabulous 'pure country' effort by the Farmer Boys. It's by far their best work to date. Could be a smash.

**SOMEONE TO LOVE** (3:26)

- [Beecock Music BMI—A. Cohen, A. Lister, A. Lowery], a tough, bone rubbing middle beat weeper, features some more expert 'down home' vocal and country instrument sounds. Tremendous double-decker for the ops, dealers and deejays.

**WILEY BARKDULL** (Hickory 1006)

- "TOO MANY" (2:14) [Acuff BMI—B. Bryant, B. Bryant, B. Bryant] A rockin' musical backdrop showcases Wiley Barkdull's captivating rendition of this top-notch song. Great beat that can hit hard on the popularity lists. Watch it.

**ONE WILL EVER KNOW** (2:30) [Milene Music ASCAP—Rose, Forcey] This end spotlights Barkdull's guttural vocal mannerisms on a middle beat, romantic tear-jerker. Two strong contenders for the charts.

**BILL HALL** (Mercury 4001)

- "LET ME LOVE YOU" (1:50) [Hill & Range BMI—A. Owens, J. Hall, J. Mattingly] A light and appealing romantic ditty that gallops along at a terrific clip. Features vocal work with gusto by the smooth-voiced Bill Hall, Sparkling musical support for the singer's initial performance.

**WHAT HAPPENED TO YOUR HEART** (2:22) [Hits of Tomorrow BMI—D. Sims, R. Hall, D. Coleman] Hall sings right from the heart on this gripping, tear-filled love affair. An easy-on-the-ears offering that merits the airplay.

**KING STERLING** (Star BMI)

- "WHAT WILL YOUR ANSWER BE" (2:15) [Starrite BMI—Sterling, A. Kaiser] King Sterling pours his heart out on this dramatic, middle beat 'Pop' treatment and it's a song that could stir up a heap of attention.

**NOT MUCH** (2:15) [Starrite BMI—D. Martin] Sterling's mellow tones come across with telling effect on this moderate paced romantic heartbreaker. Top notch offerings.

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*Only those records best suited for commercial use are reviewed by THE CASH BOX*
KRKD-Los Angeles, Calif, deejay, Joe Allison, currently with the "Town Hall Party" TV show, seen on Channel 2 in L.A. and has a TV first in connection with promoting c&w music. The "Town Hall Party" is a 3-hour TV show with three 10-minute intermissions. During the intermissions Joe conducts the "Party Line," the "Startime" and the "Information Booth" backstage for the benefit of the TV viewers. "It's our belief," Joe says, "that TV's 1st and only TV newscast devoted entirely to the c&w field of entertainment. The "Startime" portion features random "Hall" star of the week in an informal interview. "Information Booth" is the place where the viewing audience is allowed to call Joe while he is on the air to ask questions pertaining to their favorite c&w entertainers. In closing, Joe, who broadcasts with WSM in Nashville, and his wife, Audrey, who was a singer and dancer in the same city, are the writers of many hit tunes, which include "Teen Are Crazy," "Live Fast, Love Hard, Die Young" and "It's A Great Life."

Wax artist, Rusty Wellington, into New York recently making the rounds with his latest arcade shingle, "Convict And The Rose" and "I Ain't A-Movin' On No More."

Officials of the California Country Music Convention, to be held on Aug, 23rd and 24th in Salinas, Calif., announce that Spade Cooley's all-girl band, to be "Miss Country Music Of Southern California." Jeani will serve as hostess for the country music fans and the entire field and will appear on TV shows and presenters的重要部件 to plug the convention. She will compete in the finals at the convention for the title of "Miss Country Jamboree." The West Coast portion of the convention will be recorded contract and session which will be cut at the convention. She was presented the award on the "Search For Talent" show on KOUS in Ontario, California, by station manager R. Ogden.

Producers Roy Glenn and Pee Wee Reid announce the addition of Bob Sheldon, a top comedy team in the South, to their cast of their Sunday night, "Red River Jamboree," Paris, Texas. Bob is a veteran showman, formerly with WFAA-Dallas "Shindig" and "Early Bird," and for many years worked with the radio station in Dallas. Bob first appears on the Saturday afternoon live broadcast from the Coliseum, which is aired by remote from KFTV-Paris.

Jerry Newcomb, of Co-Ed's Newcomb-Raynor Cannonsbakers, info's two boys from the outfit have left for military service. The boys latest Co-Ed slaying, reportedly kicking up the dust in Tennessee, is tagged "Jeanie" and "Runaway Heart."

"Ole" Uncle Charlie Babcock, CKL-B-Osage, Ont., an outfit which has "Miss Country Jamboree" under its belt, was on Fox, N. Y., and all his Twin Pine Mountainaires played the big show and dance at the "Red Barn" in Osage on May 21st. Babcock says he hooked the show, notes that, as usual, Lou had 'em hanging from the rafters.

"Cuss'" Larry Lane, who is now spinning three hours of c&w wax a day at WKTW-Brookville, IVa., is in need of a beef of gospel, in addition to the regular country platters.

Jim Reeves, heading in the direction of a gold rush for his pop-country, RCA Victor records, has been engaged by Mr. Herb Shurer for a June 9th appearance on the Steve Allen NBC TV network. While continuing negotiations for additional network TV shots, Shurer announced that Jim'll commence a 10-day swing through the Southwest.

Slim Wilson and Goo-Goo Rutledge, the inimitable "song-butching" team of Flash & Whistler, are undoubtedly the traveling act in the "Ozark Jubilee" gang. Having just wound up three weeks of work with their supporting troops in Wisconsin, Minnesota, Wyoming, Montana and Idaho, they headed into Ohio for a 4-day Harry Ridge promotion which took them to Toledo on May 30th, Cincinnati May 31st, Columbus June 1st and Troy June 2nd. The all-Jubilee cast on the Ohio dates included Flash & Whistler and Uncle Cyp. During the following week, Flash & Whistler move on to Pothka, Gainsville, Occo and Dayton Bch, Florida.

With the close of school in Springfield Fri., on May 24th, Brenda Lee was promoted to the seventh grade. On June 15th she'll headline DJ Howard Miller's presentation at Chicago's Civic Theatre.

Back home from his Eastern deejay swing on June 1st, Bill Walter, WJQ, furniture store, came in from "Red Foley Show" over 275 ABC Radio Network affiliates and 23 additional stations.

Bill Wimberly's Country Rhythm Boys cut their latest Mersey-Country hit "Ride Your Horse Home" under conductor Richard "Moriaty") Hysan did the arrangements for Marvin Raimnber's MGM session in New York, Red Foley returns to his smash chores on One Magazine June 15th with WLS-Ind. Incidentally, celebrates a birthday June 17th. Via ABC Publicity, "Uncle Cyp String Bow Tie" are being sent to numerous TV and radio columnists, together with Uncle Cyp's own "Have a String Bow Tie." These are not working the area is invited to drop in on the show.

George T. Popkins, who runs "Pop's Country Store" on WXGI-Richmond, Va., types that in his listeners have taken to the new country music. A number of the requests on the new releases have been for the more traditional tunes such as Starkey's "Flowers For The Flowers" by Bill Clifton and "You Old Dandies" by Jim Eanes. Also, he predicts a hit for Louise Duncan's Capitol recording of "I'm Already Married, Do You Feel My Heart?" George wants everyone to know that his new mailing address is at WXGI, 300 German School Rd., Richmond, Va.

Murray Nash's "Ad Libs & Intro's" newsletter is back on the scene again after a short absence.

With the sample sugar season in full swing across Canada, Canadian old time fiddler, Ward Allen is enjoying an exceptionally good re-run in plays of Spartan dating of "Maple Sugar." As well as big sales on his later release, "Back To The Sugar Camp." Ward is still holding forth at CFRA, Ottawa, Ontario and touring the Ottawa Valley on personalities. He was in Toronto recently plugging his numbers with local J.'s.

Wade Birdchip pens from Detroit that Jimmy Martin's new Decca release, "I'm The Boss Of This Here House" and "Dance, Mule, Dance" in Salt Lake City., was running as Billboard states, "It's A New Tune." Jimmy, incidentally, headlines the "Lazy Ranch Barn Dance" at 11:01 Mack Ave, in Detroit.

"Uncle" Jim Christie, widely known c&w disk jockey, who for the past seven years has been spinning the wax for the 150,000 watt XEG, is taking over duties as Production Manager for KISS in St. Paul, Minnesota. Jim will still continue to do his shows for XEG and XEBB. See Jim, WISK is the twin-cities' oldest c&w station and they hope to make it the most listened to station in the great northwest. Artists are invited to contact him at Radio Station WISK, 128 White Bear Ave., St. Paul, Minnesota. Jim can use all country and gospel records.

KIMO-Independence, Mo, sent out a cute gimmick promoting deejay, "Ballo Wire" Bob Strack. BOB's likeness is printed on a KIMO, $5.00 Bonna bill. Bob info's that KIMO DJ, "Tiny," Is opening his "Tiny's HillBilly Park" at Happy Hole Lake, about 20 miles southwest of Kansas City, on about June 1st. This has he said the "HillBilly Ranch," and "HillBilly White." Strack, incidentally, has a pair of sides out on the Febee label and notes that Febee proxy, Matt Wiser, receives requests to both sides, "Anyplace I Hang My Hat" and "HillBlu Lovin'."

Gene Boyd info's that Bill Moss, c&w DJ at WDRF-Decker, Pa, is current packing them in nightly at "Dominick's Rainroom" in Lynnwood, Pa. On Sundays, Bill and his band, the Melody Pals are the sensation of "Sunset Park," an outstanding western music haven in the area. Bill can also be heard daily on WDRF from 12:10 till 1:00 P.M., every week day, and every Saturday on the big c&w show from 2:30 till 5:00 P.M.

KLRK-Little Rock, Ark, deejay Ken Parsons types that the "recent Jimmie Rodgers day in Meridian was one of the highlights of his life . . . a thrill no one in country music should miss next year." Ken tells jocks to be on the lookout for two great items: James O'Gwyn's next Mercury-Starday, "Do You Miss Me" . . . and the projected Johnny Cash Album. Ken heard both artists preview these . . . and he thinks they're bound to hit hard. One of Cash's album numbers, "Give My Love To Rose" is a weeper of the old style, and will undoubtedly become a standard through the years. Ken.

A full week of dates will keep Leon McLafferty and his Cimarron Boys busy in the home state of Oklahoma. On May 23rd the band played for the "indie" in Tulsa, Oklahoma. On May 26th, the band played for the "shows" at Noel, Missouri. This is one of the favorite resort retreats for people living in and around the Ozarks. Leon and the boys have also booked all the large hotels this spring. Many prom dates, theatre appearances, and club dates in the country. But one way they have hardly given the boys in the band a chance to rest. His latest release on the Cimarron Label is tagged "Little Girl, Go And Ask Your Mama" and "Carroll County."

Attention: Please provide any information concerning Country Music and talent to Ira Howard, Country Editor, The Cash Box, 1721 Broadway, New York, N. Y.
Another Seeburg exclusive. Until the development of the Seeburg Tormat Memory, all such previous assemblies involved hundreds of moving parts. With the Tormat Memory Unit there are no moving parts. That's because there is a tiny Toroid with an individual “memory” to control the play of each of the 200 record sides.

**Completely Sealed! Guaranteed 5 Years!**

Tiny Toroid enlarged many times. This is the first commercial application of Toroids other than for “memories” of giant computing machines.

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WITH MAJOR ADVANCEMENTS!

...the exclusive

Tormat memory unit
NEW YORK—Charles M. Sievert, financial editor and columnist of the New York World Telegram and Sun, in a column last week, wrote about the widespread assortment of appraisals and predictions for the nation's economy which continually flows across his desk. He's pointed out by the number of pessimistic viewpoints injected. "What puzzles us," he writes, "is that with basically the same set of facts, and reliable sources of Information, the outlook can be painted with either somber or bright hues. The answer seems to lie in who does the painting." Sievert refers to a professor of economics of a Midwestern university who seems to have gotten into a rut. "He begins every year with a forecast that we're headed for a depression..." reports Sievert. "It seems there are some in this era who feel some kind of fame can be obtained if the wheel stops on their blue note...Anyway, the odds are awfully heavy against the pessimist winning this year." To strengthen this claim, Sievert quotes Prentice-Hall's latest bulletin which begins with "underlying strength of the boom continues to confound the pessimists" and then continues with "there are no signs of actual or impending decline in the final take of the customers of industry and trade—particularly when services as well as goods are considered."

NORTH TONAWANDA, N. Y.—In his annual report to stockholders, R. C. Rolfing, president, The Rudolph Wurlitzer Company, this city, made a very interesting and pertinent statement. Looking ahead at prospects for 1957-58, Rolfing said: "As we consider the year ahead it seems to be the general opinion of the Government and most informed business men and economists that, barring some unfavorable international situation, business generally should be good. Favorable factors are: constantly rising personal incomes and the desire of people everywhere to have products such as we make. The unfavorable factors are: rising labor and material costs and our inability, in many cases, to pass these costs on to our customers because of the highly competitive situation in the music industry. Since we are an organization for profit it is imperative for the future welfare of Wurlitzer that we make a reasonable profit on our sales. This we hope to accomplish by an aggressive and forward-looking program."

Get Up! Get Out! Get Doing!

The operator who has a brand new juke box and is still charging only a nickel per play, will, in his case only, the Good Lord can help him to remain in business. Unless, of course, there's no TV, radio, or any other sort of music in his area. Or unless he has so much money he can afford to lose great big chunks of it daily.

Operators agree that the Cash Box "10c Play Plus" plan is the answer. They admit that the Cash Box is a must. Then right when it occurs to them obtain an equitable return from the gross intake of all their equipment.

They also agree that the average location owner is an understanding human being. He isn't an ogre. Or a man facing the possibility of loosing enough of a paycheck to wreck the equilibrium of an understanding human being to accept facts. Especially when these facts are clearly, calmly and correctly presented to him.

The operator, today, must arrange for a separation of expenses from gross intake between himself and his location. Then, and only then, can he divide what is actually profit. The operator will then be in a position to, once again, enjoy a decent return on his investment in new equipment as well as in his business generally.

The average operator is an intelligent and astute businessman. He is a supersalesman of a very definite sort. Or else how could he ever have climbed to his present exalted position in the toughest of all industries—the entertainment field?

The operator will admit that he, and only he, the owner of his business, the man who made his business what it is today, the man who worked so hard each day light hour and practically every night to instill loyalty and respect and understanding in his employees and to, at the same time, stimulate his employees with the need to protect their livelihood so as to be able to continue their lucrative positions and their futures with his firm. He is still the one, and only the one man who can assure himself, as well as his employees, continued future success.

There is only one way in which he can do this.

Get out and, once again, meet his location owners face to face.

Get better acquainted with them. Especially the new locations whom he hasn't yet met and whom he doesn't even yet know.

Sell them all over again on himself and his organization. The way he used to sell when he started. When he was fighting to just break even. When he wanted that little, extra slice of bacon with his eggs.

He must immediately get doing these things because, unless he does so, he is going to find himself among the losers. The losers who are facing the roughest, toughest, fiercest competition that this industry, and all American industry for that matter, has yet had to face.

He, the operator, the one man who built his business, the one man who caused his business to become so well recognized and so well accepted by all the public, the one man who gained so fine a standing in his community—this one man, the operator, must get doing again!
George A. Miller Re-elected President and Managing Director for Next Three Years

MOA Board of Directors Give George A. Miller Rising Vote of Thanks for Great Work Already Accomplished Past Nine Years and Unanimously Re-elect Him President and Managing Director for '57 to '61.

Miller Also Re-elected State President and Managing Director for 26th Consecutive Year by the California Music Merchants Association.

"I'm going back to California to work harder than ever. I'm going to try very, very hard to do everything I can to make our organization truly outstanding.

"I want to take this opportunity to thank each and every member of MOA and every single one of the Board of Directors for their confidence, their belief in me and my leadership.

Miller remained on in this city until the following week after the seventh annual convention. Meetings of the Board of Directors were in progress for two days after the convention. The first meeting is reported to have lasted until 5 A.M. the next morning. "One tremendously great thrill to me and to all the Board of Directors.

"Miller reported, "was the fact that, immediately after the convention closed, exhibitors came up to our official suite and signed up for the 1961 convention, leaving cash deposits for booths.

"Already," Miller concluded, "and for the first time in our history, twelve booths have been sold for next year's (1961) convention which will again be held here in Chicago."

Other officers elected were: J. Harry Snowgrass, Albuquerque, N. M., secretary; Martin C. Britz, Great Falls, Mont., treasurer; Clinton Pierce, Brodhead, Wis., 1st vice-president; Albert S. Denver, New York City, vice-president; Hires de LaViez, Washington, D. C., vice-president; William Hul-linger, Delphos, O., vice-president; Les Montooth, Peerin, Ill., vice-president; Howard Ellis, Omaha, Neb., vice-president; and Tom Withdraw, Midland, Texas, sergeant-at-arms.


CHICAGO—Here are a few more pictures taken at the MOA Convention, held at the Morrison Hotel, which arrived too late for our last issue.

1. Lou Nemes, Sylvia and Joe Brilliant.
2. Sandy Carter, Johnny Billot, Joe Mangone, Herb Dettlinger, "Big Bill" Rodstein, Stanley Levine, Joe Robbins, and the girl is Joe Sands.
3. Charles "Little Jimmy" Johnson brings to the show, Fire Commissioner of the Nation, and Chief Wiley Murphy, Bill D'Oonnell and Fred Mills.
4. "Carols" Anthony and Fred Beshara with a model.
7. Herman Pollock, former co-man, and now head of Arrow Record Company.
8. Anthony DelGutis with a model.

(BANQUET PICS and OTHERS ON PAGES 30 & 31)

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

L. McMichaels, Denver, Colo.; Jake Friedman, Atlanta, Ga.; and Joe Silla, Sr., Oakland, Calif.
Be an early bird

Production facilities are rapidly expanding at United to meet the terrific demand for the sensational new, simplified United Phonograph, featuring many new major engineering developments that put more profits in the operator's pocket. It will pay you to keep informed. Write directly to United for the very latest information and earliest delivery dates. Your early action will bring faster delivery to you. Write today.

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Services Locations Via Airplane

GREENFIELD, MASS.—Servicing by plane is the unusual type of operation of Mohawk Music Service, this city, and is in keeping with trend to speed up in business methods, which may soon be commonplace among music ops throughout the country. As it stands now, Arthur K. Strahan is the only one in New England who services his customers by airplane. However, some of the other coinmen in Mass., taking a tip from Arthur, are looking into the feasibility and some are already taking lessons in flying, amongst them Dick Mandell, gen. mgr., Associated Amusements, Boston.

Strahan covers his 60-mile territory with a Luscombe airplane, and if a customer some 25 miles away calls, Arthur may walk into his location 20 minutes later.

Besides the airplane, this high speed op, uses two Thunderbirds and a Volkswagen for his ground operations. Operating a six man outfit in an area with widely separated towns, Strahan gets around by air and land transportation in unique fashion. The Thunderbird is used to carry tools, disks and spare parts. The plane is used to pick up phones and parts from distributors in Boston a 35 minute trip by air, but a two and one-half hour drive by auto.

Using his systems of transportation alternatively, he can hop in and out of locations at such a rapid rate that he's cut service calls in coming down to less than one per month per location. By making the location calls in rapidity, he prevents locations from cluttering up service calls in a sort of preventive service technique.

Use of sports cars has cut gasoline costs and some $1,200 has been saved in using the speedy little wagons in the course of a year, he estimates. Besides the time saving factors, the advertising and sales promotion of the airplane gimmick accounts for much

24 Hour Hot Water Test For J. H. Keeney Venders

GREENFIELD, MASS.—Servicing by plane is the unusual type of operation of Mohawk Music Service, this city, and is in keeping with trend to speed up in business methods, which may soon be commonplace among music ops throughout the country. As it stands now, Arthur K. Strahan is the only one in New England who services his customers by airplane. However, some of the other coinmen in Mass., taking a tip from Arthur, are looking into the feasibility and some are already taking lessons in flying, amongst them Dick Mandell, gen. mgr., Associated Amusements, Boston.

Strahan covers his 60-mile territory with a Luscombe airplane, and if a customer some 25 miles away calls, Arthur may walk into his location 20 minutes later.

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The Cash Box Page 49 June 8, 1957

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“It's What’s in THE CASH BOX That Counts—INTERNATIONALLY”
I’m sure that all of us gals were just as thrilled as I was over the creation of the MOA Ladies Auxiliary and the fact that, next year, we’ll have our very own Hospitality Suite and an opportunity to have a bigger and better Fashion Show Luncheon. . . . My sincerest thanks to Marie (Mrs. Chilton S.) Pierce, my co-Chairwoman of this year’s MOA Fashion Show Luncheon. And thanks to Mrs. Wm. Hollinger, Mrs. Norman Gerfle, Mrs. Howard Ellis, Mrs. Martin Britz, Mrs. Howard Freer, Mrs. Gordon Stout and Mrs. Les Montooth, who also served on the committee to help make this first MOA Fashion Show Luncheon so outstanding.

Immediately after the MOA convention I attended the big annual banquet of the Chicago Automatic Photograph Bowling League this past Saturday night. A marvelous time was had by all. . . . Congratulations to Carol Priebes and Rene Gallet. They’ve just tied the knot. Carol works for Chicago Coin. Rene, of course, is with Paschke Photo Service. . . . Mrs. Ray Gallet told me she celebrated her birthday last week. Ray bought her a new car. “He had to”, she said, “my old car just wouldn’t do anymore”. . . . Mrs. Frances Galgano looked absolutely ravishing at the bowling banquet and proved to her hubby, Tony, how much he needed her by her great bowling skill. . . . Maggie Kraft of Decca is so tires. She planted flowers in her garden this Saturday morning. “And that’s hard work” quoted Maggie. (Aside: Thanks for the record, Maggie.)

Saw Eve (Mrs. Nate) Feinstein. She was as excited about the new baby just born to Gail and Gene Waldman, children of Mr. and Mrs. Maurice Ginsburg. By the way, just have to mention how glamorous Eve looked. I’m sure her trip to California something to do with it. This gal is just a living doll. . . . Isabel Oomsen had a loving good time this past Saturday night. . . . Sorry to hear about that terrible accident Kathy Piel died last March. Alcohol surgery was necessary and just didn’t affect her beautiful looks at all.

Was so very happy to see Edith Davis at the bowling league banquet. Edith is not feeling too well these days. But a little patience and time will cure all woes. A wonderful person like Edith has absolutely no right to be on the sick list. Not even for a day. Edith is a very sincere and charming person. I consider her one of the nicest people. She looked lovely Saturday night. . . .

Thanks to Mrs. Mildred Lynch Lillard for her very, very beautiful letter. I only hope I can live up to all the nice things she said. . . . That Nicky O’Donnell just seems to get more attractive each day. And what a lady of fashion she has become. . . . Was so happy to see Edna (Mrs. Ray T.) Moloney at the big MOA banquet. She looked her very beautiful, charming self. Sooo attractive! (Mrs. Joe) Brilliant of Detroit all upset because Joe didn’t bring her in for the MOA Ladies Fashion Luncheon where she would have been happy to serve on the committee. . . . Met Mrs. David C. Rockola and learned she is a golfer par excellence. At least that’s what Mr. Rockola told me. We’ll just have to get together for 18 holes of golf. . . . Welcome to Chicago to Sadie (Mrs. Jack) Mittnik who has moved her home to our midwestern Windy City. I’m sure she’ll like it here.

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2-Pl. Register $320
2-Pl. Sea Breeze $325
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5-Pl. Chicago $195
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Attention: Operators’ Associations

Music Operators’ Associations

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


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

5—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.

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

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

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

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

12—New York State Operators Guild Place: Palatine Hotel, Newburgh, N. Y.

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

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

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

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


20—Eastern Ohio Phonograph Operators’ Association Place: 4104 Rush Boulevard, Youngstown 12, Ohio (Executive Board)

20—Phonograph Merchants’ Association, Cleveland, Ohio Place: Hollenden Hotel, Cleveland, Ohio (Executive Board)

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

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


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Bowling Teams Enjoy Big Night of Entertainment Closing '57 Season. 32 Entries To Compete Next Year — Double Present Teams. Look Forward to Tremendous '58 Season of Play and Double Attendance at Banquet.

Edith Davis and Bob Gnarro Get Surprise Gifts for League Achievements. The Cash Box to give '58 City Bowling Champ Award.
CHICAGO—The finest party ever held by the 16 teams that comprise the Chicago Automatic Phonograph Bowling League took place this past week at Alhambra's famous restaurant in this city.

"This was without any doubt," stated Robert E. (Bob) Gnarro, president of the league, "the grandest and most entertaining banquet we have held in all our existence."

Next year's banquet will probably be double the size, due to the fact that there will be double the number of teams in action. A southside team, which will be known as the "American Team," and a northside team, which will be called the "National Team."

As Bill Gerh, publisher of The Cash Box, who emceed the banquet for the 9th straight year, ever since the league's inception, stated, "The banquet is sure to be bigger next year it is doubtful whether it will ever be homier and happier than it is today and has been for the past four years."

The Cash Box has agreed to donate the award for the Championship Team for the forthcoming 1957-1958 season. Bill Gerh then plunged right into the activities and called up, first of all, the team captains who were awarded their prize money for the season:

Eddie Walker, Coral Records; Julius Mohill, Star Music; Paul Brown, Western Automatic Music; Morris Minkins, Atlas Music; Joe Moss, Mercury Records; Les Taylor, ABC Music No. 2 team; Ray Gallet, Paschke Phonoserver; Al Rice, ABC No. 1 team; Robert Holl, Gillette Distributing; Charles Pieri, Coven Music; Tony Ignoffo, Decca Records; Red Losasso, Singer; Ralph Kirk, M. S. Distributing; Mariano Pioroni, B & B Novelties; Peter Oomens, Walter Oomens Sons and Tony Galgano, Galgano Distributors.

Following this, awards were made High Series Scratch to Myrtle Sochacki of Star Music with a score of 627. She also had the high game for the year—205. And was also awarded the WIBC (Women's International Bowling Congress) pin to wear from now on. For the men the winner was Harry Julian of Singer One-Stop with 627.

There was a tie for High Game Scratch between Carol Gallet of Paschke and Ursa Galgano of Galgano Distributes with 201. Dick Laga won for the men with 241.

Jane Minter of Gillette Distributing won the ladies' award for High Series Handicap with 627. Bob Gnarro of ABC Team No. 1 won for the men with a total of 710.

Loretta Oomens, even the this was her first time in the league, came up big with 277, 237, and 205, to take the individual award. Morris Pommersant of ABC team No. 1 won for the men with 272.

For First High Individual Average, Flo Shapman of Decca Records won with 142. For the men, Harry Julian of Singer, with a score of 170.

Second High Individual Average was awarded to Myrtle Sochacki of Star Music Wholesalers. She was 141 and for the men, Ray Gallet of Paschke Phonoservice, whose score was 167.

For the best increased averages during the year—Josephine Swider of ABC team No. 2 with a gain of 4 points and for Joe Moss of Mercury with 8 points.

The "last place champs" this year were George Holl, who has held this dubious honor for the past four years. Mary Ann Walker was the ladies winner.

Something new was added this year with a "Triplicate Award" going to Julie Gallet for bowling three games with identical scores of 117. She was given a chevron from WIBC for this honor and also a year's subscription to the Women's Bowling magazine by her teammates as a gift.

The last place championship team came up for their awards this year. Captain Eddie Walker and his mates: Mary Ann Walker, Billy Laga, Jack Reiling and Rudy Zelina.

Second Place Team awards went to Walter Oomens Sons, Peter Oomens, captain, Loretta, Isabel and Johnny Oomens and Cass Kalas making up this team.

The "Championship Team" was that of Galgano Distributors, captained by Tony Galgano and featuring Ursa Galgano, Charlie Alesl, Ed Teske and Wally Maso.

Bob Gnarro, president of the league, then made a surprise presentation to Edith Davis who left the position as secretary of the league this year. All the league pitched in to give her this beautiful gift.

Before Bob Gnarro could walk away from the mike, Bill Gerh called him back and made another surprise presentation to him of engraved gold watch cuff links from The Cash Box and all the league for being elected president of the league for the 5th consecutive year.

In fact, Bob Gnarro has been president of the Chicago Automatic Phonograph Bowling League ever since its inception.

As in all past banquets, the festivities were divided into two parts—the awarding of prizes and trophies to individuals and teams; and the enjoyment of a sumptuous meal. Photographs on the preceding page picture both phases.

Photos from 1 thru 27 cover the presentation of prizes, with Bill Gerh seen on most of them handing out the awards; photos from 28 thru 11 show members of the teams with their guests at the dinner tables. Photos from 1 thru 27 cover the presentation of prizes, with Bill Gerh seen on most of them handing out the awards; photos from 28 thru 11 show members of the teams with their guests at the dinner tables.

1) Mary Gillette with Bill Gerh.
2) Gil Losasso flashing his "crying towel."
3) Bob Gnarro making an award to Edith Davis, who retires as League Secretary.
4) Last Place Champs—Team composed of Eddie Walker; Mary Ann Walker; Dick Laga and Jack Reiling.
5) Walter Oomens & Sons' 2nd Place Team, composed of Pete Oomens, capt.; Loretta Oomens; Isabel Oomens; Johnny Oomens and Cass Kalas.
6) Championship Team composed of Tony Galgano, capt.; Ursa Galgano; Charlie Alesl; Ed Teske and Wally Maso.
7) Best Improved Average During the Season—Joe Moss, Mercury; Josephine Swider, ABC #2 Team.
8) 1st Individual Average—Flo Shapman, Decca.
9) High Game Handicap—Morris Pommersant; Loretta Oomens.
10) High Score Handicap—Jane Minter, Gillette; Bob Gnarro, ABC #1 Team.
12) Robert Hall, Gillette Distributors.
13) Joe Moss, Mercury.
14) High Game Scratch—Carol Gallet; Ursa Galgano.
15) High Game Scratch—Dick Laga.
16) 2nd Individual—Morris Pommersant; Kay Gallet.
17) Special Triplicate Award—Julie Gallet.
18) Last Place Champs—George Holl; Mary Ann Walker.
19) Al Rice, ABC Music #1 Team.
20) Eddie Walker, Coral.
22) Ray Gallet, Paschke Phonoservice.
23) Tony Ignoffo, Decca; Charles Pieri, Coven Music; Red Losasso, Singer.
24) Tony Galgano; Galgano Distributors; Peter Oomens, Walter Oomens & Sons.
27) Les Taylor, ABC #2 Team; Mariano Pioroni, B & B Novelties; Ralph Kiek, M. S. Distributors.
28) thru 41—Tables of bowlers and their guests enjoying dinner.

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

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AMI Production Departments On Two Full Shifts, says Haddock

GRAND RAPIDS, MICH.—John Haddock, president of AMI, Inc., this city, reports that the AMI plant here is busy these days with production departments on two full shifts. "In this way," explains Haddock, "we hope to meet the unprecedented demand for the three new model "H" machines. "New production and inspection of "H" insures a steady flow of completed units that meet every rigid standard of performance for trouble-free service in the field." The plant photos herewith show manufacturing inspection procedures: (Top) Assembly, testing and inspection of "H" mechanisms are performed on a conveyor line that circles one floor of the plant, past nine adjustment and inspection booths, providing a smooth, orderly flow of equipment to and from each work station. Further along the line, the decorative and functional trim is installed before the machines are automatically lowered to the floor below where they join other sub-assemblies that make up the machine; (2) Here a pulse converter is given a line run duplicating the actual operation in the field. Control panel lights keep the inspector constantly informed of progress and signal any adjustments which may be necessary; (3) Here on the final run-in line every precision part must fit perfectly and operate faultlessly to insure trouble-free performance in the field. This group of machines is undergoing final credentialing and sound checks.

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

Through The Coin Chute
CALIFORNIA CLIPPINGS

Lucille and Paul Laymon, Paul A. Laymon, Inc., report they are shipping out another fine batch of "Fireball" machines. Ed Wilkes sales the Rock-Ola "200" remain at a steady level, Jimmy Wilkens busy on the floor taking orders for Bally's "1200". Dick Hall, Oxnard operator, taking time off to enjoy some fishing in the high Sierras, . . . . Nory Beck, the former Haddock and his wife, are now living in San Diego. Charleston, South Carolina, is enjoying the enjoyable weather at The Coconut Grove looking out the McGuire Sisters, Nory told the girls he believed the big side of their new Coral release would be "If They Only Knew". Jan Graham says of a record that should take off is Jodi, Sand’s "With All My Heart" on Chancellor. Harold Godline reports Little Richard has another big one with "Jesty, Jesty" on Specialty. The operators are shipping Anna Martinez busy supplying them with "Old Cape Cod" by Pattie Page on Mercury, . . . Before returning to St. Paul after a two week vacation, the operators of this branch by his partner, Bill Jones, told the efficiency of the staff at Badger Sales Company, Inc. Don Ames phoning in orders for the AMI "H-200" phonographs from the San Diego area, Dave Yates doing dozen, . . . while Jack Depo, operating a nearby Carol, has had the well deserved week's vacation at his home in Roseda, Marshall Ames busy writing up the Seeburg's "Bowl-O-Rama" which has caught on with the operators,. . . Lou Dennis, AMI and Bally Distributor in Portland and Seattle, visiting Pico Boulevard on his way home from the MOA Convention.

Frank Davis reported to Wayne Copeland of Back to back from the MOA Convention, that every piece of new and used equipment had been sold out at Sierra Distributors for three days, but two carloads of Wurlitzer 2120" phonographs and two carloads of used equipment had been received and were being processed to handle the orders. Frank had to take equipment out of the show window to fill orders. Pete Levy returned from the Bakerofel Del's sales staff to join Ed Wilsner in sales in the showroom, Ed reports a great increase in sales of the "Banger" six-pocket pool table, Jim Crosby greatly relieved to report that his booth in Kansas City was by-passed the past week, while Bob Shuck of Bob's Music, Redondo Beach, driving to Kentucky from the MOA Convention in Chicago, with whatever orders he had missed to come back, Tex Tronlick returned to his desk at C. A. Robinson & Company after a stay in San Diego and reported to Charlie Robinson on how United's "Team" Bowling Alleys had taken off in that area, Charlie is looking forward to the arrival of United's "UPA-100" phonograph and is hoping his new showrooms will be ready for the big showing, Al Bettelman reports two arcades are contemplating buying Albatross and have United's "Team" Bowling Alleys to the increasing play. Ray Powers says the machine business is increasing more and more with used equipment arriving in the rear door and being delivered out the front.

Jack Simon returned to Simon Distributing Company after a successful trip through Nevada and Northern California. John Freeman reports they has been an influx of out of town operators coming to pick up pieces of equipment. Sonny Lombarg busy preparing a large overseas shipment, . . . Many operators have dropped in to visit the Lany Breakers, Bill Benky, Nick and Vinyo, continued success with the American Coin Machine Service-Company. The rush of outside men and local work is keeping the entire staff busy. Two new members will join the crew in the next few weeks. . . At California Music Company, Sammy Ricklin busy setting up the vacation schedule for his employees and has realized his schedule. Sammy reports the operators acceptance of the new title strips with the reduced center space has been good and he has re-tooled the first week to handle the demand. Bill Robinson, the Ray's member of the crew, is busy with "Rock All Night" on Aladdin, Martha Delgado reports the teenagers are going for Phil Austin's "Mercury release of his Day", Val Zuzganoff, the Bally's "Happiness" appearance in television in "The Helen Morgan Story", Polly Bergen's album of "Polly Bergen Sings Helen Morgan" took a big jump in sales. . . . Quarter will all be away from his desk at Minthouse Music Company two weeks more after his recent surgery. Wayne Davis closed another large order for the Seeburg's. "Lobbies" Wayne reported they completely sold out Chicago Coin's "Bowling League" and are awaiting another shipment. Paul Vogel busy turning out used equipment at the Minthouse Used Equipment department and reports there is a great demand for all used Seeburg equipment.

Koeppell Distribut Moves

NEW YORK—Harry and Hymie Koeppell moved their Koeppell Distributors, Inc. offices from the third to the fourth floor, 207 West 18th Street, and occupied quarters at 607 Tenth Avenue, this city.

we moved to move from its previous quarters due to the demolition of the buildings on the entire block to make room for a modern hotel. Koeppell Distributing moved its equipment and tools across the street temporarily. After one week, the new location at 607 Tenth Avenue became available and the firm is now almost completely set up, except for a few details.

Offices, showrooms and shop at new quarters are in operation. In addition, the firm will have more than twice the space formerly occupied.

"Over many of the years in the business" stated the Koeppell brothers, "we have supplied the equipment to the finest local and out-of-town with the finest reconditioned music machine equipment. With the added space and finer facilities now available, we will now be in a position to give our customers better and faster service.

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Kiyo Nakamoto

MAIN OFFICE, TOKYO, JAPAN
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Genco Intros New 2-Player Roll Down Game, "Sweet Twenty One"

AVRON GENSBURG

CHICAGO—Avron Genbsburg, vice-president of Genco Manufacturing & Sales Company, announced this past week that the firm is shipping a new two-player roll down game, "Sweet Twenty One", to its distributors.

In this game, Genbsburg stated, "the popularity of the card game '21' is combined with skillful handling of each ball as the player attempts to guide it into the hole that will give him the score he wants.

In addition, we have added exciting new features to give more competitive play-as-anything than ever before!"

Genco Mfg. Provides Positive Single Ticket Dispensing For "Lucky Horoscope"

Marv Mfg. Provides Positive Single Ticket Dispensing For "Lucky Horoscope"

CHICAGO—Ted Rubinstein of Marvel Manufacturing Company, this city, advises that its new double-thick tickets for the "Lucky Horoscope" version provides positive dispensing of one ticket at a time.

"The heavier cardboard stock we now use for our numbered tickets", Rubinstein stated, "is double the thickness of the original.

"This assures operators of accurate, easy dispensing and vending as well as realistic models of 'Lucky Horoscope', and eliminates loss of revenue.

Rubinstein also reported that he was exhibiting his new line with "the outstanding repeat business we are enjoying for both customers and vendors and ticket takers."

"It proves beyond all doubt," he said, "that the operators are getting wonderful returns from our horoscope machines.

"As a matter of fact," Rubinstein added, "these tell us that 'Lucky Horoscope' takes in more in the first week than they pay for. And that the second and third weeks keep going better and better."

Honeymoon Or First Prize?

CHICAGO—What's more important?

Go on a honeymoon, or
Remain in town and clack first prize in the Chicago Photograph Bowling League.

Such was the decision that faced Carol Price, program chairman for the AML of Chicago Machine Company, when she married Rene Gallant.

At the time, Carol was up for the lead in the first prize in "High Games Scutch."

Although torn between two loyalties, Carol chose the honeymoon.

As it turned out, Carol got the prize, too.

She went for first place with Ursula Galeno, with a score of 206.

"It's what's in THE CASH BOX—That Counts—INTERNATIONALLY—"
CIAA Meets June 4
Plan All Day Golf Outing for Members. Many Important Matters to be Reviewed at Meeting

CHICAGO—Sam Greenberg, president of Chicago Independent Amusement Association, this city, advised the membership that the monthly meeting would be held in the Pine Room of the Congress Hotel at 9 P.M., Tuesday, June 4.

"In addition to the many matters we wish to review," Greenberg stated, we must also discuss issues which relate to our business and plan for the future.

"Our interest is solely in building a better industry for all," he continued, "and this can only be accomplished by all of us planning and working together and by getting all operators to join with us so that we will have real unity."

Greenberg went on to say that an all-day golf outing had been suggested by many of the members for a day in August.

He emphasized the fact that, since there had been no meeting in May, that everyone be sure to attend this meeting on Tuesday evening, June 4.

"We urge you," Greenberg advised all members, "to make every effort to be at this meeting.

"Our purpose in holding these meetings is to benefit our business," he emphasized.

"Members and all non-members should attend," he said. "This", he added, "is going to be one of the most important meetings of the year."

Charles Pieri of Monarch Coin and Fred Minter of Gateway Distributing are sharing in dispensing refreshments to the entire membership immediately after the meeting.

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If you are seeking information on any coin operated machines of American manufacture, write: "The Cash Box"—the authority of the coin operated machines industry.

OJO!
Si desea informes respecto a máquinasaccionadas por monedas fabricadas en los Estados Unidos, escriban a "The Cash Box"—la firma más competente en la industria de máquinas accionadas por monedas.

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Falls Sie Auskunft über jede Art von Münzautomaten amerikanischer Hersteller wünschen, schreiben Sie doch bitte an "The Cash Box"—die Sachverständigen der Münzautomatindustrie.

THE HITS OF THE MOA SHOW!!

"SQUOITS"
and
"BURP GUN"
("COPS & ROBBERS")

2 NEW ACTION-PACKED AMUSEMENT MACHINES

SUITABLE FOR TAVERNS, ARCADES and ALL LOCATIONS

CONTACT YOUR DISTRIBUTOR—WRITE, WIRE, PHONE:

MIKE MUNVES CORP.
577 - 10th AVE., NEW YORK 36, N. Y.
(Phone: BRYANT 9-6677)

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

THE CASH BOX
1721 BROADWAY
NEW YORK 19, NEW YORK

www.americanradiohistory.com
United Music Announces Initial List Of Distributors

Others to be Named as Production Steps Up, and New Factory 15,000 Sq. Ft. Addition Completed

Heinrich Hecker of Paderborn, West Germany, is distributor for Western Germany. Super Fezian of Mondial Commercial Corporation of New York, N. Y., has been named distributor for France, Algeria, Tunisia and Morocco.

Fred Cuenod and Michel Verdier of Padorex of Lausanne, Switzerland, has been appointed distributor for Belgium, Holland and Luxembourg.

T. H. Rothstein and Al Rothstein of Broadway Specialty Company, Philadelphia, Pa., have been appointed distributors for the state of Pennsylvania and a portion of Southern New Jersey.

Jack Mitnick

CHICAGO—Jack Mitnick, sales director of United Music Corporation, this city, released the first official listing of distributors for the firm's new UPA-100 automatic phonograph. Mitnick advised, with release of these names:

"This is only the first and only a partial list of our distributors.

"The fact is", he continued, "and as I have already advised everyone, we will add on more distributors as our production steps up.

"This", he stated, "would come into being just as soon as our new 15,000 square foot factory addition is completed.

"At that time", he added, "I hope to be able to issue a more complete list of distributors."

Illinois' Phono Ops Plan Statewide Organization

Heads of Four Top Associations to Meet in Chicago to Discuss Plans For Forming Organization to Benefit All Ill. Music Ops

CHICAGO—Phil Levin, president of Recorded Music Service Association, has met with Lou Casola of the Illinois Amusement Association, Leo Montooth of the Central Illinois Amusement Association and Bob Lindelof of the Northern Illinois Music Operators Association in his offices here in Chicago.

The association heads met with Phil Levin during the MCA convention. Levin agreed to meet with these men to discuss plans for the formulation of a statewide organization to benefit all the music operators in Illinois.

Any other organization heads who may wish to attend this meeting which, it is expected, will take place in the very near future at the Chicago offices of the Recorded Music Service Association, should contact any of the above mentioned men.

Great Op Reaction To Two Munves Amusement Games

Acquatic's 'Squoit's' and Dale's 'Burger Gun' Highlight of Munves Display at MOA Show

NEW YORK—Joe Munves, Mike Munves Corporation, this city, back from exhibiting at the MOA Convention, reported that the two amusement machines, for which the firm is national distributors, were received enthusiastically by the visiting com-

"Both games, Acquatic's 'Squoit's' and Dale's 'Burger Gun' ('Cups & Rods' and 'Wall of Cups and Beans') stated Joe, "were accepted by arcade owners, and what particularly pleased us, by coinmen with regular routes covering the tavern and general location. Also we wrote numerous orders while in Chicago, since we've returned to New York, the phone has been ringing continuously with requests for immediate shipments of both machines. And, not only from those present at the show, but from others who saw our advertisements, or were informed by men who were at the show. Mike and I have every confidence that both these games will bring operators of all types of locations exceptionally fine collections."

Munves stated that the firm has appointed a number of distributors throughout the country to handle the two machines.
Through The Coin Chute

EASTERN FLASHES

Not many coinmen making personal visits to coinrow this week, but every wholesaler reported no let-up in orders. Plenty of phone business, and mail orders keep on coming in. At some wholesalers, executives are kept glued to the phone, with customers demanding immediate action so equipment would be on location for the big holiday week-end. If it comes up sunny and warm, there'll be plenty of smiling faces.

What might look like bad news sometimes turns completely into the best possible break. Take the case of Harry and Hymie Koeppel of Koeppel Distributing Co. Because a syndicate bought up the property on 10th Ave., from 44th to 45th St., and plan to turn it into a parking lot, the Koeppels had to move out of a very desirable location on the row. They moved all their machines and equipment across the street into their other store, but the space was small and dismal. This week they were able to lease and move into a large, recently renovated, clean and modernized quarters on the corner of 44th St. and 10th Ave. And it's on the West side of the street, just what the doctor ordered. Now the Koeppels expect more biz than ever.

Joe Munves, who ran the MOA exhibit booth for Mike Munves in Chicago, back in the office, real excited over the reception given to Aquatic's "Squids" and Dale's "Burny Guy" (Cops & Robbers), two new amusement machines.

Munves is national distributor for both these items, and Joe advises distributors have been appointed throughout the nation. . . . Meyer Parkoff, Atlantic New York Corp., tells us he's relaxing this week, recuperating from the excitement of his UJA testimonial dinner. "I just didn't realize how much work I put in, and now I find I was used to having a lot of fun. After the dinner," he said, "I'll check with the boys to see how business is, although I haven't anything but good news 'til now." . . . "Senator" Al Bodkin, makes the rounds on coinrow, with the usual big smile, particularly when he tells of the fun and excitement which percolated at the MOA show.

The New York State Department of Labor reported that the State Employment Service filled 50,734 jobs in New York City during April, the highest for the month since the height of the Korean War, Demand for workers was at an extremely high level, with employers here placing 750 jobs during the month. . . . Barney (Shuggy) Superman and Irv (Kenny) Kremer, Runyon Sales, paid a visit to the upper areas in their New York territory, "Came back with plenty of orders for both AMI's model 'Bill' phonos, and games of Bally," smilingly reported Shuggy. . . . Al Simon and Al Seglem, of Seglem's, have available, Albert of Hollywood's new rouladome game "Sweet Twenty One." "Stick around a few minutes" requested Simon, "it should be arriving any minute." . . . Joe Young, Abe Lipsky and Albe Goldber, Young Distributors, when we dropped in, were hard at work doing "nursy ops," we were informed. However, shipping dept. seemed plenty busy, preparing to place a phone order for delivery on June 3. We expect making his rounds this week we shall see the trade several old-time photos. . . .

The one which created the greatest interest was taken at an opening party of Mike Munves taken around 1938, or 40, and the location was on 10th Ave. and 43rd Street. In the picture were such well known men as: Mike Munves, Joe Munves and his wife; Carl Pavesi, Sol Silverstein, Harry Seglem (deceased); Sue Gadn (deceased); Jack Fitzgibbons (deceased); Meyer Parkoff; and naturally, Bill Gersh and Joe Ordece. . . . Many here getting ready to attend the 6th Annual Dinner of the Westchester Operators Group, being held at the Holiday Inn, Scarsdale, N. Y., on Tuesday night, June 4. The Westchester party is always a happy event, with everyone having a wonderful time.

Through The Coin Chute

UPPER MID-WEST MUSINGS

Twin City distributors complaining of business dropping off the past week. Very little action around Minneapolis. With fishing season opening last Saturday, operators are still out after the big ones. John Sechler, of Duluth, Minn., drove in to Minneapolis for the week end to visit relatives and made the rounds, picking up some parts and records for the route. . . . Mr. and Mrs. Legum, of Montevideo, Minn., to town this week to see her doctor for a check up. . . . Forrest Dahl, of Ferguson Falls, Minn., in town for the day buying equipment for his resort spots. . . . Pete Vanderhyde of Dodge Center, Minn., also in town Friday visiting the distributors looking for something new in equipment. . . . Glen Bischel, and the M. Bischel Co., in town for the day making the rounds. . . . Mrs. Kastner, of Minneapolis, is busy making the rounds of the department stores. (Chippewa Falls, Wisc.) . . . Harry Nold of Cambridge, Minn., in Mpls. for the day picking up his record books and making the rounds. . . . Bruce Windhurst, of Aberdeen, S. D., in Minneapolis for the day making the rounds. . . . Mainly to try and trade in his Cadillac for a new one with Joe G. Wagoner and Syl Wiedenholt of the W. & W. Novelty Co., Minneapolis, Minn., in town on a hurry up trip to pick up some parts and supplies for their route. . . . Elmer Gredin of Winona, Minn., in town for the day making the rounds. . . . Fred Hirsch, of the S. D. district, at the MOA show in Chicago having himself a good time. . . . Joe Weber of Blue Earth, Minn., in town visiting the distributors. With him was his son Darrell, who is attending the College of St. Thomas in St. Paul, Darrell is taking biology, pre-med, and finals next week and then home for the summer and working on the route during his vacation. . . . Operators in the resorts areas in Minnesota are getting caught up, getting their equipment all set up in the resorts, here the resorts open up for the Summer. Operators in the resort areas in Wisconsin are expecting the biggest tourist business this year.
This was one Memorial holiday everyone looked forward to this year. This was the one where there was no work overtime, no long distance phone calls, away and with a convention under way and one million other things to do, looks like this summer season will be the industry’s greatest. Right now, before the summer season comes, is sure most welcome. Mr. and Mrs. Ed Ratapack and their son, Mark, thrilled to see their pictures in the Cash Box and asking for a copy. ... Also Arthur Aloysius Garvey phones first thing this past Monday and says that he, his wife and my two granddaughters for me, please, In fact", he adds, "tell Joe Orlek I'll be in New York on Monday morning and will call you then." Many a guy at the MOA show got a thrill shaking hands with Fred Mills, Jr. Looking at Fred Mills, Jr. back to the days when they used to shake hands with his late Dad. And everyone remembering afterwards about the fact that, "There's a Fred Mills in the industry again." Mel Binks and Joe Beck strolling downtown Randolph Street in arm in arm, both wearing their new suits. Everyone, if they know Mel, clicked with his newest and looks like a big season ahead for him.

Pat Buckley, Jerry Haley and Fred Norris devoting themselves completely to the export market these days, not feeling too badly about the poor business—tom—why, busy men—Sam Wolberg just thrilled at the results Chicago Coin enjoyed from this MOA convention. This was one time, he remarked, when entire groups of apes were able to see their latest products attractively grouped together. And Ed Levin along with Mr. Wolberg, and Phil Robinson nod their heads in agreement. ChiCoin booth was most attractive. Sam Lewis driving along the outer drive was completely lost in thirty of the bases out here (next apartment in Chicago in perfect condition. "Yes", said Jack, "Sadie and I are going to Chicago. We're both from this town. (So welcome Jack and Sadie Mills to our Windy City. We know we'll love it)." Many a guy at the MOA show got a thrill shaking hands with Fred Mills, Jr. Looking at Fred Mills, Jr. back to the days when they used to shake hands with his late Dad. And everyone remembering afterwards about the fact that, "There's a Fred Mills in the industry again." Mel Binks and Joe Beck strolling downtown Randolph Street in arm in arm, both wearing their new suits. Everyone, if they know Mel, clicked with his newest and looks like a big season ahead for him.

Avron Gensburg, Ralph Sheffield and Al Warren all talking at once. Offering his friends right off the other end of the same for a grand game. The boys have come up with a plan that looks like a big one. The Gottliebs getting ready for their summer trek up to the northwoods where their store is. It's just fine. Paul got a happy happening to the headline in our ad?" The only answer, Paul, rush, rush, rush, it will do this every time. But, Paul so happy over his pickup, he just smiles away and adds, "It's the best of the bunch. I'm in and out of it and (in the words of the song) looks like we're starting off the summer at top speed." Ted Rubenstein one happy guy these days as he surveys the business the firm has enjoyed so far this year. "I'm happy to be in Chicago," he adds, "I'm happy to be in Chicago." For 20 years old, this is the best of the bunch. Anyone seen Clarence Schuler around?... That Harry Brown doing more business than ever with his advertising specialties. And some very outstanding performances.

Avron Gensburg, Ralph Sheffield and Al Warren all talking at once. Offering his friends right off the other end of the same for a grand game. The boys have come up with a plan that looks like a big one. The Gottliebs getting ready for their summer trek up to the northwoods where their store is. It's just fine. Paul got a happy happening to the headline in our ad?" The only answer, Paul, rush, rush, rush, it will do this every time. But, Paul so happy over his pickup, he just smiles away and adds, "It's the best of the bunch. I'm in and out of it and (in the words of the song) looks like we're starting off the summer at top speed." Ted Rubenstein one happy guy these days as he surveys the business the firm has enjoyed so far this year. "I'm happy to be in Chicago," he adds, "I'm happy to be in Chicago." For 20 years old, this is the best of the bunch. Anyone seen Clarence Schuler around?... That picture of David C. Rockola and John Walling catching a new film with many asking for copies. "They", said old timer, "are two real Daddies of our business. Two men who helped the industry to go places with great products".

C. T. (T.) McAuley and Tom Herrick plenty busy ever since the day they officially presented the new Seeburg. Both men constantly on the telephone as orders come flooding into this giant plant. Jerry Kulkil said, "With our success payer sure enough plenty of orders out here (next apartment in Chicago in perfect condition. "Yes", said Jack, "Sadie and I are going to Chicago. We're both from this town. (So welcome Jack and Sadie Mills to our Windy City. We know we'll love it)." Many a guy at the MOA show got a thrill shaking hands with Fred Mills, Jr. Looking at Fred Mills, Jr. back to the days when they used to shake hands with his late Dad. And everyone remembering afterwards about the fact that, "There's a Fred Mills in the industry again." Mel Binks and Joe Beck strolling downtown Randolph Street in arm in arm, both wearing their new suits. Everyone, if they know Mel, clicked with his newest and looks like a big season ahead for him.

Fred Mills, Jr.
For biggest pool profits operate new improved

New Visual-Totalizer Ball-Sorter speeds up play, increases earnings

Sturdy construction, simple mechanism insure years of trouble-free profitable performance. Warp-proof pressed-wood playfield upholstered with genuine green billiard cloth, as are live-cabinet cushions. Cabinet luxuriously finished in 2-tone browns to harmonize with futures in all types of locations.

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, U. S. A.

George A. Miller, Pres. MOA, Expresses Appreciation To Cissie Gersh

CHICAGO — With the 1957 MOA Convention successfully written into history, George A. Miller, president of MOA, had time to acknowledge his appreciation to those who assisted in making the Convention a success.

To Cissie Gersh, who co-chaired the first MOA Ladies Fashion Show Luncheon, Miller wrote:

"May I take this means of thanking you personally for your wonderful cooperation and assistance at the MOA convention and especially for the wonderful way in which you handled the Fashion Show and Sightseeing Trip.

"You ladies may not have realized it, but you took a great amount of responsibility off my shoulders right at a time when I was so busy, and I don't know how I could have handled it if it were not for you nice ladies.

"Everyone here has been so nice to me this year that there are just not words in my vocabulary to express my deep appreciation. Thanks seems so inadequate when one wants to say so very much, but it is the only word that I can think of at this time."

6 Point Plan For Selling Dime Play

BOSTON, MASS.—One of the foremost exponents of 10¢ play, Jim Geracos, operator of National Music Company, has a 6-point plan for selling and keeping the dime on the judge box route following a location survey to be made by the op:

1. All new disks.
2. Participation in programming by owner and employees,
3. Request cards for customer participation.
4. Sound system checks and improvements.
5. Equipment rotation.
6. Location advertising within the location.

Geracos states that “If a music op believes his phone service is good enough to warrant the dime, he’ll have a good location for it.”

Jim Geracos has waged the battle for ten cent play in radio addresses, at meetings of the Mass. Music Operators Assn., of which he was first president, in newspaper articles and on practically every front on which he can bring the proposal to the attention of the public and the industry.

"Don’t be negative," he cautions operators preparing to switch to the dime. "Too many ops are “negative," he contends.

"Avoid explanations of technical details and higher costs, but concentrate on service," he advises. Remember that the location owner is not interested in the operator’s troubles—he has plenty of his own. What he wants is more profit!"

Geracos carries his program into his own operation in fine style. First he leaves cards with location owners for special platter requests, polishes the equipment, improves speaker locations, adds new records to the photo, and tells the dime switch over and over with the employees—all this is after the location owner has been sold on the conversion.

Making the employees feel they have a stake in the operation is important and they, the waitresses, etc., can do more to help the switch become a success, he feels. On any other group, he feels. The Boston operator predicts that it will be an absolute must for all ops to get the dime in the near future and that it is high time that all those ops still on the old time nickel deal smarten up and create a master conversion plan.

He contends that too many ops feel they cannot risk going to the dime and this is holding the industry back.

4 Locations On Dime Better Than 7 on Nickel

LITTLE FALLS, MINN. — On one trip, changing over to 10¢ play, we lost 8 out of 7 locations in one town, reports Stanley C. Woznak of Little Falls Music, this city.

"But," he adds, "that’s why we recommend that operators, on losing a location on account of changing to dime play, leave the owner with a friendly feeling."

"The forty spots we had now put on dime play took in more than the seven spots we had in this one town on nickel play."

"Not only that," adds Woznak, "but due to the word spreading around the locations two of the three spots we lost are back with us and are on 10¢ play."

"We get a better percentage from these spots and, what’s more, we are using older ones."

"The answer, as far as we are concerned," Woznak concludes, "is due to the service and programming we give. This is our best weapon."
KEENEY GIVES YOU THIS FANTASTIC NEW MONEY MAKER THAT DEFIES COMPARISON IN THE BOWLING FIELD!

**Bowl-O-Rama**

**6-PLAYER REGULATION BOWLER**

**TOTAL TEAM SCORING!**

**TOTAL TEAM MARKS!**

**UNPROVED PIN RE-SET MECHANISM**

"FEATHER-LIFT" PLAYFIELD

**EASY TO SERVICE!**

**HAND-HIGH BALL RETURN BUTTON!**

**CHICAGO**

Greatest Vending reels and picture frame moulding of lid-box — then entire insert with reels and wiring folds forward.

Two Lengths: 14 ft. and 11 ft.

Loosen 2 clips to swing open the picture frame moulding of lid-box — then entire insert with reels and wiring folds forward.

**VENDING MACHINE OPERATORS!**

It will PAY you to build today for a secure tomorrow with **KEENEY VENDERS**

**KEENEY DISTRIBUTOR NOW!**

Order from your Keene Distributor Now!

J. H. KEENEY & CO., INC.
2600 W. FIFTIETH STREET & CHICAGO 32, ILLINOIS

READY FOR LOCATION

Wurlitzer Model 1250 $ 75
Wurlitzer Model 1400 $ 125
Wurlitzer Model 1700 $ 175
Wurlitzer Model 1800 $ 675
Wurlitzer Model 1900 $ 800
Wurlitzer Model 2000 $ 900

CRUZE DISTRIBUTING COMPANY, INC.
1101 West Washington Street
CHARLESTON, W. VA.

(Phone: Dickens 4-4566)

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"Greatest Game In Ten Years,"

Says Nate Gottlieb

**KEENET COFFEE-CIGARETTE**

COFFEE • SOUP 300 cup • COFFEE 300 cup

COFFEE-CHOCOLATE combination 500 cup • SNACK

...has proved itself our most outstanding five ball game in ten years", proudly stated Nate Gottlieb of D. Gottlieb & Company.

"The only pinball that ever came a bigger hit with players was 'Humpty Dumpty', which first presented flippers to the public. The record of sales and production we set at that time has never yet been reached.

"However", Nate continued, "Royal Flush' will come the closest to that record of any five ball game, judging from the way orders are now pouring in.

"For the first time in many years, we find ourselves forced to go beyond our limited production schedule and continue shipping 'Royal Flush' to meet the demands of all Gottlieb distributors."

Nate went on to explain how the current Gottlieb game takes full advantage of the magnetic appeal of playing cards by using two new and outstanding features.

He remarked, "One is the use of our holdover feature, which challenges the player to complete a royal flush on his very next try, or the game after.

"The other exciting new feature that stimulates repeat action at the coin chute is our 'Roto-Target' idea. The rotating targets have captured the approval of pinball players everywhere.

"But", Nate continued, "don't forget the many other fast action and scoring features that also combine to put 'Royal Flush' in a class all by itself.

"In view of the pressure put on us by our distributors, the only thing we can do this once is to help increase their sales by extending our production run of 'Royal Flush' for a few more weeks."

Nate Gottlieb concluded by saying, "It certainly is a thrilling and gratifying feeling to all of us at the factory to provide the trade with a game they all acclaim as 'The greatest in ten years.'

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
GRAND RAPIDS, MICH. — Teenage members of a Junior Achievement group sponsored by AMI, Incorporated, won a number of awards at a banquet, May 9, signaling completion of eight months of practical experience in business operation. The 18 members of the JAMI Noveltv Company were presented with two Company awards and three individual awards, including recognition for sales excellence and a business school scholarship valued at $850.00.

The JAMI Novelty Company was one of 11 groups of teen-agers sponsored by an equal number of leading Grand Rapids firms to give first-hand experience in the American free enterprise system. The Junior Achievement program, extended to Grand Rapids for the first time this year, is a nationwide movement that permits teen-agers to participate realistically in every phase of business. The Youngsters handle details of forming and running an actual company, including formal incorporation, selling stock, keeping complete business records, manufacturing and selling a product of their choice and finally handling all phases of orderly liquidation to experience a complete business cycle in eight months.

Each JA company met on schedule one night each week throughout the season for production in a building maintained by Junior Achievement. Selling their products was done primarily door-to-door in free time after school or work. In addition to financial support necessary to carry out the program, AMI and the other companies furnished four volunteer advisors who attended the young people's meetings and work sessions and were available at all times for advice and guidance on sales, production and business matters.

The JAMI Novelty Company ended the year with a substantial net profit after paying wages, rent, operating costs and other typical Company obligations. From these profits, the Company paid stockholders a ten percent dividend, a sales bonus to each member based on hours worked and donated an arbor press to Junior Achievement of Grand Rapids for use at the JA work center in years to come.

AMI will again sponsor a group when the program is revitalized this Fall.

Teenages Of AMI, Inc., Spon-
ored Group Win Awards

Banquet Signals Completion Of Eight
Months Of Practical Experience
in Business Operation

Make The Other Man See Your Problem

VICKSBURG, MISS.— "If you can make the other man see your problem," says Joe Farris II of this city, "he'll usually go along with any sug-
gestion you have to make."

Farris was speaking of how to get location cooperation when he made the above statement.

"Locations are people", he contin-
ued, "and, therefore, some will be amenable to sensible suggestions. Others don't care what the suggestion is—they're 'again' it regardless."

"It's unfortunate", Farris adds, "that we have to have the latter type, but, we do.

"The only positive suggestion I'd care to make", says Farris, "is that the operator do business just like he would in any other field of endeavor."

"There are certain people's business you seek. There are others you feel you can do without. It may hurt some to give up additional revenue but, in the long run, the anguish and uncer-
tainty such people will cause you will outweigh what little financial good they do you, if any.

"I have a competitor here", Farris reports, "who's independent as hell. I admire him for it. So I'm taking a leaf from his book. I don't intend to let anyone play me against my com-
petitor for his own selfish ends."

"After all", Farris points out, "my problems are closer aligned to those of my competitor than they are to those of the location owner and so, as far as that goes, are my interests.

"I don't know whether this is the proper place", concludes Farris, "but that's the strongest argument there is for operator cooperatives."
WHERE DO YOU SELL YOUR MUSIC?

This is the Queen's Gambit Club in Chicago. It's a private key club. It has a custom high fidelity sound system. It has a piano bar—and live entertainment. It also has an AMI "G-200" juke box. Why? Why does this private, prestige location want the "G"? Because the "G" fits—anywhere. Because club members wanted a juke box. Because—if you have the right juke box—you can sell your music in all kinds of locations. Why should AMI advertise the "G"—now that the new "H" is out? Because every AMI juke box is designed to give operators a longer investment life . . . and a longer earning life in all kinds of locations.

AMI Incorporated
1900 Union Avenue, S. E., Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927 . . . known by operators for coin-operated music instruments of unrivaled dependability since 1929.

LICENSEE: Jensen Music Automats—building the IMA-AMI Juke Box sold through Quest Broadcasting, A/S, S Palsgade, Copenhagen K, Denmark.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
FOR SALE—Large stock of Bungos, Shuffle-A-Pool Phonographs. If we don't have what you want, we will make an honest effort to get it. Distributors for United, Exhibit, Rock-Ola and Williams. Wurlitzer's Queen, 1200, Stewart Co., 140 East 2nd South, Salt Lake City 11, Utah. (Tel.: Davis 2-2475).

FOR SALE—New Six Pocket Pool Table, 41x74". Write. 1st Grade 48" Cue Sticks, $1.69 ea.; 18"enea. Bab with Live Rubber, Quality Cloth, 2x48"; $11.95 set. 3" Mah- belized Rubber Balls, $1.49 ea. CHAMPION DIST. CO., 3333 W. DIVISION ST., CHICAGO, I11. (Tel.: Albany 2-3272).

FOR SALE—AMI F120, like New, $856; AMI E102, $875; AMI A, 49.30; AMI C, $.95; Wurlitzer 1800, 1785; Wurlitzer 1780, 1785; Wurlitzer Wall Boxes, Like New, $12.50; Telequip, $.50; Oxygen Machine, Like New, $7.50; Ball Machines: United Imperial, $865; United Banner, $.135; United Ban- ner, $100; United Rainbow, $95; Chicago Coin Triple Score, $45; Seeburg's Western Wall Boxes, $47; Large steel Steppers and Bingo Machines. LEW JONES DISTRIBUTING CO., 1301 N. CAPITOL AVE., ANA- HANIAU, B.B. 2. IND. (Tel.: Melrose 1-5193).

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

FOR SALE—Complete line of used Photographs, Shuffle Games, Cigarette Machines for sale. I have all other games and equipment. Lowest prices. Best merchandise. One letter, wire or phone call will convince you. We are factory agents for United, Williams, Bally, Grenner and Genco. TARAN DISTRIBUTING, INC., 3401 N. 36th St. MIAMI, FLA. (Tel.: New 5-2331).

FOR SALE—Muto-Useo K.O. Champ, $350; Williams De Luxe B, $100; King Of Swat, $275; Rock and Roll, $85; Gladiotor, $265; Marathon, $250; Nice Champion, $325; Nice Gladiator, $225; Skee, $400; Wurlitzer 1800, $625. NEW ENGLAND EXHIBIT CO., NEWTON, MASS. (Tel.: DE 1-5100).

FOR SALE—Model 1438 120 Selection 45 RPM Rock-Ola "Gnome" Phonograph, $1465; Model 1466 120 Selection Chrome Rock-Ola Wall Boxes, $50; AMI Model E120, $425; Wurlitzer Wall Boxes: Model 3000, $20; Model 4900, $265; Model 4851, $135, O'CONNOR DISTRIBUTORS, INC., 230 WEST MAIN, RICHMOND 20, VA. (Tel.: 84-3264).

FOR SALE—In-Line Games, $35 & up; Pool Tables, $20 & up; Pin Games, $25 & up; Music, $15 & up; Kiddie Ride Parts—FOR ASSOCIATES, INC. RUGS ROAD, ALLSTON 44, MASS. (Tel.: Studebaker 4-2010).

FOR SALE—New large stock of recommended Five Meal Games and Bingo. Write for list. WESTERHAUS CORP., 3726 KES- SEN AVE., CINCINNATI, OHIO. (Tel.: Montana 1-500).

FOR SALE—Jumbo, $275; ABC, $275; Rockets, $65; Victory, $55; Champion, $75; Balls Space Ship, $255; Roly Poly, $195; Williams Race The Clock, $125; Williams For Raggie, $95; Williams 6 Player Roll-A-Ball (Used), $875; Williams Crane (New), Write: Ring- Alda, Elk Grove Village, IL. 100. For quantity wholesale prices Write: Wire or Phone HE 1-7577, 1/3 Deposit Re- quired. Contact: Paul Leu for exclusive factory distributors for: Radio, Phonographs, Amusement, CITY AMUSEMENT CO., 5433 PAYNE AVE., CLEVELAND, OHIO (Tel.: HE 1-7577).

FOR SALE—Congo—Extended Range Speakers and Baffles. Quantity at modest prices. Engineered for heavy duty service assurance guaranteed or money will be refunded. Finished in Lime Green or Mahogany. Packed two to each carton for $5.50 ea. COVEN MUSIC CORPORATION, 1318 3rd Ave., Chicago 18, Ill. (Tel.: Independence 3-2210).

FOR SALE—Exporters and Wholesalers, Attention. We have 30 V-200 Seeburg Photographs For Immediate Delivery. Write Best Offer. SHON- DON SALES, INC., 821 MAIN ST., BURLINGTON, N. Y. (Tel.: Lincoln 9106).

FOR SALE—200 Seeburg, Write: AMI Model A's No broken pieces, $75; Seeburg 20 Selection Boxes changed over 10c, 3 for 25c; $10; Wurlitzer 3020, $5; Two Vendors Coin Changes, $65; 1717, Rock- Ola Steppers, $30; Gold Star, $145; Stage Coach, $135; Gyper Queen, $165. H. M. MUSIC AND DISTRIBUTING, 1626 THIRD AVE., NEW YORK, N. Y. (Tel.: 4-6703).

FOR SALE—Reconditioned, Guaranteed, Wurlitzer 24 Record Hideaway Cellar Units, complete with Packard Adapters, price $80. Wallboxes, clean, $6; Wurlitzer 1080 $75. FEDOR MUSIC CO. c/o GEORGE THAYER & CO., 47 STATE ST., BINGHAMTON, N. Y.

FOR SALE—Export Buyers Attention! In-Line Games, $35 & up; Pool Tables, $20 & up; Pin Games, $25 & up; Music, $15 & up; Kiddie Ride Parts—FOR ASSOCIATES, INC. 8 RUGS ROAD, ALLSTON 24, MASS. (Tel.: Studebaker 4-2010).

FOR SALE—Ship $295; Marath- on, $250; Score Board, $225; Ball-A-Pal, $285; Diamond Club, $225; Diamond Lil, $115; Re- gatta, $120; Big Ben, $100; Quart- ette, $50; Lovely Luck, $50; Saddle & Smoke, $150; All games are new. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. (Tel.: Canal 1713).

FOR SALE—New and Used Phonogra- phones, 5 BALLS, Shuffle Allies and Arcade Equipment. Distributors for AMI, United, Williams and Auto-Photo. GENERAL DISTRIBUTORS, 2015 OLIVE ST., ST. LOUIS, MO. (Tel.: Main 1-3511) or 2005 MAIN ST., KANSAS CITY, MO. (Tel.: Harroson 1-4747).

FOR SALE—Seeburg V-200, $749.50; Seeburg R, $649.50; Seeburg C, $460.50; Seeburg Wurlitzer 2000, $895; Wurlitzer 1900, $795; Wurlitzer 1800, $695; Wurlitzer 1650, $325. UNITED DI- STRIBUTING INC., BOX 1995, 920 W. SECOND ST., WICHITA 12, KANSAS. (Tel.: HO 4-6111-4304).
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."

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1721 BROADWAY, NEW YORK 9, N. Y.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Wurlitzer 2000, $900; Wurlitzer 1900, $825; Seeburg M-100A, $225; United Headphones, used, $435. WANT—All 45 rpm phonographs, especially Seeburg B's, C's, R's, C's, and Rs. NATIONAL NOVELTY CO., 640 W. MERRICK ROAD, VALLEY STREAM, L. I., N. Y. (Tel.: LOCust 1-6770 and 6771).

FOR SALE—Bally Big Show, $485; Bally Key West, $525; Bally Beach Beauty, $220; Bally Beach Club, $60; United Triple Play, $150; Keeney’s Deluxe Challenge Bowler, $275. NASTASI DISTRIBUTING CO., 912 POYDRAS STREET, NEW ORLEANS, LA. (Tel.: MA 6386).

FOR SALE—Reconditioned Seeburg 100 Selection Wall-O-Matic, Model 3W1, Chrome Covers, New Selection Buttons, New Aluminum Instrument Plate, $75. 50, Telephone or wire collect. SYRACUSE 75-1631. DAVIS DISTRIBUTING CORP., 738 ERIE BLVD., E. SYRACUSE 3, N. Y.

FOR SALE—Seeburg M100A, $225; M100C, $575; M100G, $700; M100R, $700; M100R, $800; 3W1 Chrome, $55; Wurlitzer 1800, $750; 1900, Write, AMI D80, $300; 40, $175; Evans Century, $275. MUSICAL SALES, 2334-56 OLIVE STREET, ST. LOUIS 3, MO. (Tel.: CH 1-8561).

FOR SALE—Arcade Equipment.” Genco Quarterback, $200; Genco State Fair, $395; Seeburg Shoot The Spook, $75; Exhibit Ride Gallery, $125. W. B. DISTRIBUTORS, INC., 1012 MARKET ST., ST. LOUIS 1, MO. (Tel.: Central 9292)

FOR SALE—United: Derby Roll, $135; Fifth inning, $150; Bally; Gold Medal and Blue Rhombus, $175 each; Baseballs — Super Slugger, $225. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y. (Tel.: FRanklin 7-2162).

FOR SALE—AMI Model “B”, “C” and “G-200” Shopped or in “as is” condition. Right off the road and ready for immediate delivery. Call today. RUNYON SALES CO., 293 10th AVE., NEW YORK, N. Y. (Tel.: LOgicore 4-1880).

FOR SALE—14 and 11 foot Bowler Parts Specials; Back glass protector, $11.95 ea. Plexiglas Pin Panel protector, 12½"x23", $5.95 ea. Non-scruff rubber balls, 3", $1.95 ea. WICO CORP., 2913 N. PULASKI RD., CHICAGO 41, ILL. (Tel.: MULberry 5-3000).

FOR SALE—100 Telequie, with film. Reconditioned, refurbished, ready for location. 5c or 10c play. Special price $95.00. Write for quantity prices and list of other equipment. G. O. R. SALES, 2216 N. LECLAIRE AVE., CHICAGO, ILL. (Tel.: Avenue 3-6818).

MISCELLANEOUS

NOTICE—Salesmen. Leading coin-machinery manufacturer offers excellent opportunity for capable experienced salesmen to call on distributors and operators. Unlimited possibilities; car essential. Give full details regarding yourself. Our sales force knows of this advertisement. BOX 403, THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO, ILL.

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

NOTICE—That idea you have can become a new coin operated device. Contact Bob Young for Development and Engineering advice. BOB YOUNG'S SERVICE, 3427 BEN LOMOND PL., LOS ANGELES 27, CALIF. (Tel.: NO 2-3524).

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

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

NOTICE—It’s your business to KNOW THE FACTS! How can operation 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. amusement feature 10c play? All this and more appeared in The Cash Box. In addition to “The Cash Box Price Lists” which, for over 18 years since their inception, have been internationally recognized and ordered, a book entitled The Cash Box is the publication that conceived the idea for MOA (Music Operators of America). The Cash Box originated and has constantly expanded for: "National Public Relations Bureau," "Dime Play," "National Credit Bureau," "National Board of Trade," "National School for Mechanics," "2-Minute Recordings," "Equalized Record Tone Level," The Cash Box “Quarterly Export Edition” has won world wide recognition and international acclaim, The Cash Box Annual Encyclopedic Edition plus its Anniversary Issue is accepted as "The Year Book of the Industry." When you send $15 for a full year (5 weeks) subscription to The Cash Box (just about two weeks a hit) you are getting what has been acclaimed by all as: "The BIBLE of the Industry." Send your $15 check today to: THE CASH BOX, 1721 BROADWAY, NEW YORK 9, N. Y.
How To Use "The Cash Box Price Lists"  
[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"
FOREWORD: It is often difficult to get the quotation of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can feature the market prices as they are quoted. The "Cash Box Price Lists" are used to get the actual market price listed at the Stock Exchange—putting the prices as they are quoted for the past week, regardless of how much they may be out of line. Some prices do not change for months. The Cash Box Price Lists, rather than the Cash Box "Pom" or "Price Magazines" is the latest and last known quotations for such equipment so that the subscriber at least has the last known price. Preferably the price may be very different. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quantity, condition and equipment of condition 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 machine. Second price listed is highest price quoted.

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

**CODE**

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Not Added

**REGARDING SELLING PRICES**

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at $10.00 to $25.00 ask for $30.00 to $40.00 for very same machine. Purchasers of such equipment must realize that machines in the very low priced categories are much worn to be priced at these low figures. To completely recondition such machines the reconditioner must add onto his price the costs of transportation to obtain these machines, labor, parts and supplies needed to recondition the machines, the cost of cartage, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $20.00 machine to anywhere from $35.00 to $50.00. Some prices of such machinery may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machine shop, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration, 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 the machines "as is" at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.

**PHONOGRAPH—Continued**

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| SEEBURG | 1405, ’46, Standard, 20 RPM | 20.00 | 40.00 |
| 1416M, ’47, Master with Remote Attach, 20 Sel, 78 RPM | 20.00 | 40.00 |
| 1417, Standard, 20 Sel, 78 RPM | 20.00 | 50.00 |
| 1417M, ’47, Master with Remote Attach, 20 Sel, 78 RPM | 20.00 | 50.00 |
| 1419S, ’48, Standard, 20 RPM | 20.00 | 60.00 |
| 1419ML, ’48, Master with Remote Attach, 20 Sel, 78 RPM | 20.00 | 70.00 |
| 1419ML, ’48, Light Cab. Master with Remote Attach, 20 Sel, 78 RPM | 20.00 | 75.00 |
| 1421ML, ’49, 100 Sel, 78 RPM | 175.00 | 225.00 |
| 1410ML, ’49, 100 Sel, 78 RPM | 345.00 | 425.00 |
| 1410ML, ’51, 100 Sel, 78 RPM | 345.00 | 425.00 |
| 1410ML, ’51, 100 Sel, 78 RPM | 345.00 | 425.00 |
| 1451, ’56, 100 Sel, 78 RPM | 455.00 | 575.00 |
| 1451ML, ’47, 50 Sel, 78 RPM | 545.00 | 700.00 |
| 1451ML, ’54, 100 Sel, 78 RPM | 645.00 | 888.00 |

**PIECE GAMES**

Manufacturers and date of game's release listed. Code: (B) Bully; (CC) Chicago Cen; (Ev) Evans; (Ex) Exhibit; (Ge) (Un) United; (Wm) Williams.

4. ABG (Un 9/52) 20.00 40.00
3. Ace (Un 2/57) 215.00 375.00
4. Across the Board (Un 9/52) 20.00 45.00
4. All Star Basketball (Got 1/52) 20.00 30.00
4. Arabian Knights (Got 1/52) 85.00 125.00
4. Arcade (Wm 11/31) 25.00 35.00
4. Army-Navy (Wm 10/33) 35.00 65.00
2. Atlantic City (B 5/52) 25.00 60.00
4. Auto Race (Got 9/56) 250.00 295.00
4. Basketball (B 11/56) 200.00 350.00
4. Beach Beauty (B 11/55) 215.00 350.00
4. Beauty (B 11/52) 40.00 70.00
4. Big Ben (Wm 9/54) 75.00 130.00
4. Big Show (B 9/56) 475.00 750.00
4. Big Top (CC 2/55) 29.00 40.00
4. Big Time (B 11/51) 150.00 225.00
4. Blondie (CC 8/56) 250.00 295.00
4. Brazil (Un 10/56) 375.00 450.00
4. Bright Lights (11/51) 25.00 45.00
4. Broadway (B 12/52) 320.00 395.00
4. Cabana (Un 3/30) 70.00...
4. Capri (CC 10/56) 195.00 240.00
4. Caribbean (Un 2/57) 245.00 330.00
4. Caravan (Wm 6/52) 30.00 55.00
4. Chinatown (Got 10/52) 35.00 75.00
4. Circus (Un 8/52) 35.00 50.00
4. Climax (Wm 10/55) 185.00 265.00

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### PINBALL GAMES (Continued)

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**Note:** The above prices are as of June 8, 1957. Prices may vary and are subject to change. Always check with the seller for the most current information.
NOW AVAILABLE IN
SUPER FREE-PLAY MODEL

NEW COLORS! NEW PLAY! NEW BIGGER PROFITS! NEW REALISTIC STRIPED PLAYFIELD!

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

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BOWLING LEAGUE

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

Order Now For Early Delivery

Your Choice Of
3 Size Cabinets!
20 ft. 8 in. Length
14 ft. 8 in. Length
12 ft. Length
29 Inches Wide
18 Inches High

Equipped With Notional SlugRejector!

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
HOW THEY ARE DOING AT AL GOODMAN’S PLAYTIME ARCADE WITH UNITED’S BOWLING ALLEY

United Manufacturing Company
3401 North California
Chicago 18, Illinois,

Gentlemen:

You will be interested to know that we are operating a battery of 21 United Bowling Alleys at the Playtime Arcade on the Pike here in Long Beach. They are doing sensational business.

We are highly pleased with the reception given these machines. I am sure that you will be interested in the story behind their installation.

About two months ago, upon the advice of the Simon Distributing Company of Los Angeles, we purchased six of the United Bowling Alleys and immediately put them on location. They attracted an unusually large number of players. It was common to see 14 or more players at the six machines. This clearly indicated that we could profitably use more of them. Because of the tremendous popularity of the machines, we removed some older equipment. We purchased 15 additional alleys. This was all that we could fit into the remaining arcade space. We could use several more United Bowling Alleys if the space permitted.

In addition to drawing new and repeat patronage to the arcade, the bowling alleys hold the crowds longer. We have also found that those players patronize other attractions.

We can say definitely that never before have we had a game with so much player appeal.

We are not only pleased with the United Bowling Alleys — we are elated.

Sincerely,

Al Goodman,
Arcade Owner.

Get United’s BOWLING ALLEY On Location Now! Available in Regular and Team Models... Operates Everywhere!

UNIVERSAL MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR
EXTRA time is EXTRA fun, earns EXTRA cash for you

Extra earning-power of Extra Time is profit-proved in greatest Ballygames. Now SHOW-TIME gives players 4 WAYS TO PLAY FOR EXTRA TIME... and the extra play-appeal insures extra profits to you. Get SHOW-TIME from your Bally Distributor today.

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
10 IN. HIGH ALLEY • SECTIONAL CONSTRUCTION

ORDER FROM YOUR BALLY DISTRIBUTOR
BALLY MANUFACTURING COMPANY, 2640 Belmont Avenue, Chicago

Free TOURNAMENT PROMOTION KIT WITH EACH GAME