JIM REEVES
"YOUNG HEARTS"
c/w "TWO SHADOWS ON YOUR WINDOW"
47/20-6973

EDDY ARNOLD
"CRAZY DREAM"
c/w "OPEN YOUR HEART"
47/20-6975

JUNE VALLI
"ANOTHER MAN GONE"
c/w "STREET OF MEMORIES"
(Joe Reisman's Orchestra and Chorus)
47/20-6957

TONY MARTIN
"OH, POLLY-O" (Joe Reisman's Orchestra and Chorus) c/w "A MISS YOU KISS" (Henri René's Orchestra and Chorus)
47/20-6966

GENE AUSTIN
"A PORTER'S LOVE SONG TO A CHAMBERMAID"
c/w "I COULD WRITE A BOOK"
(from the musical production, "Pal Joey")
47/20-6969

THEY’RE ALL HITS ON RCA VICTOR!

New Orthophonic High Fidelity Recordings

NEW ON NBC-TV EVERY MONDAY 7:30-7:45 PM (EDT)—"MILLION RECORD SHOW," STARRING GEORGIA GIBBS!

AMERICA'S FAVORITE SPEED...  45 RPM
"Only those records best suited for commercial use are reviewed by THE CASH BOX"

A WINNING

The Cash Box
Sleeper of the Week

"SOMEBODY'S BEEN ROCKING MY BABY"
by Rod Willis

Just Released

"WHISTLE BAIT"
and

"THE WHIPMASTER"

by Don Johnston

P.O. BOX 732 CANAL 6-1623
THOMASVILLE, GEORGIA
In England it's ORIOLE RECORDS
In Canada it's SPARTAN RECORDS

---

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

Still Rolling
Nancy Whiskey’s
"FREIGHT TRAIN"
No. 1008

Just Released
"RAINBOW"
and
"WE WILL MAKE LOVE"
Bobby Breen
No. 1013

"A NIGHT FOR LOVE"
and
"TEENAGE TEARS"
by
Cliff Crawford
No. 1011

Congratulations Cash Box on your 15th Anniversary
Welcome NAMM
Thanks DJs for your spins.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
15
Best Wishes
From

Bally®
Records
On Your
15th
Anniversary

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
“The Cash Box” Is On The Air  
Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from “The Cash Box” charts.

MONDAY

9 - 10 A.M.

Elwyn S. Barteau—WFWE—Fri. Easts, Va.
Cliff Rodgers—WKHK—Akron, Ohio
Chuck Arnold—WKLY—Pocatello, IId.
George & Marisa Cari—WSAI—Cinci, Ohio
Dick Reynolds—WCUE—Akron, Ohio
Emie Davis—WJET—Erie, Pa.
Wolly Thornton—KHFS—Vancouver, Wash.
Walter Powell—WBEL—Boulevard, Ky.
Hal Bell—WADJ—Austin, Tex.
Texas Bill Strength—KEVE—Melts, Minn.
Bob Elliott—KENT—Shreveport, La.
Willy Williams—WCUS—Normals, Va.
Jim Blaine—KCSB—San Bern., Cal.
Gene Namron—KLAC—Hollywood, Cal.

10 - 11 A.M.

Elwyn S. Barteau—WFWE—Fri. Easts, Va.
Paul Simpkins—WBAK—Montgomery, Ala.
Don Stewart—WKST—Bowling Green, Ky.
Ron Gomez—WAFB—Baton Rouge, La.
Dick Reynolds—WCUE—Akron, Ohio
Emie Davis—WJET—Erie, Pa.
Hal Bell—WADJ—Austin, Tex.
Texas Bill Strength—KEVE—Melts, Minn.
Bob Elliott—KENT—Shreveport, La.
Ray Perkins—KHML—Denn., Cala.
Willy Williams—WCUS—Normals, Va.
Dick Songer—KMLE—N. Cart. Wy.
Jim Blaine—KCSB—San Bern., Cal.
Gene Namron—KLAC—Hollywood, Cal.

11 - 12 A.M.

Elwyn S. Barteau—WFWE—Fri. Easts, Va.
Paul Simpkins—WBAK—Montgomery, Ala.
Ron Gomez—WAFB—Baton Rouge, La.
Dick Reynolds—WCUE—Akron, Ohio
Texas Bill Strength—KEVE—Melts, Minn.
Bob Elliott—KENT—Shreveport, La.
Ray Perkins—KHML—Denn., Cala.
Willy Williams—WCUS—Normals, Va.
Dick Songer—KMLE—N. Cart. Wy.
Jim Blaine—KCSB—San Bern., Cal.
Gene Namron—KLAC—Hollywood, Cal.

12 - 1 P.M.

Cliff Rodgers—WKHK—Akron, Ohio
Elwyn S. Barteau—WFWE—Fri. Easts, Va.
Don Stewart—WKST—Bowling Grn, Ky.
Ron Gomez—WAFB—Baton Rouge, La.
Dick Reynolds—WCUE—Akron, Ohio
Wolly Thornton—KHFS—Vancouver, Wash.
Dick Shimove—KAE—N. Cart. Wy.
Bob Elliott—KENT—Shreveport, La.
Kerm Gregory—WABE—Allentown, Pa.
Bob Beeh—KCSB—Denn., Cala.
Frank Tite—WOWN—Woosnecket, R. I.

1 - 2 P.M.

Cliff Rodgers—WKHK—Akron, Ohio
Bill Barnes—WSAI—Cinci., Ohio
Ron Gomez—WAFB—Baton Rouge, La.
Dick Reynolds—WCUE—Akron, Ohio
Emie Davis—WJET—Erie, Pa.
Wolly Thornton—KHFS—Vancouver, Wash.
Johnny Magnus—KGJ—L. A. Cal.
Texas Bill Strength—KEVE—Melts, Minn.
Bill Terry—KLUE—Salt Lake, Utha.
Ray Perkins—KHML—Denn., Cala.
Dick Songer—KMLE—N. Cart. Wy.
Jim Blaine—KCSB—San Bern., Cal.
Gene Namron—KLAC—Hollywood, Cal.

2 - 3 P.M.

Lewis Watson—WJIV—Savannah, Ga.
Lanny Stett—WNEW—N. Y., N. Y.
Chuck Arnold—WJLE—Boca Raton, Fla.
Bill Barnes—WSAI—Cinci., Ohio
Dick Vaughn—WKD—Burlington, Vt.
Chuck Arnold—WJRL—Peoria, Ill.
Ron Gomez—WAFB—Baton Rouge, La.
Emie Davis—WJET—Erie, Pa.
Larry Fischer—WNWE—New Orleans, La.
Johnny Magnus—KGJ—L. A. Cal.
Texas Bill Strength—KEVE—Melts, Minn.
Bill Terry—KLUE—Salt Lake, Utah
Ray Perkins—KHML—Denn., Cala.
Dick Dean—WKTO—Norway, Pa., Me.
Smoky Rogers—XERB—San Diego, Cal.
Carl Stuart—WAMO—Pittsburgh, Pa.
Joe Smith—WVDA—Boston, Mass.

3 -4 P.M.

Dick Dean—WKTO—Norway, Pa., Me.
Smoky Rogers—XERB—San Diego, Cal.
Carl Stuart—WAMO—Pittsburgh, Pa.
Joe Smith—WVDA—Boston, Mass.
Lee Baro—WIXI—Utica, N. Y.
Johnny Morris—WIVB—L. A. Cinci., Ohio
Lewis Watson—WJIV—Savannah, Ga.
Lanny Stett—WNEW—N. Y., N. Y.
Lanny Stett—WNEW—N. Y., N. Y.
Bill Terry—KLUE—Salt Lake, Utah
Ray Perkins—KHML—Denn., Cala.
Dick Dean—WKTO—Norway, Pa., Me.
Smoky Rogers—XERB—San Diego, Cal.
Carl Stuart—WAMO—Pittsburgh, Pa.
Joe Smith—WVDA—Boston, Mass.

4 -5 P.M. (Cont’d)

Dan Mills—KGNO—Dodge City, Kan.
Lanny Fischer—WNWE—New Orleans, La.
Johnny Magnus—KGJ—Las Vegas, N. Y.
Norm Anderson—WJEM—Valdosta, Ga.
Johnny Magnus—KGJ—Las Vegas, N. Y.
Bill Terry—KLUB—Salt Lake City, Utah

5 - 6 P.M.

Dick Dean—WKTO—Norway, Pa., Me.
Smoky Rogers—XERB—San Diego, Cal.
Kerm Gregory—FAEB—Allentown, Pa.
Carl Stuart—WAMO—Pittsburgh, Pa.
Ned Pavens—WJZ—Miami, Fla.
Joe Smith—WVDA—Boston, Mass.
Lew Barie—WIXI—Utica, N. Y.
Johnny Martin—WINN—L. A. Cinci., Ohio
Kern Wallace—WEIS—Reno, State.
Gene Chase—WIL—St. Louis, Mo.
Dick Vaughn—WARE— Ware, Mass.
Las Pederson—KCHE—Charlott., Iowa
George Mishler—WOHO—Toldeo, Ohio
Grady & Tursey—WHT—Wilmington, Del.
Chuck Dunaway—KENT—Shreveport, La.
Don Mills—KGNO—Dodge City, Kan.
Lanny Fischer—WNWE—New Orleans, La.
Jimmie Jones—KFRS—Kansas City, Mo.
Hal Bell—WJTM—Tampa, Fla.
Bill Terry—KLUB—Salt Lake City, Utah
Cliff Shilling—WJKE—Erie, Pa.
Johnny Shields—KRLW—Walnut Ridge, Ark.

6 -7 P.M.

Grady & Hurst—WPPH—Tiv—Wilmingt., Del.
Don Stewart—WKST—Bowling Grn, Ky.
Johnny Jones—KFRS—Kansas City, Mo.
Hal Bell—WJGU—Tampa, Fla.
Cliff Shilling—WJKE—Erie, Pa.
Ned Pavens—WJZ—Miami, Fla.
Phil Gordon—KSAN—San Francisco, Cal.

7 -8 P.M.

Dean Griffin—WJJK—Lexington, Pa.
Red Barton—WHHY—Henderson, N. C.
Ned Pavens—WJZ—Miami, Fla.
Joe Smith—WVDA—Boston, Mass.

8 - 9 P.M.

Danny Mitchell—WEBI—Wasterly, R. I.
Carmen Fascic—WJZ—Miami, U. C.
Dean Griffin—WJJK—Lexington, Pa.
Kerm Gregory—WABE—Allentown, Pa.
Red Barton—WHHY—Henderson, N. C.
Milt West—WJJK—Jacksville, N. C.
Joe Smith—WVDA—Boston, Mass.
Bill Carroll—WTUB—Coldwater, Mich.
Phil Gordon—KSAN—San Francisco, Cal.
Ed Haws—WJTM—Johnson City, Tenn.

9 - 10 P.M.

Danny Mitchell—WEBI—Wasterly, R. I.
Carmen Fascic—WJZ—Miami, U. C.
Dean Griffin—WJJK—Lexington, Pa.
Milt West—WJJK—Jacksville, N. C.
Joe Smith—WVDA—Boston, Mass.
The Cash Box, Music

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July 20, 1957

"The Cash Box" Is On The Air
Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

Tuesday

9-10 A.M.
Cliff Rodger—WHKN—Akron, Ohio
Chuck Arnold—WKRC—Cincinnati, Ohio
George & Morris Case—WSAI—Cincinnati, Ohio
Dick Reynolds—WCUR—Akron, Ohio
Emie Davis—WRTI—Erie, Pa.
Wally Thornton—KKNV—Vancouver, Wash.
Hal Bell—WTUS—Teasbago, Ala.
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bob Elliott—KENT—Shreveport, La.
Dave Williams—WCMS—Norfolk, Va.
Jim Blaine—KCBS—San Bernardino, Cal.
George Sanders—KMLA—Los Angeles, Cal.
Ray Stackard, Charles Brown—WETS—Johnson City, Tenn.

10-11 A.M.
Paul Simpkins—WBAM—Montgomery, Ala.
Don Stewart—WKBT—Bowling Green, Ky.
Ron Gomez—WAFB—Baton Rouge, La.
Dick Reynolds—WCUF—Akron, Ohio
Emie Davis—WJET—Erie, Pa.
Hal Bell—WTUS—Teasbago, Ala.
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bob Elliott—KENT—Shreveport, La.
Ray Perkins—KIMR—Columbia, Mo.
Wee Willie Williams—WCMC—Norfolk, Va.
Dick Deen—WTQK—Norway, Paris, Me.
Ray Deen—KCRS—San Bernardino, Cal.
Jim Blaine—KCBS—San Bernardino, Cal.
George Sanders—KMLA—Los Angeles, Cal.
Gene Norman—KLAC—Hollywood, Cal.

11-12 A.M.
Paul Simpkins—WBAM—Montgomery, Ala.
Don Stewart—WKBT—Bowling Green, Ky.
Dick Reynolds—WCUR—Akron, Ohio
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bob Elliott—KENT—Shreveport, La.
Ray Perkins—KIMR—Columbia, Mo.
Wee Willie Williams—WCMC—Norfolk, Va.
Dick Deen—WTQK—Norway, Paris, Me.
Ray Deen—KCRS—San Bernardino, Cal.
Jim Blaine—KCBS—San Bernardino, Cal.
Gene Norman—KLAC—Hollywood, Cal.

1-2 P.M.
Cliff Rodger—WHKN—Akron, Ohio
Bill Barnes—WSAI—Cincinnati, Ohio
Ron Gomez—WAFB—Baton Rouge, La.
Dick Reynolds—WCUF—Akron, Ohio
Emie Davis—WJET—Erie, Pa.
Wally Thornton—KKNV—Vancouver, Wash.
Johnny Logan—WLS—Los Angeles, Cal.
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bob Elliott—KENT—Shreveport, La.
Ray Perkins—KIMR—Columbia, Mo.
Col Johnson—WAGS—Birmingham, S. C.
Carl Stewart—WAMO—Pittsburgh, Pa.

2-3 P.M.
Joe Smith—WYDV—Boston, Mass.
Carl Stuart—WAMO—Pittsburgh, Pa.
Lewis Watson—WJW—Savannah, Ga.
Lonny Sarn—WNEW—New York, N. Y.
Bob MacKen—WATL—Palm Beach, Fla.
Bob L. Willard—WJAM—Louisville, Ky.
Bill Barnes—WSAI—Cincinnati, Ohio
John J. Reiling—WAFB—Chicago, Ill.
Dick Vaughan—WARE—Waco, Texas
Chuck Arnold—WIRL—Pocahontas, III.
Ron Gomez—WAFB—Baton Rouge, La.
Emie Davis—WJET—Erie, Pa.
Larry Tucker—WSAI—Cincinnati, Ohio
Johnny Magnus—KGFJ—Los Angeles, Cal.
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bill Terry—KLUB—Salt Lake City, Utah
Ry Perkin—KIMR—Columbia, Mo.
Dick Deen—WTQK—Norway, Paris, Me.
Smokie Rogers—XERB—San Diego, Cal.
Dick Griffin—WIBX—Pittsburgh, Pa.

3-4 P.M.
Lewis Watson—WJW—Savannah, Ga.
Lonny Sarn—WNEW—New York, N. Y.
Bob MacKen—WATL—Palm Beach, Fla.
Bill Reising—WYCY—New York, N. Y.
John Harris—WDCD—Denver, Colo.
Bill Terry—KLUB—Salt Lake City, Utah
Johnny Magnus—KGFJ—Los Angeles, Cal.
Dick Griffith—WIBX—Erie, Pa.

4-5 P.M.
Ray Stackard, Charles Brown—WETS—Johnson City, Tenn.
Norm Anderson—WJAN—Yallago, Colo.
Johnny Magnus—KGFJ—Los Angeles, Cal.
Bill Terry—KLUB—Salt Lake City, Utah
Dick Griffith—WIBX—Erie, Pa.

2-3 P.M.
Joe Smith—WYDV—Boston, Mass.
Carl Stuart—WAMO—Pittsburgh, Pa.
Lewis Watson—WJW—Savannah, Ga.
Lonny Sarn—WNEW—New York, N. Y.
Bob MacKen—WATL—Palm Beach, Fla.
Bob L. Willard—WJAM—Louisville, Ky.
Bill Barnes—WSAI—Cincinnati, Ohio
John J. Reiling—WAFB—Chicago, Ill.
Dick Vaughan—WARE—Waco, Texas
Chuck Arnold—WIRL—Pocahontas, III.
Ron Gomez—WAFB—Baton Rouge, La.
Emie Davis—WJET—Erie, Pa.
Larry Tucker—WSAI—Cincinnati, Ohio
Johnny Magnus—KGFJ—Los Angeles, Cal.
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bill Terry—KLUB—Salt Lake City, Utah
Ry Perkin—KIMR—Columbia, Mo.
Dick Deen—WTQK—Norway, Paris, Me.
Smokie Rogers—XERB—San Diego, Cal.
Dick Griffin—WIBX—Pittsburgh, Pa.

3-4 P.M.
Lewis Watson—WJW—Savannah, Ga.
Lonny Sarn—WNEW—New York, N. Y.
Bob MacKen—WATL—Palm Beach, Fla.
Bill Reising—WYCY—New York, N. Y.
John Harris—WDCD—Denver, Colo.
Bill Terry—KLUB—Salt Lake City, Utah
Dick Griffith—WIBX—Erie, Pa.

4-5 P.M.
Ray Stackard, Charles Brown—WETS—Johnson City, Tenn.
Norm Anderson—WJAN—Yallago, Colo.
Johnny Magnus—KGFJ—Los Angeles, Cal.
Bill Terry—KLUB—Salt Lake City, Utah
Dick Griffith—WIBX—Erie, Pa.

6-7 P.M.
Grady & Horst—WPHF-TV—Wilminston, Del.
John Kline—WAFB—Shreveport, La.
Larry Griffin—WAFG—New Orleans, La.
Jimmie Jones—KFKS—Kansas City, Mo.
Hal Bell—WTUS—Teasbago, Ala.
Bill Terry—KLUB—Salt Lake City, Utah
Dick Griffith—WIBX—Erie, Pa.

7-8 P.M.
Deon Griffin—WGCR—Lewistown, Pa.
Ed Brown—WGEN—Henderson, N. C.
Ned Powers—WINZ—Miami, Fla.
Joe Smith—WYDV—Boston, Mass.

8-9 P.M.
Donny Mitchell—WREY—Westerly, R. I.
Carman Pacacco—WRUN—Utica, N. Y.
Deon Griffin—WGCR—Lewistown, Pa.
John C. Towler—WHLF—South Boston, Va.
Kern Greger—WAFG—Allentown, Pa.
Red Burton—WHYH—Henderson, N. C.
Mel West—WJMW—Jacksonville, N. C.
Joe Smith—WYDV—Boston, Mass.
Bill Carroll—WTUB—Coldwater, Mich.
Phil Gordon—KSAN—San Francisco, Calif.

9-10 P.M.
Donny Mitchell—WREY—Westerly, R. I.
Carman Pacacco—WRUN—Utica, N. Y.
Deon Griffin—WGCR—Lewistown, Pa.
John C. Towler—WHLF—South Boston, Va.
Kern Greger—WAFG—Allentown, Pa.
Mel West—WJMW—Jacksonville, N. C.
Joe Smith—WYDV—Boston, Mass.
Ray Stackard, Charles Brown—WETS—Johnson City, Tenn.
"The Cash Box" Is On The Air
Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

WEDNESDAY

9 - 10 A.M.

Cliff Rodgers—WHKK—Akron, Ohio
Don Stewart—WGST—Atlanta, Ga.
Bob Sherrill—WNBC—Chicago, Ill.
Lenny Stern—WNEW—New York, N. Y.
John J. Reiling—WJZ—Baltimore, Md.
Leslie Scrimgeour—KXYZ—Dallas, Tex.
Don Lee—WAVC—Washington, D.C.

10 - 11 A.M.

Paul Simpkins—WEAM—Montgomery, Ala.
Don Stewart—WGST—Atlanta, Ga.
Ron Gomez—WAFB—Baton Rouge, La.
Dick Reynolds—WCUC—Akron, Ohio
Earle Davis—WFIL—Erie, Pa.
Wally Thornton—KPHS—Vancouver, Wash.
Hal Bell—WTUS—Tuskegee, Ala.
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bob Elliott—KENT—Shreveport, La.
Jim Blaine—KOSI—Sonora, Calif.
George Sanders—KMLA—Los Angeles, Calif.

11 - 12 A.M.

Paul Simpkins—WEAM—Montgomery, Ala.
Ron Gomez—WAFB—Baton Rouge, La.
Dick Reynolds—WCUC—Akron, Ohio
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bob Elliott—KENT—Shreveport, La.
Ray Perkins—KIMN—Denver, Colo.
Dick Dunn—WTIL—Ply, Paris, Mo.
Jim Blaine—KOSI—Sonora, Calif.
George Sanders—KMLA—Los Angeles, Calif.

12 - 1 P.M.

Cliff Rodgers—WHKK—Akron, Ohio
Don Stewart—WGST—Atlanta, Ga.
Bob Sherrill—WNBC—Chicago, Ill.
Lenny Stern—WNEW—New York, N. Y.
John J. Reiling—WJZ—Baltimore, Md.
Leslie Scrimgeour—KXYZ—Dallas, Tex.

1 - 2 P.M.

Cliff Rodgers—WHKK—Akron, Ohio
Ron Gomez—WAFB—Baton Rouge, La.
Don Lee—WAVC—Washington, D.C.

2 - 3 P.M.

Joe Smith—WVDA—Boston, Mass.
Smockey Rogers—KEXB—San Diego, Cal.
Lewis Morgan—WEAR—Birmingham, Ala.
Lenny Stern—WNEW—New York, N. Y.
Bob Mackey—WEAT—Palm Beach, Fla.
Bill Barnes—WCBS—New York, N. Y.
John J. Reiling—WJZ—Baltimore, Md.
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bob Elliott—KENT—Shreveport, La.
Jim Blaine—KOSI—Sonora, Calif.
George Sanders—KMLA—Los Angeles, Calif.

3 - 4 P.M.

Bill Terry—KLU—Salt Lake City, Utah
Cliff Shilling—KEX—Erie, Pa.
John Harris—WDIG—Dothan, Ala.
Dick Dunn—WTIL—Ply, Paris, Mo.
Les Johnson—WABN—Baltimore, Md.
Ray Perkins—KIMN—Denver, Colo.
Dick Dunn—WTIQ—Norway-Park, Me.
Carl Stuart—WAMO—Ft. Worth, Tex.

4 - 5 P.M.

Lewis Watson—WJY—Savannah, Ga.
Bob Mackey—WEAT—Palm Beach, Fla.
Bob E. Lloyd—WHEC—Rochester, N. Y.
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bob Elliott—KENT—Shreveport, La.
Ray Perkins—KIMN—Denver, Colo.
Don Johnson—WABN—Baltimore, Md.
Gene Davis—WAFB—Baton Rouge, La.

5 - 6 P.M.

Johnny Shields—KLWL—Walnut Ridge, Ark.
Dick Dean—WKTQ—Norfolk, Va.
Smockey Rogers—KEXB—San Diego, Cal.
Bob Elliott—KENT—Shreveport, La.
Texas Bill Strength—KEVE—Minneapolis, Minn.
Bob Elliott—KENT—Shreveport, La.
Ray Perkins—KIMN—Denver, Colo.
Dick Dunn—WTIQ—Norway-Park, Me.
Carl Stuart—WAMO—Ft. Worth, Tex.

6 - 7 P.M.

Grody & Hurst—WFFH-TV—Wilmington, Del.
Don Stewart—WKTQ—Baltimore, Md.
Walter Young—WJNC—Akron, Ohio
John Harris—WDIG—Dothan, Ala.
Rob Harris—WGTB—Baton Rouge, La.
Bob Elliott—KENT—Shreveport, La.
Ray Perkins—KIMN—Denver, Colo.
Les Johnson—WABN—Baltimore, Md.

7 - 8 P.M.

Ray Lamont—WBYA-TV—Richmond, Va.
Dean Griffin—WGRC—Louisville, Ky.
Red Burton—WHTH—Henderson, N. C.
Bob E. Lloyd—WHEC—Rochester, N. Y.
Joe Smith—WVDA—Boston, Mass.

8 - 9 P.M.

Danny Mitchell—WELI—Westerly, R. I.
Cormy Patco—WRUI—Utica, N. Y.
Dean Griffin—WGRC—Louisville, Ky.
Fred Powers—WJNC—Jacksonville, N. C.
Joe Smith—WVDA—Boston, Mass.

9 - 10 P.M.

Danny Mitchell—WELI—Westerly, R. I.
Cormy Patco—WRUI—Utica, N. Y.
Dean Griffin—WGRC—Louisville, Ky.
Fred Powers—WJNC—Jacksonville, N. C.
Joe Smith—WVDA—Boston, Mass.

10 - 11 P.M.

Ray Stockard, Charles Brown—WETS—Johnson City, Tenn.
This is only a partial list of shows programmed directly from “The Cash Box” charts.

THURSDAY

2 - 3 P.M.

Lewis Watson—WJW-Savannah, Ga.
Lonny Starr—WNEW—New York, N.Y.
Bob McKay—WATF—Palmetto Beach, Fla.
Bill Barnes—WJW-Savannah, Ga.
John J. Reiling—WJW—Chicago, Ill.
Chuck Arnold—WJW—Pittsburgh, Pa.
Ron Garcia—WJW—Pittsburgh, Pa.
Ernie Davis—WJET—Erie, Pa.
Larry Fischer—WNEO—Youngstown, Ohio
Bob McKay—WJW—Palm Beach, Fla.
Bill Barnes—WJW-Savannah, Ga.
John J. Reiling—WJW—Chicago, Ill.
Chuck Arnold—WJW—Pittsburgh, Pa.
Ron Garcia—WJW—Pittsburgh, Pa.
Ernie Davis—WJET—Erie, Pa.
Larry Fischer—WNEO—Youngstown, Ohio
Bob McKay—WJW—Palm Beach, Fla.

4 - 5 P.M. (Cont’d)

Bob E. Lloyd—WREX—Rockford, Ill.
Gene Chase—WIL—Shelbyville, Ind.
Lee Pederson—KCHU—Churubusco, Ind.
Chuck Emery—WREN—Topeka, Kan.
Grady & Hurst—WPNF-TV—Wilmington, Del.
Don Mills—KGO-Dodge City, Kans.
Alan Owen—WMDU—Atlantic City
Larry Fischer—WNOE—New Orleans, La.
Jimmie Jones—KPLS—Kansas City, Mo.
Norm Anderson—WEJ—Valdosta, Ga.

5 - 6 P.M.

Johnny Shields—KRLW—Walnut Ridge, Ark.
Dick Dean—WKTQ—Norway, N.C.
Smoky Rogers—KREE—Erie, Pa.
Kerm Gregory—WABE—Allentown, Pa.
Ned Powers—WINZ—Miami, Fla.
Joe Smith—WYDA—Boston, Mass.
Lew Berle—WIBX—Utica, N. Y.
Nick Gritzinger—WLW-D—Dayton, Ohio
Johnny Martin—WINN—Louisville, Ky.
Bill Albert—WLC—Cincinnati, Ohio
Ron Williams—WEQ—Kannapolis, Va.
Gene Chase—WIL—St. Louis, Mo.
Roy Lamont—WYRA—TV—Richmond, Va.
Les Pederson—KCHU—Churubusco, Ind.
George Mihle—WJOH—Toledo, Ohio
Jerry Cooper—WONE—Ashland, Ohio
Grady & Hurst—WFPN—Wilmington, Del.
Chuck Dean—WERT—Shreveport, La.
Don Mills—KGO—Dodge City, Kans.
Hall Bell—WTUS—Tuskegee, Ala.
Bill Terry—KLJ—Salt Lake, Utah
Cliff Shilling—WIKK—Erie, Pa.

6 - 7 P.M.

Grady & Hurst—WFPN—Wilmington, Del.
Don Stuart—WKTQ—Bowling Green, Ky.
Johnny Jones—KPS—Kansas City, Mo.
Hall Bell—WTUS—Tuskegee, Ala.
Cliff Shilling—WIKK—Erie, Pa.
Ned Powers—WINZ—Miami, Fla.
Phil Gordon—KSAN—San Francisco, Calif.

7 - 8 P.M.

Donn Griffen—WGN—Chicago, Ill.
Red Barton—WHY—Henderson, N. C.
Ned Powers—WINZ—Miami, Fla.
Joe Smith—WYDA—Boston, Mass.

8 - 9 P.M.

Danny Mitchell—WEZI—Westerly, R. I.
Carmen Pacocio—WUNA—Utica, N. Y.
Dean Griffen—WGR—Louisville, Ky.
John C. Towner—WLS—Kansas City, Mo.
Kerm Gregory—WABE—Allentown, Pa.
Red Barton—WHY—Henderson, N. C.
Mel West—WINJ—Jacksonville, N. C.

9 - 10 P.M.

Danny Mitchell—WEZI—Westerly, R. I.
Carmen Pacocio—WUNA—Utica, N. Y.
Dean Griffen—WGR—Louisville, Ky.
John C. Towner—WLS—Kansas City, Mo.
Mel West—WINJ—Jacksonville, N. C.
Joe Smith—WYDA—Boston, Mass.
Roman Bruce—KSA—San Francisco, Calif.
Ray Stockard—Charles Brown—WETS—Johnson City, Tenn.
"The Cash Box" is On The Air Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box charts."
Cliff Rogers—WHKK—Akron, Ohio
Chuck Arnold—WIRL—Peoria, Ill.
George & Martha Case—WSAI—Cincinnati, Ohio
Bill Lowery—WSSA—Atlantic City, N. J.
Wee Willie Williams—WCMS—Norfolk, Va.
Robert Mayne—WGAD—Gadsden, Ala.
Rannie Granger—WIN—New York, N. Y.
Jim Blanding—KCSB—San Bernardino, Cal.
Gene Normans—KLAC—Los Angeles, Cal.

10 - 11 A.M.

Martin Black—WABC—New York, N. Y.
Jerry Marshall—WWMG—New York, N. Y.
Ray Keed—WMMT—Mt. Morris, Ill.
Paul Simpkins—WBAM—Montgomery, Ala.
Ron Gomez—WAFB—Baton Rouge, La.
Jolly Cholly—WWWE—New Orleans, La.
Dick Anderson—KXOK—Oxnard, Cal.
Wee Willie Williams—WCMS—Norfolk, Va.
Ralph Faulcher—WTAC—La Grange, Ill.
Rudy Pasquale—WTOO—Hudson, N. Y.
Dean Sloan—WOJO—Burlington, Vt.
Jim Blanding—KCSB—San Bernardino, Cal.
Gene Normans—KLAC—Los Angeles, Cal.
Art Ford—WNWE—New York, N. Y.

11 - 12 A.M.

Jerry Marshall—WWMG—New York, N. Y.
Art Ford—WNWE—New York, N. Y.
Paul Simpkins—WBAM—Montgomery, Ala.
Joe Morris—WAGS—Bishopville, S. C.
Ron Gomez—WAFB—Baton Rouge, La.
Jolly Cholly—WWWE—New Orleans, La.
Dick Anderson—KXOK—Oxnard, Cal.
Tom Breen—KKKD—Los Angeles, Cal.
Ralph Faulcher—WTAC—La Grange, Ill.
Col. John—WAGS—Bishopville, S. C.
Dean Sloan—WOJO—Burlington, Vt.
Kerm Gregory—WAEI—Allentown, Pa.
John “Dixon on Disc”—WALY—Mobile, Ala.
Jim Blanding—KCSB—San Bernardino, Cal.
Gene Normans—KLAC—Los Angeles, Cal.
Martin Black—WABC—New York, N. Y.

12 - 1 P.M.

Ron Gomez—WAFB—Baton Rouge, La.
Jolly Cholly—WWWE—New Orleans, La.
Dick Shilock—KASL—New Castle, Wyo.
Tom Breen—KKKD—Los Angeles, Cal.
Jerry Marshall—WWMG—New York, N. Y.
Joseph L. Alligga—WOHO—Tulalo, Ohio
Kerm Gregory—WAEI—Allentown, Pa.
John “Dixon on Disc”—WALY—Mobile, Ala.
Frank Titus—WWON—Woonsocket, R. I.

1 - 2 P.M.

Elly Stevens—WCAST—Carlisle, Me.
Joe Morris—WAGS—Bishopville, S. C.
Ron Gomez—WAFB—Baton Rouge, La.
Jim Blanding—KCSB—San Bernardino, Cal.
Wee Willie Williams—WCMS—Norfolk, Va.

2 - 3 P.M.

Chuck Brinkman—WELI—New Haven, Conn.
Nick Gitsinger—WLW-D-WINE—Dayton, Ohio
Lewis Watson—WJIV—Savannah, Ga.
Lanny Starr—WNWE—New York, N. Y.
Bob Mackey—WAFB—Baton Rouge, La.
Dick Anderson—KXOK—Oxnard, Cal.
Wee Willie Williams—WCMS—Norfolk, Va.
Ralph Faulcher—WTAC—La Grange, Ill.
Rudy Pasquale—WTOO—Hudson, N. Y.
Dean Sloan—WOJO—Burlington, Vt.
Jim Blanding—KCSB—San Bernardino, Cal.
Gene Normans—KLAC—Los Angeles, Cal.
Art Ford—WNWE—New York, N. Y.

3 - 4 P.M.

Chuck Brinkman—WELI—New Haven, Conn.
Lewis Watson—WJIV—Savannah, Ga.
Lanny Starr—WNWE—New York, N. Y.
Bob Mackey—WAFB—Baton Rouge, La.
Gene Chosc—WIL—St. Louis, Mo.
Dick Vaughner—WARE—Waco, Mass.
Elly Stevens—WCAST—Carlisle, Me.
Bil Young—KTKE—Lufkin, Tex.
Ron Gomez—WAFB—Baton Rouge, La.
Jae Alligga—KKKD—Los Angeles, Cal.
Jim Blanding—KCSB—San Bernardino, Cal.
Dean Sloan—WOJO—Burlington, Vt.
Kerm Gregory—WAEI—Allentown, Pa.
John “Dixon on Disc”—WALY—Mobile, Ala.
Jim Blanding—KCSB—San Bernardino, Cal.
Gene Normans—KLAC—Los Angeles, Cal.
Martin Black—WABC—New York, N. Y.

4 - 5 P.M.

Ed Ryan—CJOC—Alburtis, Canada
Joe Smith—WYDA—Boston, Mass.
Ned Powers—WINZ—Miami, Fla.
Lewis Watson—WJIV—Savannah, Ga.
Bob Mackey—WAFB—Baton Rouge, La.
Gene Chosc—WIL—St. Louis, Mo.
Dick Vaughner—WARE—Waco, Mass.
Bil Young—KTKE—Lufkin, Tex.
Jim Blanding—KCSB—San Bernardino, Cal.
Norm Anderson—WJEM—Valdosta, Ga.
Jim Alligga—KKKD—Los Angeles, Cal.
Johnny Shields—KRLW—Walnut Ridge, Ark.

6 - 7 P.M.

Jerry Lee Whitman—KMMT—Marshall, Tex.
Jim Blanding—KCSB—San Bernardino, Cal.
Gene Chosc—WIL—St. Louis, Mo.
Dick Vaughner—WARE—Waco, Mass.
Elly Stevens—WCAST—Carlisle, Me.
Bil Young—KTKE—Lufkin, Tex.
Ron Gomez—WAFB—Baton Rouge, La.
Jae Alligga—KKKD—Los Angeles, Cal.
Jim Blanding—KCSB—San Bernardino, Cal.
Dean Sloan—WOJO—Burlington, Vt.
Kerm Gregory—WAEI—Allentown, Pa.
John “Dixon on Disc”—WALY—Mobile, Ala.
Jim Blanding—KCSB—San Bernardino, Cal.
Gene Normans—KLAC—Los Angeles, Cal.
Martin Black—WABC—New York, N. Y.

7 - 8 P.M.

Dean Griffin—WRCG—Louisville, Ky.
Bob Elliott—KENT—Shreveport, La.
Red Burton—WYMP—Henderson, N. C.
Ned Powers—WINZ—Miami, Fla.
Joe Smith—WYDA—Boston, Mass.
C. D. Greaves—WROX—Clarksville, Miss.

8 - 9 P.M.

Larry Ruth—WIST—Charlottesville, N. C.
Donny Mitchell—WEI—Washington, D. C.
Carmen Paciello—WRUN—Utica, N. Y.
Dean Griffin—WRCG—Louisville, Ky.
Bob Elliott—KENT—Shreveport, La.
Kerm Gregory—WAEI—Allentown, Pa.
Baton Rouge—SOHO—Tulalo, Ohio
Smoky Rogers—KEBS—San Diego, Cal.
Homer Raus—WAFB—Baton Rouge, La.
Carl Stuart—WAMO—Pittsburgh, Pa.
Joe Smith—WYDA—Boston, Mass.
Bob Elliott—KENT—Shreveport, La.

9 - 10 P.M.

Larry Ruth—WIST—Charlottesville, N. C.
Donny Mitchell—WEI—Washington, D. C.
Carmen Paciello—WRUN—Utica, N. Y.
Dean Griffin—WRCG—Louisville, Ky.
Bob Elliott—KENT—Shreveport, La.
Kerm Gregory—WAEI—Allentown, Pa.
Fred Abraham—KKNZ—Las Vegas, Cal.
Joe Smith—WYDA—Boston, Mass.
SUNDAY

9 - 10 A.M.
Jerry Lee Whitson—KMHT—Mount bell, Tex.
Jim Blaine—KCBS—San Bernardino, Calif.
George Sanders—KMLA—Los Angeles, Calif.
Gene Norman—KLAC—Los Angeles, Calif.

10 - 11 A.M.
Jerry Lee Whitson—KMHT—Mount bell, Tex.
Jim Blaine—KCBS—San Bernardino, Calif.
George Sanders—KMLA—Los Angeles, Calif.
Gene Norman—KLAC—Los Angeles, Calif.

11 - 12 A.M.
Dick Reynolds—WCUE—Akron, Ohio
Jim Blaine—KCBS—San Bernardino, Calif.
Kern Gregory—WAEB—Allentown, Pa.

12 - 1 P.M.
Mike Marosco—WJBD—Hollywood, Ind.
Dick Reynolds—WCUE—Akron, Ohio
Dick Shellrock—KASL—New Castle, Wyo.

1 - 2 P.M.
Ken Garland—WFOR—Portland, Me.
Mike Marosco—WJBD—Hollywood, Ind.
Dick Reynolds—WCUE—Akron, Ohio
Jimmie Jones—KPRS—Kansas City, Mo.
Bill Terry—KCLB—Salt Lake City, Utah

2 - 3 P.M.
Lanny Starr—WNEW—New York, N. Y.
Dick Vaughn—WARE—West, Mass.
Dick Reynolds—WCUE—Akron, Ohio
Jimmie Jones—KPRS—Kansas City, Mo.
Bill Terry—KCLB—Salt Lake City, Utah

3 - 4 P.M.
Lanny Starr—WNEW—New York, N. Y.
Ray Road—WHTM—Marion, Ohio
Dick Vaughn—WARE—West, Mass.
Dick Reynolds—WCUE—Akron, Ohio
Jimmie Jones—KPRS—Kansas City, Mo.
Bill Terry—KCLB—Salt Lake City, Utah

4 - 5 P.M.
Dick Vaughn—WARE—West, Mass.
Dick Reynolds—WCUE—Akron, Ohio
Jimmie Jones—KPRS—Kansas City, Mo.
Bill Terry—KCLB—Salt Lake City, Utah
Joe Allison—KKKO—Los Angeles, Calif.

5 - 6 P.M.
Dick Vaughn—WARE—West, Mass.
Dick Reynolds—WCUE—Akron, Ohio
Jimmie Jones—KPRS—Kansas City, Mo.
Bill Terry—KCLB—Salt Lake City, Utah
Joe Allison—KKKO—Los Angeles, Calif.

6 - 7 P.M.
Dick Reynolds—WCUE—Akron, Ohio
Herb Knight—WKTB—Buffalo, N. Y.

7 - 8 P.M.
Dick Reynolds—WCUE—Akron, Ohio
Kern Gregory—WAEB—Allentown, Pa.

8 - 9 P.M.
Dick Reynolds—WCUE—Akron, Ohio
Herb Knight—WKTB—Buffalo, N. Y.
Joe Smith—WVDV—Bostom, Mass.

9 - 10 P.M.
Kern Gregory—WAEB—Allentown, Pa.
Joe Smith—WVDV—Boston, Mass.

OTHER HOURS

Jack Lucy—WINS—New York, N. Y. (General Reference)
George Middle—WHCO—Toledo, Ohio (Mon.—Fri.)
Norm Robinson—KDOA—Watertown, Minn. (3:00—4:30 P. M.)
Jay Trumpeter—WIN—Chicago, Ill. (All hours)
John Hord—WLEN—Elyria, Ohio (General)
Tom Moore—WDD—Columbus, Ohio (6:30 a.m.—2:00 p.m.)
Len Ellis—WGO—Hammond, Ind. (Sat., Sun., 8:00 A.M.)
Bob Glaza—WBOF—Virginia Beach, Va. (Afternoon)
Charles O’Donnell—WPH—Philadelphia, Pa. (Sundays—12:00 A.M. to 4:00 P.M.)
Edward R. Gonzalez—WCMB—Harrisburg, Pa. (DAILY)
Walt Harrel—WAG—Ashland, Ohio (Morning hours)
Art Pallman—KUKA—Pittsburgh, Pa. (Morning and afternoon—7 days)
Bob Barrett—WIST—Mount Jackson, Pa. (Mon.—Sat.)
Ron Ford—WJOC—Dade, Fla. (4:00—6:00 P. M.)
Ron Lutz—KFAL—Fulton, S. Dak. (Afternoon)
Elwyn N. Bertrand—WGN—Northfield, Vt. (Sat. 10:05—10:35 P. M.)
Rick Gercke—KWTU—Watertown, S. Dak. (8:30—10:00 A. M.; 3:45—5:30 P. M.)
John Prevette—WJCD—Edmonton, N. C. (Sun. all day)
Jim MacKrell—WLOX—Biloxi, Miss. (Most of the time)
Jack Geisse—WTTRA—Charleston, S. C. (All Day)
Joe Hopp—WCMS—Norfolk, Va.
Heinz Wilms—KLEM—Le Mars, Iowa (Intermittently every day)
Pete Mandel—WBSM—Niles, Ohio (All hours)
Vivian Donnell—WAPD—Mobile, Ala. (Friday)
Sandy Singer—WCTN—Man, Minn. (All Hours)
Dave Hill—WCRK—Mount Vernon, Tex. (Sun. Afternoon)
John McDonald—WDBU—Greeley, Ohio
Jim Simon—KET—Palmer, Tex. (24 hours a possible)
Bill Atkins—KOKY—Tyler, Tex. (Every day—when everything)
Tiny Markle—WAVJ—New Haven, Conn. (Across the Board Mi-F)
Dale A. Falm—WHLM—Blissfield, Mich. (Mon.—Fri.)
Bob Agee—WBB—Knoxville, Tenn. (General Reference)
Ray Row—WBYT—Chicago, Ill.
Hal Siegel—WYO—Altoona, Pa. (partial Mon.-Sat.)
Larry Gare—WKRC—N. Wilkesboro, N. C. (Weeks)
Louis Winkel—KALL—Allentown, Pa. (All day)
Wayne Hannah—WMAS—Nashville, Tenn. (7 days a week—44 hours)
Gabe Tucker—KEXT—Boystown, Tex.
Herb Knight—WKDB—Buffalo, N. Y. (Mon.—Fri.—Midnight til morn.)
Morris H. Blum—WANN—Annapolis, Md. (All Show)
Lewell Blanchard—WNOX—Knoxville, Tenn. (Weekdays 7:00 to 9:30 A.M.)
Gordie Baker—WSPR—Springfield, Mass. (3:30 hrs. per week)
Bob McPherrl—WLOX—Biloxi, Miss. (6 days a week. Midnight to 6 A.M.)
Bill Ross—KCR—Sacramento, Calif. (Reference)
H. Holt Hilder—WCH—Chillicothe, Ohio (All Day! Every day!)
Perk Perry—KZEE—Weatherford, Tex. (Every day)
Roy Ford—WTTF—Baltimore, Md. (Midnight to 6 A.M.)
Al Ryke—KXLA—Pasadena, Calif. (All week)
Charlie Williams—KLA—Pasadena, Calif. (7-10 A.M. Mon. to Fri.)
Deonne McCormick—KFOU—Portland, Ore. (Mon. to Sun.)
Bruce Allen—KBL—Blackfoot, Id. (Generally)
Rudy Poolenigel—TIVO—Idaho, N. Y. (M-S. 6-9 A.M.)
Ronnie Gruenger—WINS—New York, N. Y. (Sat. 6-10 A.M.)
Jerry Fey—KOTN—Bilings, Mont. (Sun. thru Fri. 5:30 to 12 P.M.)
Steve Greenm—WWJ—WVLS—Nashville, Tenn. (7 to 11 P.M. All week-

9:11 Hours)
Dave Fer—WLS—Lansing, Mich. (much programming)
Stu’s Record Review—KWKX & KKTV—thompton, Ls. (Weekdays—10:30 to 11:30 P.M.)
Joe Johnson—KWJ—Pocatello, Idaho (constantly)
Tom Jackson—WKAB—Mobile, Ala. (Daily 6:00-10:00)
Larry Gare—WKCB—North Carolina (Weekly)
George Leib—WAZL—Huntington, Pa. (Mon. to Fri. 6:10 A.M.)
Nick Charles—WSLB—Ogdensburg, N. Y. (Always—Mon-Sat. 6:30-9A.)
Kerm Reid & Ray Kinview—WJN—Ro, Pa. (Sat. 7-9 A.M.)
Bill Gerie—KNCB—San Francisco, Calif. (7 nights per week)
Paul Anthony—KLX—Twin Falls, Idaho (7:00 P.M. to 11 A.M.)
Jock Ryan—WAK—Akron, Ohio (7:15 P.M.—1 A.M.)
Charlie Bailey—WAK—Kearney, Neb. (Mon.—Fri.)
Bill O’Brian—WHY—Montana, Ala. (P.M. to 11 P.M.)
Richard Castle—WDAV—Danville, Ill. (M.-F. 10-11 P.M.)
Earl Marshall—KZBB—Rosetten Beach, Mexico (10-11 P.M. Mon. to Sat.)
John E. Deve—WALL—Mobile, Ala. (12 hrs. a week)
Ralph Anderson—KAB—Tucson, Arizona (All hours)
Jack Kallen—KDF—Kansas, (All day, every day)
Bill Freeland—KNOF—Naples, Fla. (M-F. 2:30 to 5:30 P.M.)
Bill Dwyer—WHAM—Rochester, N. Y. (All day Saturday)
Rick Ricker—WPG—Greenville, Miss. (12 hrs a day)
Nick Nelson—WBFB—Rochester, N. Y. (Generally)
Dudley Dobry—WITH—Baltimore, Md. (All the time)
Bett Siralis—KBE—Belmont, Cal. (Mon. thru Sat. 2 to 5:15)
Barry Kaye—WJAS—Pittsburgh, Pa. (Sometimes)
Ed Penney—WTAO—Cambridge, Mass. (Daily)
Bob Chombers—KXYY—Sarasota, Fla. (Occasionally)
Wally Dunlap—WTOA—Cambridge, Mass. (All the time)
Bob Furry—KRXJ—Phoenix, Ariz. (7-9 & 9-3 P.M.)
Tom Moffatt—KKN—Moosulul
Scott Avery—WJL—Little Falls, N. Y. (M-S. 1-4 & 7-11)
Arline S. Olson—KGW—Portland, Ore. (Sometimes)
Bett Rogers—KRY—Memrec, Cal. (Day—All Day)
Ed "Jellyfish" Lucknow—WWLES—Kittitas, Wash. (7:30 A.M. to 10:30 A.M.; 4:30 P.M. to 6 P.M.)

This is only a partial list of shows programmed directly from "The Cash Box" charts.
My cordial best wishes to the Disk Jockeys of America.

The National Association of Music Merchants

and my heartiest congratulations

to The Cash Box on its 15th Anniversary.

Perry

rca victor • General Artists Corporation

“They’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
**POP WINNERS OF “THE CASH BOX” DISK JOCKEY POLL**

<table>
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<tr>
<th>MOST PROGRAMMED RECORD</th>
<th>MOST PROGRAMMED ALBUM</th>
<th>MOST PROGRAMMED FEMALE VOCALIST</th>
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<tr>
<td>&quot;DON'T BE CRUEL&quot;</td>
<td>&quot;SONGS FOR SWINGING LOVERS&quot;</td>
<td>DORIS DAY</td>
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<tr>
<td>ELVIS PRESLEY RCA VICTOR</td>
<td>FRANK SINATRA CAPITOL</td>
<td>COLUMBIA</td>
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<td>ELVIS PRESLEY MUSIC SHALIMAR MUSIC</td>
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<th>MOST PROGRAMMED MALE GROUP</th>
<th>MOST PROGRAMMED STUDIO ORK</th>
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<tr>
<td>FRANK SINATRA CAPITOL</td>
<td>FOUR LADS COLUMBIA</td>
<td>HUGO WINTERHALTER RCA VICTOR</td>
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<tr>
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<th>SMALL INSTRUMENTAL GROUP</th>
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<tr>
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<th>UP &amp; COMING VOCAL GROUP</th>
<th>UP &amp; COMING ORCHESTRA</th>
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<tr>
<td>JOHNNY TOMMY SANDS (TIE) COLUMBIA CAPITOL</td>
<td>HI-LO'S COLUMBIA</td>
<td>RAY CONNIFF COLUMBIA</td>
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</tbody>
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A Great Big THANKS to
The Nation's DJ's — OPERATORS — DEALERS — Everyone at COLUMBIA RECORDS — THE CASH BOX — THE MUSIC PUBLISHERS
For Making It Possible

Johnny Mathis

"MOST PROGRAMMED UP AND COMING VOCALIST"

Current
"IT'S NOT FOR ME TO SAY"
Columbia 40851

and

"WONDERFUL WONDERFUL"
Columbia 40784

personal management
HELEN NOGA
725 Leavenworth St.
San Francisco, Calif.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>LOVE LETTERS IN THE SAND</td>
<td>PAT BOONE</td>
<td>VP-1003—Vivienne</td>
</tr>
<tr>
<td>2</td>
<td>BYE, BYE LOVE</td>
<td>EVERLY BROTHERS</td>
<td>DE-3924—T. Tommy</td>
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<td>3</td>
<td>SO RARE</td>
<td>JIMMY DORSEY</td>
<td>ME-7118—Check Miller</td>
</tr>
<tr>
<td>4</td>
<td>IT'S NOT FOR ME TO SAY</td>
<td>JOHNNY MATHIS</td>
<td>KA-185—Jace Morgan</td>
</tr>
<tr>
<td>5</td>
<td>A WHITE SPORT COAT</td>
<td>MARTY ROBBINS</td>
<td>CR-61835—Johnny Desmond</td>
</tr>
<tr>
<td>6</td>
<td>SEARCHIN' THE COASTERS</td>
<td>AC-4087—The Coasters</td>
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<tr>
<td>7</td>
<td>DARK MOON</td>
<td>GALE STORM</td>
<td>VI-6910—Hawkins</td>
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<td>8</td>
<td>OLD CAPE COD</td>
<td>PATTI PAGE</td>
<td>ME-7118—Patti Page</td>
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<tr>
<td>9</td>
<td>I'M GONNA SIT RIGHT DOWN</td>
<td>BILLY WILLIAMS</td>
<td>RD-4084—Larry Storch</td>
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<td>10</td>
<td>TEDDY BEAR</td>
<td>ELVIS PRESLEY</td>
<td>VI-7000—Elvis Presley</td>
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</tbody>
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Here are the SMASH HITS Everybody is Talking About!

NOW... and EVERY DAY—make EXTRA MONEY each time you sell AUDIO FIDELITY, the ONLY fast turnover, high quality profit Album!

SELL-UP↑ with AUDIO FIDELITY

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SELL-UP↑ with AUDIO FIDELITY

CALL YOUR AUDIO FIDELITY DISTRIBUTOR TODAY!

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“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
**Record Reviews**

**A DISK & SLEEPER: VERY GOOD**

**C FAIR**

**D MEDIOCRE**

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

---

**THE TRENIERS**

(Brunswick 55014)

B **ROOK CALYPSO JIVE** (2:20) [Decca BM—Bing Lucente, Gilbeaux] The boys spell out title of the tune, from the "Calypsos Hot Wave" flick, in a manner similar to the familiar: "Rag Mop." Strong rhythm to the full. Cool feel.

B **FLY MACHEREY, ANDY!!** (2:32) [Vernon ASCAP—C&C Trenier, Gilbeaux, Jonston] Humor with a beat associated with Ames and Andy lyrics and dialogue by the crew.

ELMER BERNSTEIN

(Deco 30379)


B **TOOT SHO'S BLUES** (2:44) [Calkh B&BM—Bernstein] A strong blues instrumental from the same pic and its top-notch writer-directing stent by Bernstein.

JULIE LONDON

(Liberty 55076)

B **IT HAD TO BE YOU** (1:45) [RCA Victor 6080—J. J. Johnson, Co.] The sultry voice of Julie London exudes as the cell plays a penetrating rendition of a great standard. Smooth job with a chord assist.

B **DARK** (2:37) [Larrabee BM—Greines] Here the skilled lush that was the heavy blues item in her own stirring manner. Her wistful voice is extremely exciting on this strong new composition. Two sided contender.

**THE FIVE PLAYBOYS**

(Dot 15605)

B **PAGES OF MY SCRABOOK** (2:45) [Geo. George Fee B&M—Fabin] The five Playboys sing from the heart as they chant a commercial rock and roll romancer. Tune is making noise. Loaded with teenpam.

C **WHEN WE WERE YOUNG** (2:18) [Flee B&M— Sands, Lucente] Another emotional teenage rock and roll ballad with that strong fish-bait.

THE VERSATONES

(RCA Victor 6976)

B **BIKINI BABY**? (3:27) [E.B. Mark B&M—Wolf, Krule] The title is a good "summer disk" come-on, and the piece itself gets a roiling reading from the group. This is a wild rocker loaded with wax polish. Should see heavy as an attraction around resort areas.

C **LOVELY TEENAGE GIRL** (3:13) [Atlantic BM—Pitman, One] A regular teen love affair item is capably treated by the vocal combo. The top-half looks like the one for action.

**THE CASH BOX DISK of the WEEK**

**THE HAPPY COBBLER** (Robert Mellin B&M—Sackner, Mellin) "SWINGIN' SWEETHEARTS" [E. H. Morris ASCAP—Goodwin]

Hugo Winterhalter (RCA Victor 6982)

*--* Hugo Winterhalter, the most programmed studio orchestra of the past 12 months according to the recent Cash Box annual d.j. poll, offers a delightful new ditty that should attract tremendous play from his jockey admiration society. Titled "The Happy Cobbler," this tune is a light and infectious bonzer about a versatile cobbler who can whisk away the blues and make your dreams come true as he mends his shoes. A chorus of the wonderful job on the vocal making the side a strong contender for a high spot on the charts. Top drawer summer programming. The coupler shows WYMAN's work and leading a string-different, a truly wonderous job.

**FASCINATION** (2:05) [Southern ASCAP—Manning, Marchetti]

**SUMMERTIME IN VENICE** (2:37) [Pickwick ASCAP—Sigmund, Irwin]

**DICK JACOBS** (Coral 61864)

**FASCINATION** (Southern ASCAP—Manning, Marchetti)

"SWINGIN' SWEETHEARTS" [E. H. Morris ASCAP—Goodwin]

**DAVID CARROLL** (Mercury 71152)

**FABIANA** (Southern ASCAP—Manning, Marchetti)

**TILL** (Chappell ASCAP—Malone, Merck)

C & H SHORES (RCA Victor 6980)

*--* When a strong side comes along, you can bet your bottom dollar that competition for top honors in the field will be terrific. Such is the case with a beautiful romantic melody titled "Fascination." The fourth offering from the "Love In The Afternoon" Irving Berlin set, to date, three companies have issued recordings: Dick Jacobs on Coral, David Carroll on Mercury and Dinah Shore on Victor. All employ a slightly different approach but yet all are outstanding and should share in the coin the song will garner. Dick Jacobs opens with an instrumental passage of the pretty waltz theme and is joined after the first few bars by a pretty chorus singing the lyrics. Lovely interpretation.

Dinah Shore's rendition has the vocalist in the spotlight with the instrumental secondary, Wistful and heartfelt treatment of the classic romancer. Dinah's ballad sense "Chanters" along the right 사람, strongly iridescent strings. Imaginative swinger. Dick Jacobs companion deck is the dreamy looking melody of the recent Katherine Hepburn flick "Summertime". Take your pick.

**MY HEART REMINDS ME** [Symphony House ASCAP—Stillman, Bargoni]

**FLIM FLAM FLOO** [Starban BM—Stanley, Taylor]

**KICK TANG** (RCA Victor 6981)

*--* Dynamic Ray Starr is in the spotlight once again with a beautiful waxing tagged "My Heart Reminds Me"—a song that should once again splashed the scene across the charts in the next few months. The Starr gives her all to the tune and comes up with an emotional, dramatic love song loaded with potential. The tune was heavily recorded as an instrumental by dozens of labels about a year ago under the title "Autumn Concerto," but this is the first big vocal version. Dinah Shore's background needed to send it soaring. The lack's best showing ever "R & R Waltz". Bottom half, "Flim Flam Floo" is a delightful new-lyric rendition of a charming melody last heard as the "Flim Flam Floo" theme from Gregg's "Song of Norway." Countless off-sides, opus. Top half sounds like a big one.

**GOOD NITE** (2:36) [Sun Valley BM—Jeffers, Phillips, Bender]

**SILENCE IS GOLDEN** (2:46) [E. H. Morris ASCAP—Fulton, Steele]

*--* Duet recordings are few and far apart. But when they are issued, and they're good, they can develop into top sellers. Vic Damone and Joe Stafford have made this tune smile with a side that could become one of those tremendous money-makers. It's a beautiful romantic tune dubbed "Good Nite," which displays the stars harmonizing to perfection. Wonderfully sentimental love tune that could become the "our song" of many of this summer's love birds. Top drawer ballad. Another charming dueting is the pretty coupling—-a fragile waltz tune labeled "Silence Is Golden." Tender song presented with warmth.

**THE CASH BOX DISK of the WEEK**

B **RHYTHM IN MY HEART** (2:20) [Trinity BM—Fulton, Dave] When the guy sees his gal he gets rhythm in his heart, rock 'n roll rhythm, that is. Talaban effectively busts the competition wide-open, and gives the kids a solid screamer. Potent effort.

C **THE CRYIN' SIDE OF TOWN** (2:35) [Trinity BM—Schuster, Klein] Talaban undergoes a market change of mood in this heavy blues item. Emotional side.

THE SPARKLETONS

(ASC-Parount 9837)

B **BLACK SLACKS** (2:05) [Pamco] Further, Bennett, Denon] There's a lot of rock 'n roll polish to be had in this racy-slicker read by the group. Effective vocal gimmicks keep the deck distinctively apart from other offerings. Let the kids beat.

C **BOOPIN' ROCK BOOGIE** (2:00) [Pameco BM—Bennett, Arthur] More of the conventional rock 'n roll features have been put into this effort. But, it rocks.

FRED MACKENZIE

(Mercy 71199)

B **PAGES OF MY SCRABOOK** [Vee. George, Fee B&M] Fabbery A middle-beat, ballad rocker is captured by the singer with a keen, chipper, and slick orchestral feats. Solid teen item.

C **GOT HER OFF MY HANDS** [Remick ASCAP—Lewis, Young, Phillips] MacKenzie emotionally expresses the wistful sentiments of a heavy-handed opus.

THE SWING FOUR

(Fine 1757)

B **THE CARICOA**—Jocks and a few more opening up to jazz programming have a solid entry here: A four-man combo swinging smartly to the overgrown, Sam Anianni has some good moments on tenor sax.

C **STOP! AND SWING**—The same personnel kick up their instrumental heels with a tricky swinger on this opus. Fast item.

DICK CONTINO

(Mercy 71145)

B **AROUND THE WORLD** (2:32) [Victor Young ASCAP, Young] A dazzling display on the accordion is the highlight of this side devoted to the part opening up to jazz programming of the same number.

* Only those records best suited for commercial use are reviewed by THE CASH BOX.*
SINCERE THANKS: TO ALL THE WONDERFUL PEOPLE THAT HELPED TO MAKE MY INITIAL RECORDING DEBUT ON EPIC SO SUCCESSFUL.

Current Release: "START MOVIN’" b/w "Love Affair"
EPIC 9216

STAR OF...
Movies: Academy Award Nomination for "Rebel Without A Cause"
Television: "Emmy" Nomination For TV Production Of "Dino"
Records: Sales Of Close To A Million On "Start Movin’"

Currently starring in Allied Artists motion picture production "Dino" and the forthcoming Columbia Picture "The Young Don’t Cry" (To be released in August)
GENE VINCENT  
(Capitol 3753)  

B+ "WEAR MY RING" [Detroit BMI—Darin, Kirschner] Vincent has come up with what could be his strongest side since his smash, "Be-Bop-A-Lula." The song is a fervent, emotional plea that increases in melodic effect after each listen. A powerful rock 'n roll ballad that could happen.

B "LOTTA LOVIN'" [Song Production BMI—Bedwell] A more or less fast rhythms of which is delivered with teen enthusiasm by Vincent.

LARRY HOOPER  
[Brasswick 55019]  

B "JOHNNY TREMAIN" [Wonderland BMI—Bruns, Blackburn] The routing title tune from the new Disney flick is checked on to with verve by deep-voiced Hooper, the chorus and orchestra should realize a portion of the sales if the song hits.

B "LIBERTY TREE" [Wonderland BMI—Bruns, Blackburn] Another item from the "Johnny Tremain" flick is effectively read by the same members as on the top half.

THE G-CLEFS  
(Paris 506)  

B+ "ZING ZANG ZOO" (2:15) [Grotta BMI—Jordon, Scott] The group, of "K-Ding-Dong" fame, has a swing, trigger-tempo number that hits the rock 'n roll mark with the customary polish and gusto of the crew. A thrilling session sure to keep the kids in a joyful mood.

B "IS THIS THE WAY" (2:28) [Jack Gold-geo, Pincus ASCAP—Vellante, Tavares, Yaku] The boys slow down a bit, but the side still snatches of real and sure-fire R&B vocal gimmicks. An effort the teamsters will also find right up their alley.

FRED LOWERY  
[Deeco 3075]  

B "TENNESSEE WALTZ" (2:01) [Acuff-Rose BMI—Stewart, King] This side is a soft whistling version of the now standard. Taken from Lowery's recent LC entry, it figures to come up with good decency play. Lowery is joined with the "High And The Mighty" on a single.

C+ "SUNRISE SERNADE" [Jewel ASCAP—Carle, Lawrence] Another everyman, of earlier vintage gets the tricky virtuoso whistle treatment from the artist.

Eddie Calvert  
(Capitol 3757)  

B "BEYOND MOMBASA" (2:40) [Columbia ASCAP—Ryder] Calvert throws, "Mama, Mombasa" fame, has the title tune from a Columbia picture. The Calvert orbit spins the rhythmic main theme with sentiment and color. Fine orchestral display.

C+ "JUNGLE MOON" (1:55) [Columbia ASCAP—Gilbert, Norman, Archer] More Afro-Cuban sounding melody is keenly read by the Calvert crew. Creation comes from the "Beyond Mombasa" film, too.

"The Cash Box"  

Sleeper of the Week  

"HIGH SCHOOL ROMANCE" (1:59) [Bentley BMI—Hamilton IV]  
"EVERYBODY'S BODY" (2:29) [Bentley BMI—Hamilton IV]  
GEORGE HAMILTON IV (ABC-Paramount 9838)

George Hamilton IV has a way with a teenage tune. His wistful technique and his sincere approach hit home. Team these characteristics with a good song and you have a hit. Hamilton did it with "A Rose And A Baby Ruth" and followed-up with "Only One Love." His latest release "High School Romance" should follow suit. It's a pretty romantic opus presented as the average teenage singer might sing it. Simple sentimental romance with a good dance beat. A female voice, heard in the background singing without words, creates a delightful effect. Side sounds like a big one. Bottom, "Everybody's Body," is another Hamilton original, Up-beat rocker with a country flair. It's the top half all the way.

"BON VOYAGE" (2:25) [Pop Enterprises BMI—Merritt, Roddie]  
"TELL ME THAT YOU LOVE ME TONIGHT" (2:40) [T. B. Harms ASCAP—Bixio, Neri, Stillman]  
JANICE MARPE (Peer 111)

One of the brightest new female talents to hit the disk scene in quite some time is Janice Marpe, who has her debut on the pop label with a wonderful new ballad dubbed "Bon Voyage." Janice is a highly polished vocalist with a rich and resonating voice that immediately reminds the listener of Vera Lynn. But Janice has a technique all her own that could make her initial release a top seller. She's given every assist possible on this release. The tune "Bon Voyage" is a wonderful composition and the lark sings it with the aid of a lush accompaniment and a strong choral support. Outstanding slow waltzer that could go way up the ladder. Flip it, a heart-felt reading of the oldie "Tell Me That You Love Me Tonight." Watch this gal. She's a star of the future, the near future.

"YOU TATTLETALE" (2:04) [Mappa ASCAP—Pober, Meltryre]  
"VERY NICE IS BALI BALI" (2:08) [Mappa ASCAP—Pober]  
PATIENCE & FRUGENCE (Liberty 55084)

Patience and Frugence, the sweet young sister team that clicked nationally with two big records "Tonight You Belong To Me" and "Gonna Get Along Without You Now," have a delightful new coupling for the many fans who enjoy their refreshing sound and style. The sisters play the role of little girls as they bounce thru a cute romantic ditty dubbed "You TattleTale." Smooth-sailing bouncer with a contagious melody and a cute lyric. For a change of pace the gals fashion an Oriental cutie labelled "Very Nice Is Bali Ball." Attractive deck with a charming story line about an Oriental boy and girl.

"FLYING SAUCER THE 2ND" (2:11) [Crazy BMI—Buchanan & Goodman Production]  
"MARTIAN MELODY" (3:55) (Martian BMI)  
BUCHANAN & GOODMAN (Lundaver 105)

The summer of 1966 was a banner season for single records, for, in addition to Elvis Presley's attracting the youngsters into disk shops, another single called "Flying Saucer" by Buchanan & Goodman had the kids rushing to their retailers. And it looks as though the B & G boys will turn the same trick this summer with their latest disk "Flying Saucer The 2nd." The gimmick on this new interpretation is the same as on the '66 disk, but the tunes and dialogue have been changed to bring the idea up to date. The platter is already breaking in a number of spots and could really zoom in the warm weather months. Coupling is a nifty instrumental dubbed "Martian Melody."

"RevIEWS"

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

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

The Cash Box Sleeper of the Week  

The Cash Box, Music  
July 20, 1957

THE HAYLEYS  
(Capitol 3755)  

B "SOMEONE SOMEDAY" (2:02) [Bregman, Vocco, and Conn ASCAP—Ecker] The vocal group is making its intro here, taking on a distinctive ballad with an individual harmonic blend. Lead vocal is styled smoothly by the only female in the combo, Dixie Davenport. Quality vocals.

B "WHO IS HE?" (1:54) [Bregman, Vocco, and Conn ASCAP—Ecker, Koch] The quintet approaches another ballad with a strong base. It's also a strong ballad. They convey plenty of warmth.

THE SPARKS  
[Decca 20578]  

B "MERRY, MERRY LOU" (2:35) [Champion BMI—Mangiacarina] The vocal crew hops to the free-swinging sound with a brand of rock 'n roll energy sure to get a hand shaking reaction from the kids. Tailor-made for dance shoes, jazz boxes.

B "OL' MAN RIVER" (2:10) (T. B. Harms ASCAP—Kern, Hammerstein) The great oldie comes around all dressed up in socko instrumental attire here. All-instrumental showing.

JEFF ALLEN  
[Verve 10064]  

B "GUILTY MIND" (2:12) [Duchess BMI—Coleman, Sherman] Allen has an effective up-tempo tune that clicks with a sure rock 'n roll rhythm, a strong lamento wailed by the artist with conviction. A pressing that will keep the kids stirred.

C+ "THAT'LL BE THE DAY" (1:45) [Rar-Va-Jak BMI—Rolly, Petty] The tune turns into a Henry roller, and comes across with a potent vocal waxing.

BUBBER JOHNSON  
[King 5064]  

B "SO MUCH TONIGHT" (2:35) [Real McCoy BMI — McCoy, Owens, Glover] Johnson handles this medium-tempo piece with a sure rock 'n roll hand. Tune and delivery have an inviting quality, and should impress the R&B crowd. Infectious waxing.

B "A CRAZY AFTERNOON" (2:15) [Lalo BMI—Henry, Glover] A cute, soft-beat ditty is smoothly read by the performer.

BUDDY LEE STUART  
[Liberty 55085]  

B "I CAN'T FORGET LAST NIGHT" (2:10) [Brunswick BMI—Sanford, Silver] Stuart does a warm vocal stint on a tune with something of "Tuxedo Junction" in its lyric, and melodic line. The affair, though, should hit home to the teeners.

C+ "I MISS YOUR KISSING" (2:25) [Brunswick BMI—Silver] A light swinger is the vehicle for the artist this time, and he agreeably waps up the side.
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“HONEYCOMB”

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“SHENANDOAH ROSE”
HUGO & LUIGI
R - 4012

Breaking Big

“GET ACQUAINTED WALTZ”
SHAYE COGAN
R - 4013

You’re Laughin’ to
LARRY STORCH’S
“‘I’M WALKIN’”
R - 4014

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Record Reviews

A  DISK & SLEEPER  B  VERY GOOD  C  FAIR  D  EXCELLENT  E  GOOD  F  MEDIOCREE

The Cash Box

Sleeper of the Week

“LONG LONELY NIGHTS”
STREET (2:40) [Bass BMI—Williams]
Lee Andrews & The Hearts (Chess 1665)
Clyde McPhatter (Atlantic 1149)
THE KINGS (Rutte 245)

• Here’s a tune that sounds and looks like a sure fire hit in all markets. (See R & B Reviews.)

“The Juicy Crocodile” (2:40) [Bass BMI—Williams]
THE CELLOS (Apollo 515)

• The Cellos wax another novelty, “The Juicy Crocodile,” and the resulting offering bears every mark of a hit. Coming off “Rang Tang Ding Dong” the Cellos should keep moving right up. (See R & B Reviews.)

The Cash Box

Best Bets

“THE STREET” (Imperial 446) Elmer Bernstein Orch. Decca 30379
“WEAR MY KING” (2:04) [Marquis BMI—Alexander] Gene Vincent Capitol 3763
“PAGES OF MY SCRAPBOOK” (2:50) [Harms ASCAP—Fred MacKenzie] Five Playboys Dot 15604
“ZING ZANG ZOO” (2:08) [Marquis BMI—Jacobs] G-Clef’s Paris 506
“RHYTHM IN MY HEART” (2:55) [Harms ASCAP—Sammy F. Jacobs] Bill Talpon Dot 15604
“AID TO BE YOU” (2:36) [Harms ASCAP—Jonathan] Julie London Liberty 55076

The Strikes

(Imperial 446)

B “I DON’T WANT TO CRY OVER YOU” (2:04) [Marquis BMI—Alexander] This is an exciting, up-tempo opus with a rockably flavoring dynamically performed by the vocal team. Thrilling beat session that kids will love.
C “ROCKIN’” (2:08) [Marquis BMI—Jacobs] A similar tempe is maintained by the group in this romping creation.

Sammy Kaye

(Columbia 40964)

B “POSIN’” (2:32) [Chappell ASCAP—Cahn, Chaplin] Kaye, his ork and chorus have a real cute dance number; the dance has a half feature during which the participants are asked to pose. The Kaye crew presents the swinger infectiousbly. Excellent novelty item. Should be a favorite on dance floors.
B “CHARLESTON” (2:15) [Harms ASCAP—Mack, Johnson] The ensemble goes through an accurate, happy re-creation of the famous dance step of the twenties.

Sonny Burke

(Decca 30382)

B “THE DELICATE DELI-CUENT” (2:27) [Famous ASCAP—Breman] Burke and the ork had the successful “Walk To The Bull ring,” and in this release the ork pre- senta a colorful mambo number from the new Jerry Lewis flick of the same title. Highly rhythmic presentation mambo fans will enjoy.
B “THE PRIDE AND THE PAS- SION-BOLELO” (2:16) [Round ASCAP—Antheil] The incessant, increasingly active beat of this bolero is an effort from “The Pride And The Passion” film. Burke and the ork offer a colorful reading of the theme.

The Vogues

(Imperial 446)

B “LEET-OVER LOVE” (2:02) [Bel-Air ASCAP—Adlam, Rich] The vocalists sing the romantic with enthusiasm, and have a disk here that offers deejays a good turn on the tables.
C “ALABAMA” (2:06) [Round Table ASCAP—Adlam, Rich] An up-tempo, vocal salute to the state is nicely harmonized by the team.

The Five Dreams

(Mercury 71150)

B “YOU ARE MY ONLY” (2:18) [Merge BMI—Churchwell] The group does nicely with a rhythmically interesting opus that combines elements of rock’n’roll vocalizing and Latin-flavored percussion work. The song has a catchy quality. Next item offering.
B “UP ALL NIGHT LONG” (2:35) [Ascot BMI—Anderson] This side opens with an echo-chamber weep, and goes on to a strong blues delivery by the boys.

Winifred Atwell

(London 1730)

B “STUDTIN’ DOWN JANE STREET” (2:17) [Mecca ASCAP—Brandon] Miss Atwell is a keyboard favorite in England, and has pressed several London LP’s. Here the fleet ivorist shows off a J. W. 41166, Boogie-woogie theme.
B “SPACE SHIP BOOGIE” (2:39) [B. F. Wood ASCAP—Smart] Astral sounds start Miss Atwell on the boogie-woogie road, Sizzling keyboard work.

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The Cash Box, Music  Page 24  July 20, 1957

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**Record Reviews**

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**CLIFF BUTLER**
(Nenco 6003)

**"ON MY MIND"** (2:15) [Excellent BMI—Butler] Here is a potent blues number charted with authentic blues feeling by Butler. Impressive blues waxing.

**"MY MOOD"** (2:35) [Excellent BMI—Holton] Butler's orch takes over the funky approach here. Benny Holton's keyboard is the big instrumental factor here.

**THE LEADERS**
(FIV 1014)

**"KASHMIR"** [V.I.P. BMI—Rouse] The group provides a fascinating adventure into exotic rhythms on this opus bearing a similarity to the recent "Iarem Dance." Striking instrumental item.

**"SINGAPORE PASSAGE"** [V.I.P. BMI—Rouse] Ever interesting sounds are once again spotlighted by the crew.

**MEL TILLIS**
(Columbia 49944)

**"IF YOU'LL BE MY LOVE"** (2:12) [Roosevelt BMI—Tillis, Peddy, Young] Columbia has a drive directed toward deejays pushing country & western singer Mel Tillis' initial pop entry. The artist delivers a tuneful, upbeat rocker here that should sell him to a R & R market. Good showing.

**"JUKE BOX MAN"** (2:03) [Golden West BMI — Tillis, Peddy] A solid, driving rocker gets a spirited unleashing from the artist.

**DEAN JONES**
(MGM 12506)

**"HUSH-A-BYE"** (2:12) [Roosevelt BMI—Scott-Belasco] True to the title, the side is a soft, calypso-flavored opus tenderly read by vocalist Jones. A change-of-pace programming item for the jocks.

**"THE BALLAD OF GUNSLIGHT RIDGE"** (2:05) [Madrigal ASCAP—Raskin] A dramatic presentation from a pic of the same name is emotionally developed by Jones.

**LIL' WALLY**
(Jay Jay 168)

**"BARBARA POLKA"** — Wally, and his crew are famed mid-western polka performers, and prolific Jay Jay disk producers. The offering here is a typically lively, and fun-filled track sure to find a place on the turntables of deejay polka programmers, and home polka enthusiasts.

**"TAKE ME BABY"** [Jay Jay BMI—Jagello] More polka hoop-de-do is wrapped with energy by the orch. The side gets a vocal stint.

**DAVE LOWE**
(Liberty Bell 9914)

**"EVIL ANGEL"** (2:03) [Desert Palms BMI—Sanders] The gal has left the falls, thus the title's contradiction of terms. Lowe wails the number with a very effective, monotone delivery. Something that could catch on.

**"TO BE IN LOVE"** (2:09) [Renda Desert Palms BMI — Humilie] The pressing is a quiet rocker tenderly rendered by the vocalist. Warm R&R ballad.

**FRANK PIZANI**
(Bally 1404)

**"ANGRY"** (1:50) [Melrose ASCAP—Cassard, Brunies, Brunies, Mecum] Pizani was a member of a vocal group, the highlights, and is out on his own with this R&B release featuring a middle-beat rocking version of an oldie. The artist brightly encounters the tune, giving it all his teenage appeal. Strong teen attraction.


**CONWAY TWITTY**
(Mercury 7148)

**"MAYBE BABY"** (2:12) [Conway BMI—Twitty] Mercury's recent rock 'n roll find attacks this ditty with a bag-full of R&R tricks that leaves the session right at the doorstep of many a teen home. An exciting performer doing his rhythmic most to please the kids.

**"SHAKE IT UP"** (2:37) [Conway BMI — Twitty] The artist takes exciting care of a fast-moving rocker.

**GUY LA SALLE**
(MGM 12599)

**"BY THE BEND OF THE RIVER"** (2:20) [G. Schirmer ASCAP — Haig, Edwards] The sweet, bucolic melody has already received a number of recordings. La Salle and the orch luscily let the song take its melodic course, and give the buyer a solid version of the composition to purchase.

**"PINWHEEL"** (2:06) [Essex ASCAP—De Siano] This side is a fascinating display of rhythm and orchestral scoring. Exciting instrumental.

**JOHNNIE EAGER**
(KCA Victor 6571)

**"THERE ARE TWO 'EYES' IN HAWAII"** (2:35) [Criterion ASCAP — Hoffman, Manning, Anderson] Deep-voiced Eager capably handles this Hawaiian-flavored melody with its play on words. Those who enjoy the sassy, nostalgic sound of Hawaiian-like material will find a warm arrangement here.

**"NO HUHU"** (2:18) [Criterion ASCAP—Hoffman, Manning, Kolsonani] The listener remains on the islands in this happy Hawaiian-pop inspired ditty. Eager is at home with the rhythm.

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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
Bob Grubben (KDFH-Dubuque, Iowa) will be celebrating the beginning of his 17th year on KDTH July 29th. The deejay, who is also Program Director of the station, began his stay at the outlet as a boy soprano soloist on a children's program. He is now local semi-professional and professional talent together to make a tour of Air Force Bases in Labrador, Newfoundland, Grinnell in Newfoundland, Green Bay and Maine. Gordie, and all the talent will be donating their time and talent for this worthwhile effort. . . . Gloria Lynn, who cut the first record by newly formed Central Airlines, "I'm Like That," b/w "I'd Be A Fool To Be Mistaken By You," has been making the rounds of New York deejays on behalf of their new label "央". Several of the deejays who were on Miss Lynn's itinerary included Jack Walker (WVOY); Betty Granger (WLID); and Jackie Hendersen (WJOY). The thrash plans a New York deejay party shortly. . . . Milt Grant (WTTG-TV-Washington, D.C.) reported that "Four Days of Love," put out by Dick Msteller (Juke Box Records), has been a favorite of Milt Grant's which is being played in his area for his tvtv, "The Milt Grant Show," making this Washington's top local live program, says the station. . . . Bill Muller (WHKH-Baltimore, Md.) is setting up the recent Roy Hamilton (Epic) appearance at Carr's Beach, Annapolis with "Great!!" If any deejay would like Bill's "Clyde Story" that gives the talk for months ago, he would be glad to send the approximate. . . . A1. . . .

Bill Mullen (WLID-Baltimore, Md.) flew to Potomac, Md., to attend the first of the "Solid Stockings," the song: "Siberia," . . . Jim Ameche (KPAL-Palm Springs, Calif.) is tape synching all his shows, and besides Palm Springs, is also heard on KGO-San Francisco; KSF-Detroit; KAFY-Bakersfield; WITL-Milwaukee, Wis. Jim is doing the "Anna And Andy" show daily at "Tall Hall" announcements, and will be the emcee replacing Loretta Young on the summer replacement of the "Loretta Young Show." Station, WTTK-Trouton, N.Y. has opened summer studios at the Seaside Heights Casino on the Jersey shore. . . . Bill Day (WITL-Brent-Fla.) has a morning participation show from a Mississippi River steamer called "Breakfast With The Queen," a "Breakfast With The King," for the steamers. . . . Nick Charles (WSLB-Ogdensburg, N.Y.) is due in New York the week of July 21. . . . Don Parker's (WMMS-Portland, Ore.) show Linda, 6, and Elaine, 5, are doing commercials, and the commercials are a part of the show. . . . Dunn writes, are giving up their morning slot, and his call letters will be changed to WRVM (Rochester's Vox) . . . Paul Brenner (WAAT-Novark, N.J.) has launched a photo "give-away" for his listeners a few weeks ago with results that were overwhelming. The initial offering was a picture of Tommy Sands at a Capitol recording session, and to date, his office staff has been swamped with 6,000 requests. The current picture offered is that of Paul Come (RCA Victor), Paul is presenting the photos on a white card with a personal message of thanks to his listeners.

JOHN ADAMS
(WEIG-Greensboro, N. C.)
Recreation Commission hours a week at his new . . . Rocky Groce will be purchased WRNY goes.

PAUL BRENNER
(WEAT-Novark, N. J.)

VITAL STATISTICS:
Blaine Warrell, formerly of KBAB-San Diego, Calif, has moved to KGB-San Diego. . . Marvin Rothshild is the new Program Director of WABQ-Newark. . . . Joe Gleichstein has been appointed Vice President in charge of all publicity, audience and sales promotion, and research activities for WWDC-Washington, D.C. . . . Scott Palmer is the new librarian at KEB-San Diego, Calif. . . . Don Gay will leave WABC-Washington, D.C. . . . KUTI-Yakima, Wash. to KQTY-Everett, Wash. . . . Ron Tuten has been vice-president and station manager of WITY-Jacksonville, Fla. . . . Bill Earl has joined the staff of WMNS-Denver, N. Y. coming from WLS-Chicago. . . . The format of KQTY-Everett, Wash. . . . to KQTY-Washington, D.C. . . . KXU-Washington, D.C. . . . Jack Low, formerly of KFWB-Hollywood, has moved to KBAB-San Diego, Calif. . . . Jack Taylor has been appointed General Manager of WYAM-Minneapolis-St. Paul, Minn. . . . Frank Thompson is now stationed at XEAC-Tijuana, Mexico, formerly associated with KFBM-San Diego. . . . Dave Pennell is now an Account Manager of WABC-New York, N. Y. . . . John St. Clair is now a platter spinner for KFBM-San Diego, Calif.
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“AFTER GLOW”—Carmen McRae—Decca DL 8593 (1-12” LP)
Miss McRae’s fifth issue for Decca is one of her ablest vocal (and keyboard) stints: warm, reflective styling on a selection of old melodic friends (“My Funny Valentine,” “Exactly Like You,” “Nice Work If You Can Get It”). Several of the numbers here are the artist at the piano. Rhythm accompaniment is tastefully unobtrusive. A class vocalist in fine form.

“HIGH BARREREE”—Ray Martin And His Orchestra—Capitol T 10067 (1-12” LP)
Martin with three mood disks delivered to these shores should be familiar to many mood purchasers, in a romping recce from lush arrangements. Martin, the orchestra and the Bill Shepherd Chorus present a set of gay new and traditional sea songs with vocal and orchestral banners flying high. Excellent vocal work, and what could be an effective tie-in with the marines.

“SING IT TO THE MARINES”—Monica Lewis—Verve MGV-2971 (1-12” LP)
The thrush is appearing with Jack Webb in the marine-training pic, “D.A.P.” and on this Verve set the nicely handled bill of 12 evergreens said to have been chosen by members of the corp. Miss Lewis such items as “Nice Work If You Can Get It,” “I Get A Kick Out Of You,” and “The Song Is You” in their proper melodic and lyric perspective. Excellent vocal work, and what could be an effective tie-in with the marines.

“THE GRAND OLD HYMNS”—Stuart Hamblen—RCA Victor LPM-1486 (1-12” LP)
Hamblen is one of the ablest readers of the hymn. In this Victor issue the artist offers both the stirring and lighter creations in a manner bearing conviction, and true joy. Paul Mickelson (currently appearing with Billy Graham in New York’s Madison Square Garden) effectively leads the choir and orchestra. Selections include “What A Friend,” “The Old Rugged Cross,” and “His Eye Is On The Sparrow.” A collection of hymns expertly performed.

“I HEAR AMERICA SINGING”—John Charles Thomas—The ILGWU Hour—RCA Victor Symphony Orchestra—Nathaniel Shilkret, Cond.—Camden CAL-507 (12” LP)
This is the famed George Kleinsinger cantata (and the famed performance) based on the poems of Walt Whitman. Its appearance in LP form should be a welcome offering for many individuals, and schools. The soaring Kleinsinger score, and the first rate, the ILGWU chorus, and Victor orchestra is an impressive display. Dividends on the flip side include Thomas in 5 songs (“The Lord’s Prayer,” “Oh! What a Beautiful Morning,” “Oh! Man River”). A marvelous $1.88 buy from Camden.

“FOLKE FESTIVAL”—Franz Schermann And The Alpines—Revendous RLP 1304 (1-12” LP)
The three-man group is a popular West Coast attraction specializing in Bavarian folk music, the cases in point on this Revendous release being the polka, and waltz. There is an ease of interpretation on the selection, making the set listenable as well as danceable. The instruments are the clarinet, accordion, and the instrument familiar to Bavarian bands, the Frehheit. Selections include “Vienna Life,” “Heavenly Polka,” “Tales Of Viennia Woods.” Inviting polka waltz display.

“LATIN SATIN”—Perez Prado And His Orchestra—RCA Victor LPM-1455 (1-12” LP)
Few orks in the Latin field command the stature of the Prado crew, and in sharp, and vivid transcriptions of the cha cha beat the listener can hear why. The orch works its colorful, and melodic magic on such South-Of-The-Border evergreens as “Green Eyes,” “You Belong To My Heart,” and “Perfidia”. Latin stock that can’t miss.

“ROCKIN’ SASS AND ROLLIN’ ORGANS”—Sam Taylor, Sax—Dick Hyman, Organ—MGM E8588 (1-12” LP)
Two prominent MGM instrumentalists, Sam (“The Man”) Taylor (sax) and Dick Hyman (organ), get together for 12 socko performances the kids will work-over a mixture of durables (“Till Get By”) and newer numbers (“Walk With Me”). Top-rate musicians in a happy free-for-all mood.

“POLKA FESTIVAL”—Jeri Lynne—RCA Victor LPM-1506 (1-12” LP)
Jeri Lynne is an attractive and colorful young dancer known for her polka, and waltz. Included in this set is a selection from the company’s Columbia LP, “Jeri Lynne’s Fifth LP” (1953). Included here are such selection as “ screweyes,” “Heavenly Polka,” and “Tales Of Vienna Woods.” Inviting polka waltz display.
"POLISH MELODIES" — Frank Wojnarowski And His Orchestra—Dana DLP 1254 (1-12" LP)

The dance most often associated with Polish melodies, the polka, plays the major role in this Dana issue. Wojnarowski and the ork perform 7 typically lovely polka numbers plus others in the faster ocker and waltz dance step. The big producer of Polish music disks has given its market an entry with good dance-steps variety.

"GIRL OF MY DREAMS"—Ronnie Binge And His Orchestra—RCA Victor LPM-1488 (1-12" LP)

Binge is an arranger-conductor who obviously knows the mood music book thoroughly. His debut to American audiences is a lush concoction of melodies with a girl-of-my-dreams theme ("Beautiful Dreamer," "When Day Is Done," and, of course, "Girl Of My Dreams"), Superior mood entry that ought to keep many in that pensive mood.

"LOVE IN A MIDNIGHT MOOD"—Genie Pace—Jade JLP 1001 (1-12" LP)

Jade has joined the LP parade with this set featuring stylist Genie Pace, a performer with a bluesy sensitivity that understands the fine bill she's been provided with. The melodies include "I Get Along Without You Very Well," "Body And Soul," and "I Remember April." Frank Metis skillfully arranges and directed the full combo support. Impressive LP beginning for both artist and disker.

"POLKA"—Ted Tyle—Roulette R-25011 (1-12"

The polka, and several allied steps pass viristically in review in this Roulette entry catering beautifully to the polka trade. Ted Tyle and the crew whip up the various polka styles ("Pinger," "Two Step") with a delectable flair for the infectious rhythms of the dances. Big, 16 tune program. Above-board polka disk.

"THE EXCITING MAMBO"—Ramon Marquez And His Orchestra—International LP 5065 (1-12"

These mambo transcriptions by Mexican ork leader Ramon Marquez carry lots of danceable mambo finesse, and are, on the other hand, a highly listenable collection of mambo orchestrations. Marquez offers the 12 original pieces with fanciful embellishments, and obvious dance floor authority. Fine mambo sessions.

"BLUEBIRDS AND VIOLETTAS"—Michele Montes—Verve 2977 (1-12"

In the tradition of the impresarios of the past, Michele Montes presents a 16-tune program that is a kind of living museum of popular (in its day) vocal tunes from the vogue era. Michele Montes, who probably performs in Latin American countries, is cut from the same cloth as the many Latin American vocalists who have given us a veritable music library through their interpretations of classroom songs, camp songs, and the like. Michele Montes, however, presents the material with a distinctively Latin American touch that is quite an asset in the musical world. A well-rounded label presentation that is sure to attract a following among the aficionados of the older popular songs.

"THE CANADIAN SCENE"—The Phil Nimmons Group—Verve MG 9011 (1-12"

The Nimmons (clarinet) nine-man outfit is making its disk debut on this pressing making many inventive swing attacks jazz fans here will respond with eagerness. Working mostly on a standard bill ("Pick Yourself Up," "Stompin' At The Savoy"), the band has a high quality rhythm section that can play with enthusiasm, and warmth. Noteworthy bow.

"BRAHMS: THREE Rhapsodies-Variations And Fugue On A Theme Of Handel"—Victor Schioler—Piano-Capitol L-1804 (1-12"

Schioler's major pianist, Leonard Pennario, has undertaken a challenging program in new entry. The works are three sonatas by Bartok, Prokofiev, and and suite film composer ("Toscanovia"

"CONTEMPORARY PIANO SONATAS"—Leonard Pennario—Piano-Capitol P 8376 (1-12"

Pianist's major pianist, Leonard Pennario, has undertaken a challenging program in new entry. The works are sonatas by Bartok, Prokofiev, and suite film composer ("Toscanovia"

"BLOWING IN FROM CHICAGO"—Cliff Jordan (tenor sax)—John Gilmore (tenor sax)—Blue Note 1549 (1-12"

The disk sells the two tenor sax men, Cliff Jordan, and John Gilmore extremely well. Occasioned by particularly hard-driving work, and the backing of a notable three man crew (Horace Silver-drum; Art Blakey—bass; Curly Russell on sax), the sessions catch the featured artista in provocative stints. Excellent sound. Everything came off wonderfully here.

"THE JOHN TOWNER TOUCH"—John Towner, Piano-Kapp KL-1055 (1-12"

Towner appeared admirably in the 2-disc Kapp jazz set, "Modern Jazz," and it pays him self briskly, and inventively on this issue featuring the artist in 12 modern-day waltzes ("Wait Till You See Her,"

"THE DOMINANT TOWNER"—John Towner, Piano-Kapp KL-1055 (1-12"

The disk sells the two tenor sax men, Cliff Jordan, and John Gilmore extremely well. Occasioned by particularly hard-driving work, and the backing of a notable three man crew (Horace Silver-drum; Art Blakey—bass; Curly Russell on sax), the sessions catch the featured artista in provocative stints. Excellent sound. Everything came off wonderfully here.

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A List of Most of The Records Which Have Topped The Million Mark

### The Million-Seller Records

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Hey, Hey&quot; by Perry Como &amp; Chordettes</td>
<td>1957</td>
</tr>
<tr>
<td>&quot;I'm Telling You Now&quot; by Dorsey &amp; Jimmy Dorsey</td>
<td>1949</td>
</tr>
<tr>
<td>&quot;The Man I Love&quot; by Ethel Merman</td>
<td>1943</td>
</tr>
<tr>
<td>&quot;I'll Be Home For Christmas&quot; by Bing Crosby</td>
<td>1943</td>
</tr>
<tr>
<td>&quot;We're Gonna Make Believe&quot; by The Andrews Sisters</td>
<td>1946</td>
</tr>
<tr>
<td>&quot;Boots and Saddles&quot; by Hank Williams</td>
<td>1950</td>
</tr>
<tr>
<td>&quot;I'll Be Home For Christmas&quot; by The Andrews Sisters</td>
<td>1950</td>
</tr>
<tr>
<td>&quot;The Man I Love&quot; by Rosemary Clooney</td>
<td>1954</td>
</tr>
<tr>
<td>&quot;I'll Be Home For Christmas&quot; by Bing Crosby</td>
<td>1954</td>
</tr>
<tr>
<td>&quot;We're Gonna Make Believe&quot; by The Andrews Sisters</td>
<td>1954</td>
</tr>
</tbody>
</table>

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*Only those records best suited for commercial use are reviewed by THE CASH BOX*
THE MILLION-SELLER RECORDS

Continued from page 44

Moeoney, Art
Morgan, Russ
Moris, Ella Mae
McCoy, Clyde
Page, Patti
Paul, Les & Mary Ford
Platters
Prado, Perez
Presley, Elvis
Ray, Johnnie
Riddle, Nelson
Sands, Tommy
Shaw, Artie
Shore, Dinah
Sinatra, Frank
Smith, Kate
Stafford, Jo
Starr, Kay
Stoloff, Morris
Tucker, Orrin
Waring, Fred
Weavers, The
Weber, Joan
Weems, Ted
Whitman, Paul
Whitfield, David
Whiting, Maggie
with Jimmy Wakely
Williams, Roger
Winterhalter, Hugo

Four Leaf Clover
Cruising Down the River
Blacksmith Blues
Sugar Blues
Tennessee Waltz
I Went To Your Wedding
Doggie in the Window
Changing Partners
Cross Over the Bridge
How High the Moon
Mockin' Bird Hill
The World Is Waiting for the Sunrise
Vaya Con Dios
Only You
The Great Pretender
My Prayer
Cherry Pink and Apple Blossom
Heartbreak Hotel
All Shook Up
Dan's Be Clover/Hound Dog
I Want You, I Need You, I Love You
Love Me Tender
Too Much
Teddy Bear/Loving You
Cry
Lisbon Antiqua
Teen Age Crush
Begin the Beguine
Star Dust
Summit Ridge Drive
Buttons and Bows
Young at Heart
Rone O'Day
Temptation
Make Love to Me
Wheel of Fortune
Rock And Roll Waltz
Moonglow & Picnic Theme
Oh, Johnny
' Twas the Night Before Christmas
On Top of Old Smoky
Let Me Go Lover
Heartaches
Whispering
Three O'Clock in the Morning
Cara Mia
The Tree in the Meadow
Slipping Around
Autumn Leaves
Canadian Sunset

MGM 1948
Decca 1949
Capitol 1952
Decca 1946
Mercury 1950
Mercury 1952
Mercury 1952
Mercury 1950
Mercury 1954
Capitol 1949
Capitol 1953
Mercury 1955
Mercury 1950
Mercury 1956
Victor 1955
RCA Victor 1956
Victor 1957
Victor 1957
Victor 1957
Victor 1957
Columbia 1951
Capitol 1950
Capitol 1957
Victor 1958
Victor 1940
Columbia 1948
Capitol 1954
Columbia 1941
Capitol 1948
Columbia 1954
Columbia 1952
Decca 1955
Columbia 1939
Decca 1942
Decca 1951
Capitol 1954
Decca 1950
Victor 1959
Victor 1950
Victor 1959
London 1956
Capitol 1948
Capitol 1949
Kapp 1955
Victor 1956

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A Bluebird
RAINWATER

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and
MY BRAND OF BLUES

CONNIE FRANCIS
EIGHTEEN
and
FADED ORCHID

RAY CHARLES SINGERS
AROUND THE WORLD

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- "Laverne Baker"—CLP-2-5007
- "Ivy Joe Hunter"—CLP-2-5008

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- "Midnight On The Ciff"—Les Baxter, His Orchestra And Chorus—T-843
- "The Classics A-side Dixie Pee Wee Hunt—EP-1, 2, 3-849
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- "This Is Lorean—Lorean Alexander And King Fleming—LP-542

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- "Double Or Nothing"—Howard Rumsey And The Lighthouse All-Stars—LP-3045

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- "Swing From Paris"—Quintet Of The Hot Club Of France, Featuring Django Reinhardt And Stephane Grappelli—LP-134
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- "Stevie Lee Quartet"—LP-101
- "Richie Kamuca Quartet"—LP-102
- "Mel Lewis Sextet"—LP-103
- "Clyde Jenkins' Guitar Quartet"—LP-104
- "Marty Paich Trio"—LP-105
- "Get With A Horn"—Clare Braby—LP-106
- "Frank Rosanio Sextet"—LP-107
- "Joy Bryan Sings"—Accompanied By The Marty Paich Sextet—LP-108
- "Conte Candoli Quartet"—LP-109

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No. 1, 2—Tri-Du Bolzano—LC 3351
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Hindemith: Die Firetemperatures/Five Pieces, Op. 44 No. 4—Funeral Music For Violin Strings—Leon Fleisher, Piano, Paul Ghezzi, Violin, Nether- landes Chamber Choir, Felix de Nobile, Conductor, George Stem, Organ—LC 3359
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"Hi Fi With The Granard Guards”— Band Of The Grenadier Guards— Conductor: Major J. F. Harris—LL-1623
Mendelssohn: Concerto In E Minor For Violin And Orchestra (Opus 64)/ Bruch: Concerto No. 1 In G Minor For Violin And Orchestra (Opus 26) — Ruggero Ricci (Violin) Wien Philhar- monic Orchestra, Conductor: Pierre Gelin—LL-1680
Paganini—Krakow: Concerto In One Move- ment For Violin And Orchestra/Saint- Saens: Concerto No. 3 In B Minor For Violin And Orchestra (Opus 61) Camoli (Violin) With The London Symphony Orchestra, Conductor: Florio Gamboa—LL-1624
Schumann: Concerto In A Minor For Piano And Orchestra/Werber: Konzertstuck In F Minor For Piano And Orchestra—Friedrich Gulda (Piano) With The Vienna Philharmonic Orchestra—Conductor: FalkmarAndre—LL-1589

MERCURY:

"Bach On The Biggest"—Robert Elmore— MG-3017
"Johanna Strassens"—Mingus, Daryllt—MG-3016
"Fiesta In Hi Fi”—East—Roch, Hanson—Conductor—LC-3014

M-G-M:


RCA VICTOR:

Offenbach: La Peciche—Various Artists— LOCO-1029
"In The Latin Flavor"—Boston Pops Or- chestra, Arthur Fiedler—LM-2052 "Curtain Going Up"—Boston Pops Orche- stra, Arthur Fiedler, Conductor—LM-2051
Brahms: Symphony No. 1—Boston Sym- phony Orchestra, Charles Munch, Con- ductor—LM-2097
"Hi Fi Fieder"—Boston Pops Orches- trsat, Arthur Fiedler, Conductor—LM-2091 + ERD-2100
"Serenade For Strings"—Strings Of The Boston Symphony Orchestra, Charles Munch, Conductor—LM-2105
Rachmaninoff: Symphony No. 2—London Philharmonic Orchestra, Sir Adrian Boult, Conductor—LM-2106 + ERD-2100

WESTMINSTER:

Honegger: Pacific 231/Rugby/Pastoral D’ Ete/Chant De Joel/Prelude For "Le Testament”—Maurice Ravel—XL-1601—Philharmonic Symphony Orchestra Of London, Conducted By Herman Scher- men—XWN 18846
Mahler: Symphony No. 5 In C Sharp Minor, Symphony No. 10 In F Sharp Minor—Vienna State Opera Orchestra, Conducted By Hermann Scher- men—XWN 2220
Mahler: Symphony No. 7 In B Minor— Vienna State Opera Orchestra, Conducted By Hermann Scher- men—XWN 2221
Spindlarior: Orchestral Excerpts From The Opera “Almost/Sorian”/Orchestral Scenes From The Film Comedy “Molotch”—Armenian Philharmonic Orchestra Conduc- ted By Mikhail Malantun—XWN 18487
Meyerbeer: Les Huguenots (Abridges). Sang In English—Various Artists—OPW 1204

"It’s What In THE CASH BOX That Counts—INTERNATIONALLY"
**Round The Wax Circle**

**NEW YORK:**

This is our 15th anniversary and once again we want to take this opportunity to thank everyone in the business. We've tried to make this an issue that will be useful to you out during the year and to that end you will find it packed with information which is vital to the running of your enterprise in our industry. As you turn the pages, we are certain you will find features and other material which provides information that can be found nowhere else...Jodee Sands, of "With All My Heart" fame, has been lined up for several TV shots. They include the Vic Damone Show, the Steve Allen Show, and the Julius La Rosa Show. J. K. Hazard is fronting a new act for Teddi King. The thrust is currently appearing at Mr. Kelly's in Chicago. The Rover Boys, into the Holiday House, Pittsburgh for 2 frames beginning July 29. The boys are currently visiting disk jockeys with their first release for Vik, "Soft Sandals" and "My Baby's Steppin' Out." Phil Sheek, assistant manager of Leslie Distributors' N.Y. branch, is recuperating from surgery at the Post Graduate Hospital in New York...Joe Kolsky of Roulette Records is leaving on an extensive road trip with Jimmy Rodgers. Joe is also very excited over the sales on Shave Capote's "Got A New Acquainted Walk," and says they get a real sleeper in Larry Storch's version of "I'm Walkin'.... Former child singing star, Bobby Brown, records his latest disk for Columbia this week entitled "Rainbow" and "If We Make Love." Art Ford is sponsoring a song-writing contest for would-be writers. Harry Carlson, president of Fraternity Records, is planning to release a fan-week album by the late Jimmy Dorsey shortly...Neal Hefti writing the choral and orchestral arrangements for the new Chee commercial through the Young and Rubicam agency,...The Vernonons of RCA Victor, into the Oops July 15 for a three week stint.

**CHICAGO:**

How do you thank such wonderful people as all of you who have showered us with telegrams, phone calls and letters of congratulations on as Bob "Coffeehead" Larson of WEMT, Milwaukee, puts it, "Fifteen years an in-law must mean? Yea, it's that..."

**HOLLYWOOD:**

Many West Coast manufacturers and distributors attending the NAMM convention being held this week at the Palmer House in Chicago...Diamond Distributing Co. now handling the Vik Records line for the Southern California area. Ahe Diamond will attend the taping of both Vik and B.C. Paramount distributors held this week in Chicago in conjunction with the NAMM...Harry James and the band playing under the direction of four weekend dates at the Hollywood Palladium. Capitol Records will shortly release its third Harry James album, entitled "Wild About Harry,"...Local deejays hopping on Russell Arms' new Radio Disking of "Where Can A Wanderer Go..." Julie London's new release, "7 Young Wild One," named Andrea Beth...Joe Johnson, head of Challenge Records, book East to record the label's first hit, "Blue Jean Baby" by Jerry Wallace. Billy Ward's first album for the Liberty label, titled, "Hollywood Swagger," has completed an evening's performance at a "Billy Daniels at the Mo" album...Freddy Martin will record both singles and albums, with Dave Cavanaugh producing, under his new Capitol Records contract...Rendeverds Records expanding their LP catalogue. First addition is a "Folks Festival" album of authentic Bavarian Folk Music,...Mr. and Mrs. Mike Conner welcomed their second son, Jeffery, July 14, last week...The Randy Van Horn Singers, appearing regularly on the new half-hour Nat "King" Cole NBC-TV show, recording their second album for RCA-Victor.

---

**GIVE YOUR LABEL A SILVER LINING**

with RCA Victor engineering skill

**plus individual attention**

For the sound every label needs--"the sound that sells"--go RCA Victor! Start to finish, RCA Victor combines the ultimate in technical know-how, the utmost in manufacturing care.

In the vital first step, where the grooves of the lacquer-master are translated into durable metal, RCA Victor now makes history with an amazing new silver-spray machine. Completely automatic, this machine not only eliminates all risk of human error in preserving the original quality, but it does its work in one-fifth the time of outmoded processes! And at the last step, the watchword is still care. Prior to shipment, a final check, with each record individually inspected!

Unmatched research in sound, unequaled attention to detail—these are yours at no extra cost, when you go RCA Victor.

Wherever you may be, East, Midwest, or West, one of RCA Victor's three strategically-located plants is ready to serve you well. Individual attention to your order, large or small...fast delivery...drop-shipping...warehousing—that's RCA Victor-style "service-on-a-platter." Get full details from RCA Victor Custom Record Sales today!
"AS 'YOUNG BLOOD' IN THE ENTERTAINMENT FIELD WE WERE 'SEARCHIN' FOR THE BIG ONE''

thanks!

TO THE NATION'S DEE JAYS FOR VOTING US THE MOST PROMISING UP AND COMING VOCAL GROUP.
Sincerely,

The Coasters

PERSONAL MANAGEMENT:

Lester Sill

BOOKING:

Milton Deutsch Agency, Inc.

ATCO

Atco Recording Corp., 157 West 57 Street, New York 19, N.Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Give Your Label Every Opportunity For Major Label Coverage With The Largest And Most Progressive Independent Distributor In So. Calif.

(Were Equipped To Concentrate On A Top Jazz Line.)

Gordon Wolf
Sam Laine

Sunland Music Co., Inc.
1310 So. New Hampshire
Los Angeles, Calif.
Phone: DUnkirk 5-7311

Top Selling Records
Reported by Retail Outlets
From Coast to Coast

MELODY SONG SHOPS, INC.
Brooklyn, N. Y.

CRITTENTON'S, III.
1. Bye. Bye, Baby (Everly)
2. White Sport Coat (Rabkins)
3. Love Letters In The Sand
4. It's Not For Me To Say
5. Around The World
6. So Rare (J. Dorsey)
7. A Love Like Yours (Everly)
8. Teddy Bear (E. Presley)
9. Fallen Star (N. Nokie)
10. I'm Gonna Sit Right Down (A. Williams)

BURK'S MUSIC SHOP
St. Paul, Minne.

OLDLAND MUSIC SHOP
Sioux Falls, S. D.

1. Teddy Bear (E. Presley)
2. Bye, Bye, Baby (Everly Bros.)
3. Love Letters In The Sand
4. It's Not For Me To Say
5. Around The World
6. So Rare (J. Dorsey)
7. A Love Like Yours (Everly)
8. Teddy Bear (E. Presley)
9. Fallen Star (N. Nokie)
10. I'm Gonna Sit Right Down (A. Williams)

1. Loving You (E. Presley)
2. Around The World
3. Searchin' (Coasters)
4. Shangri-La (Four Coins)
5. Fallen Star (Willigers)
6. Tammy (D. Reynolds)
7. Old Cape Cod (P. Page)
8. Rockin' Shoes (Amos Rents)
9. I'll Be There (St. Jackson)
10. White Silver Sands (Rondo)

1. I'm Gonna Sit Right Down (A. Williams)

CUTLER'S RECORD SHOP
New Haven, Conn.

THE RECORD CENTER
Cleveland, Ohio

1. Teddy Bear (E. Presley)
2. I'm Gonna Sit Right Down (B. Williams)
3. Short Fat Fannie (Williams)
4. Bye, Bye Love (Everly Bros.)
5. Love Letters In The Sand
6. Four Walls (J. Reeves)
7. Fallen Star (J. Newman)
8. White Sport Coat (Robbins)
9. Searchin' (Coasters)
10. I Like Your Kind Of Love (A. Williams)

EBERGENFIELD MUSIC, INC.
Bergenfield, N. J.

BOSTON RECORD DIST.
Boston, Mass.

1. Love Letters In The Sand
2. Bye, Bye Love (Everly Bros.)
3. I'm Not For Me To Say
4. Love Letters In The Sand
5. Start Movin' (J. Dorsey)
6. So Rare (J. Dorsey)
7. I'm Gonna Sit Right Down (B. Williams)
8. White Sport Coat (Robbins)
9. Shangri-La (4 Coins)
10. I'm Gonna Sit Right Down (P. Page)

BOB SCHAA CO.
Evansville, Ind.

AMERICAN MUSIC CO.
Houston, Texas

1. Bye, Bye Love (Everly Bros.)
2. Whipping Bells
3. Love Letters In The Sand
4. Teddy Bear (E. Presley)
5. Angel Of Love (Vivian)
6. I Like Your Kind Of Love (A. Williams)
7. Short Fat Fannie (L. Williams)
8. Old Cape Cod (P. Page)
9. Dark Moon (G. Storm)
10. Little Darlin' (Diamonds)

GIFT MART MUSIC CENTER
Jackson, Mich.

JACKSON AUTOMATIC
Jackson, I. 1.

1. It's Not For Me To Say (J. Dorsey)
2. Love Letters In The Sand
3. So Rare (J. Dorsey)
4. I Like Your Kind Of Love (J. Mathis)
5. I'm Gonna Sit Right Down (B. Williams)
6. Wonderful! Wonderful!
7. Around The World
8. One For My Baby (Bennett)
9. Gonna Find Me & Bluebird
10. I'm Gonna Sit Right Down (N. Nokie)

ATLANTIC PENNSYLVANIA CO.

THE GROOVE RECORD SHOPS
Norfolk, Va.

1. Teddy Bear (E. Presley)
2. Bye, Bye Love (Everly Bros.)
3. Star Dust (J. Dorsey)
4. Love Letters In The Sand
5. I'm Gonna Sit Right Down (B. Williams)
6. I'm Gonna Sit Right Down (P. Page)
7. Shangri-La (Four Coins)
8. White Silver Sands (Rondo)
9. Rainbow (R. Hamilton)
10. Teddy Bear (E. Presley)

CRITTENTON'S, III.
1. Bye. Bye, Baby (Everly)
2. White Sport Coat (Rabkins)
3. Love Letters In The Sand
4. It's Not For Me To Say
5. Around The World
6. So Rare (J. Dorsey)
7. A Love Like Yours (Williams)
8. Teddy Bear (E. Presley)
9. Fallen Star (N. Nokie)
10. I'm Gonna Sit Right Down (A. Williams)

OLDLAND MUSIC SHOP
Sioux Falls, S. D.

1. Teddy Bear (E. Presley)
2. Bye, Bye, Baby (Everly Bros.)
3. Love Letters In The Sand
4. It's Not For Me To Say
5. Around The World
6. So Rare (J. Dorsey)
7. A Love Like Yours (Everly)
8. Teddy Bear (E. Presley)
9. Fallen Star (N. Nokie)
10. I'm Gonna Sit Right Down (A. Williams)

1. Love Letters In The Sand
2. So Rare (J. Dorsey)
3. I Like Your Kind Of Love
4. So Rare (J. Dorsey)
5. With All My Heart (J. Sands)
6. Teddy Bear (E. Presley)
7. Sand For Me (N. Cole)
8. I'm Gonna Sit Right Down (B. Williams)
9. Old Cape Cod (C. Elvis)
10. It's Not For Me To Say

SOUTH HEIGHTS MUSIC
Pittsburgh, Pa.

THE MELODY HOUSE

1. Star Dust (B. Ward)
2. Shangri-La (4 Coins)
3. White Silver Sands (Rondo)
4. Bye, Bye Love (Everly Bros.)
5. Whispering Bells
6. Rondo (Del-Vikings)
7. Love Letters In The Sand
8. Four Walls (J. Reeves)
9. Searchin' (Coasters)
10. I Like Your Kind Of Love (A. Williams)

THOMPSON'S
Eugene, Ore.

1. Love Letters In The Sand
2. So Rare (J. Dorsey)
3. I Like Your Kind Of Love
4. So Rare (J. Dorsey)
5. White Sport Coat (Robbins)
6. I'm Gonna Sit Right Down (B. Williams)
7. Searchin' (Coasters)
8. Little Darlin' (Diamonds)
9. Four Walls (J. Reeves)

BUDISCO ONE STOP
1. Bye, Bye Love (Everly Bros.)
2. It's Not For Me To Say
3. Love Letters In The Sand
4. Teddy Bear (E. Presley)
5. White Sport Coat (Robbins)
6. I'm Gonna Sit Right Down (B. Williams)
7. I Like Your Kind Of Love
8. I'm Gonna Sit Right Down (A. Williams)
9. So Rare (J. Dorsey)
10. With All My Heart (Sands)

THE RECORD ROOM
Los Angeles, Calif.

1. Love Letters In The Sand
2. Teddy Bear (E. Presley)
3. A Love Like Yours
4. So Rare (J. Dorsey)
5. I Like Your Kind Of Love
6. So Rare (J. Dorsey)
7. Sandy Sport (B. Williams)
8. Searchin' (Coasters)
9. Island In The Sun
10. All Shook Up (E. Presley)

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

"CANADA'S FASTEST GROWING LABEL"

HEAD OFFICE
P.O. BOX 5025
LONDON-CANADA

SPARTAN RECORDS
extend Congratulations and Best Wishes to The Cash Box 15th Anniversary

"COAST-TO-COAST DISTRIBUTION"

SPARTAN OF CANADA LTD.

"Only those records best suited for commercial use are recommended by THE CASH BOX."
Congratulations to Everyone at The Cash Box in its 15th Year.

Par Boone
Southern California's Newest Distributor
Is Soliciting For Strong Record Lines . . .
Offering Concentration On Your Label
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Los Angeles 6, California

Phone: DUnkirk 5-6117

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ALPHA DISTRIBUTING CO.

457 W. 45th St., N. Y.
(Circle 7-6177)

and our Thanks to the Manufacturers, Dealers, DJ's and One
Stops who have made it possible for us to be FIRST.

Congratulations to The Cash Box on your 15th Anniversary.
JOHNNY HALONKA
HARRY APOSTOLERIS

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
IN THE MIDDLE OF AN ISLAND

Columbia 40965

My sincerest thanks to the entire trade
My heartiest good wishes to The Cash Box on its 15th Anniversary

Tony Bennett

COLUMBIA RECORDS

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

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
### MOST PLAYED RECORDS OF THE PAST 10 YEARS

*The Top 10 Records of 1947 thru 1956 As Compiled By The Cash Box In Its Annual Year-End Poll*

<table>
<thead>
<tr>
<th>Year</th>
<th>Records</th>
</tr>
</thead>
</table>
| 1947 | 1. Peg O' My Heart—The Harmonicats  
2. Near You—Francis Craig  
3. Heartaches—Ted Weems  
4. Anniversary Song—Al Jolson  
5. That's My Desire—Frankie Laine  
6. Mamselle—Art Lund  
7. Linda—Charlie Spivak  
8. I Wonder Who's Kissing Her Now—Perry Como  
9. Anniversary Song—Guy Lombardo  
10. That's My Desire—Sammy Kaye |
| 1948 | 1. My Happiness—Jon & Sondra Steele  
2. Manana—Peggy Lee  
3. Ballerina—Vaughn Monroe  
4. Four Leaf Clover—Art Mooney  
5. You Can't Be True, Dear—Ken Griffin—Jerry Wayne  
6. Nature Boy—King Cole  
7. Little White Lies—Dick Haymes  
8. It's Magic—Doris Day  
9. You Call Everybody Darling—Al Trace  
10. Mickey—Ted Weems |
| 1949 | 1. Forever And Ever—Russ Morgan Orch.  
2. Riders In The Sky—Vaughn Monroe  
3. Again—Gordon Jenkins Orch.  
4. Forever And Ever—Perry Como  
5. Cruising Down The River—Blue Barron Orch.  
7. Again—Vie Damone  
8. So Tired—Russ Morgan Orch.  
9. Lavender Blue—Dinah Shore  
10. Buttons And Bows—Dinah Shore |
| 1950 | 1. Goodnight Irene—Gordon Jenkins & The Weavers  
2. It Isn't Fair—Sammy Kaye  
3. Third Man Theme—Anton Karas  
4. Male Train—Frankie Laine  
5. Mona Lisa—King Cole  
6. Muscle, Music, Music—Teresa Brewer  
7. I Wanna Be Loved—Andrews Sisters  
8. I'd Ve Baked A Cake—Eileen Barton  
9. I Can Dream Can't I—Andrews Sisters  
10. That Lucky Old Sun—Frankie Laine |
| 1951 | 1. Tennessee Waltz—Patti Page  
2. How High The Moon—Les Paul & Mary Ford  
3. Too Young—Nat "King" Cole  
4. Be My Love—Mario Lanza  
5. Because Of You—Tony Bennett  
6. On Top Of Old Smoky—Weavers & Terry Gilkyson  
7. If—Perry Como  
8. Sin—Four Aces  
9. Come On-A My House—Rosemary Clooney  
10. Moccin' Bird Hill—Les Paul & Mary Ford |
| 1952 | 1. Cry—Johnnie Ray  
2. Blue Tango—Leroy Anderson  
3. Anytime—Eddie Fisher  
4. Delicado—Percy Faith  
5. Kiss Of Fire—Georgia Gibbs  
6. Wheel Of Fortune—Kay Starr  
7. Tell Me Why—Four Aces  
8. I'm Yours—Don Cornell  
9. Here In My Heart—Al Martino  
10. Auf Wiedersehn Sweetheart—Vera Lynn |
| 1953 | 1. Song From Moulin Rouge—Perry Faith  
2. Till I Waltz Again With You—Teresa Brewer  
3. April In Portugal—Lex Baxter  
4. Vaya Con Dios—Les Paul & Mary Ford  
5. I'm Walking Behind You—Eddie Fisher  
6. I Believe—Frankie Laine  
8. Doggie In The Window—Patti Page  
9. Why Don't You Believe Me—Joni James  
10. Pretend—Nat "King" Cole |
| 1954 | 1. Little Things Mean A Lot—Kitty Kallen  
2. Hey There—Rosemary Clooney  
3. Wanted—Perry Como  
4. Young At Heart—Frank Sinatra  
5. Sh-Boom—Crewcuts  
6. Three Coins In The Fountain—Four Aces  
7. Little Shoemaker—Gaylords  
8. Oh, My Papa—Eddie Fisher  
9. Secret Love—Doris Day  
10. Happy Wanderer—Frank Weir |
| 1955 | 1. Rock Around The Clock—Bill Haley & Comets  
2. Davy Crockett—Bill Hayes  
3. Cherry Pink And Apple Blossom White—Perez Prado  
4. Melody Of Love—Billy Vaughn  
5. Yellow Rose Of Texas—Mitch Miller  
6. Ain't That A Shame—Pat Boone  
7. Sincerely—McGuire Sisters  
8. Unchained Melody—Al Hibbler  
9. Crazy Otto—Johnny Maddox  
10. Mr. Sandman—Chordettes |
| 1956 | 1. Don't Be Cruel—Elvis Presley  
2. The Great Pretender—Platters  
3. My Prayer—Platters  
4. The Wayward Wind—Gogi Grant  
5. Whatever Will Be, Will Be—Doris Day  
6. Heartbreak Hotel—Elvis Presley  
7. Lisbon Antigua—Nelson Riddle  
8. Canadian Sunset—Hugo Winterhalter  
9. Moonglow & Picnic—Morris Stoloff  
10. Honky Tonk—Bill Doggett |
the hottest artists are on atlantic

Clyde McPhatter
LONG LONELY NIGHTS
Heartaches
1149

La Vern Baker
HUMPTY DUMPTY
HEART
Love Me Right
1150

Ray Charles
GET ON THE RIGHT TRACK
It's All Right
1143

Ruth Brown
ONE MORE TIME
1140

Ivory Joe Hunter
EMPTY ARMS
Love's A Hurting Game
1128

Chris Connor
TRUST IN ME
Mixed Emotions
1138

Joe Turner
LOVE ROLLER COASTER
1146

The Drifters
HYPNOTIZED
1141

Chuck Willis
C. C. RIDER
1130

The Clovers
I I I LOVE YOU
So Young
1139

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Thanks Disk Jockeys For Voting Us

MOST PROGRAMMED VOCAL GROUP

Mickey & Sylvia

BEST WISHES TO
THE CASH BOX
ON YOUR 15th
ANNIVERSARY and
OUR BEST
TO THE
OPS AND
THE NAMM
FOR HELPING TO
MAKE IT
ALL POSSIBLE.

NAMM PROGRAM

PLACE: PALMER HOUSE, CHICAGO

TIME: JULY 14 Through JULY 18

SUNDAY, JULY 14

10:00 AM—Registration begins in the Ballroom Foyer on Fourth Floor, NAMM members may call for their badges and credentials at the Advance Registration Desk.

2:00 PM—Band Instrument Committee Meeting—Private Dining Room—3

2:00 PM—Piano Committee Meeting—Private Dining Room—5

2:00 PM—Phonograph Committee Meeting—Private Dining Room—2

2:00 PM— Sheet Music Committee Meeting—Private Dining Room—4

6:30 PM— Junior Executives of NAMM Annual Member Reception—Private Dining Room—9

MONDAY, JULY 15

8:00 AM— Junior Executives of NAMM Annual Meeting Breakfast—Private Dining Room—11

8:00 AM—Organ Committee Meeting ( Breakfast Meeting)—Private Dining Room—4

12:00 Noon—Convention Opening Luncheon—Grand Ballroom; Feature Speaker—Edward McFaul; Subject: "With Your Hat in Your Hand"

3:30 PM— Ladies Tea and Reception—Crystal Room; Featuring Harriet Clemens Smith, presenting a group of Dramatic Readings with music by Anton Kawal's Ensemble.

TUESDAY, JULY 16


10:30 AM—Electronics Committee Meeting—Private Dining Room—4


7:00 PM— Phonograph Record Sales Clinic—Crystal Room—Sponsored by: NAMM Phonograph Record Committee

WEDNESDAY, JULY 17


2:00 PM—High Fidelity & Radio Sales Clinic—Grand Ballroom—Sponsored by: NAMM Electronics Committee

7:00 PM—Band Instrument Sales Clinic—Crystal Room—Sponsored by: NAMM Band Instrument Committee

THURSDAY, JULY 18

10:00 AM—NAMM Telephone and Letter Clinic—Grand Ballroom—Sponsored by: National Association of Music Merchants, Inc.

7:00 PM—Music Industry Banquet—Grand Ballroom—An evening with a selection of America's top instrumental artists; Presentation of New Officers and Directors: Presentation of Centennial Citation to W. W. Kimball Company and Story & Clark Piano Company.

EXHIBIT HOURS WILL BE MONDAY THRU WEDNESDAY—9:00 AM to 6:00 PM—THURSDAY—9:00 AM to 5:00 PM

Current Release:

"TWO SHADOWS IN THE WINDOW"

and

"LOVE WILL MAKE YOU FAIL IN SCHOOL"

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
MODE RECORDS
OFFICE MEMO—June/57

TO: Artists & Repertoire
FROM: General Manager
ATT: Red Clyde

On the eve of introducing MODE RECORDS to the world
I want to be sure that the policy of the company is crystal
cler. MODE will operate on a major status and I can not
stress strongly enough that our recordings must reflect qual-
ity from start to finish. Every artist, every record, every
package will show the record buyers of America that MODE
RECORDS is devoted to presenting music for a variety of
tastes in a manner unequalled in the industry.

At your earliest convenience, may I have your catalogue
plans to guide the further development of MODE
RECORDS?

Thank you.

MAURICE JANOV
GM/HR

MODE RECORDS
MUSIC OF THE DAY

MODE RECORDS
OFFICE MEMO—June/57

TO: General Manager
FROM: A & R
ATT: Maurice Janov

Happy to comply with your recent memo on the goal of MODE
RECORDS. My recording schedule for the month has been very hectic,
but I’ve found a few minutes to list the catalogue for you. The follow-
ing records will be on release during July:

MODE LP #100—THE HERBIE HARPER SIXTEET
#101—THE RICHIE KAMUCA QUARTET
#102—THE RICHIE KAMUCA QUARTET
#103—THE MEL LEWIS SIXTEET
#104—THE PAUL TOGAWA QUARTET
#105—THE MARTY PAICH TRIO
#106—“GAL WITH A HORN”—CLORA BRYANT
#107—“THE FRANK ROSOLINO QUINTET
#108—JOY BRYAN SINGS
#109—THE CONTE CANDOLI QUARTET

As you can see there are some familiar names among the group, as
well as some new stars who have earned the right to an LP of their own.
Future recordings by promising newcomers will receive our “New Star”
designation to facilitate their entry into the record field.

Incidently, don’t miss the sensational new package we’ve worked
out to introduce the MODE line... it’s too much!!!

You’re welcome.

RED CLYDE
Artists/Repertoire
MODE Records

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

Page 68

July 20, 1957

The Records

Disk Jockeys

Played Most

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Letters in the Sand</td>
<td>Pat Boone (Dot)</td>
</tr>
<tr>
<td>2</td>
<td>Teddy Bear</td>
<td>Elvis Presley (RCA Victor)</td>
</tr>
<tr>
<td>3</td>
<td>Bye, Bye Love</td>
<td>Everly Brothers (Cadence)</td>
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<td>I'm Gonna Sit Right Down</td>
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<td>5</td>
<td>Old Cape Cod</td>
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<td>It's Not for Me to Say</td>
<td>Johnny Mathis (Columbia)</td>
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<td>Around the World</td>
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<td>A Teenager's Romance</td>
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<td>I Like Your Kind of Love</td>
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<td>Shangri-La</td>
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<td>With All My Heart</td>
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<td>16</td>
<td>Young Blood</td>
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<td>17</td>
<td>A White Sport Coat</td>
<td>Marty Robbins (Columbia)</td>
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<td>18</td>
<td>Short Fat Fannie</td>
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<td>19</td>
<td>Star Dust</td>
<td>Billy Ward &amp; Dominoes (Liberty)</td>
</tr>
<tr>
<td>20</td>
<td>Whispering Bells</td>
<td>Del-Vikings (Dot)</td>
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</tbody>
</table>


"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The Music Box
Self-Service Layout

Service, stock and the proper personnel, I believe, are the keys to success for what we like to call "America's most complete one-stop".

The three go hand in hand. To give an operator or a retail store the right service one must have the proper stock on his shelves with efficient help proficient in filling orders rapidly and accurately plus the talent to wait on customers courteously.

The one-stop, in order to compete, must be able to ship orders same day they are received. This can not be done without a complete inventory and a good system of expediting these orders.

We conduct a perpetual inventory on our complete stock. In the pop, hillbilly, rhythm and blues sections this means keeping after some three hundred different titles each and every day. These three hundred titles comprise the "hits" that are constantly being called for over our retail counters as well as our operator mail orders and pick-ups plus standards.

With the advent of the large "200" selection boxes, we have found a big upward surge in the "all time hits and standards". This again takes us back to efficient stock control. To keep this efficient stock control we find daily servicing from the local distribs is paramount and sometimes when a tune is "running wild" we must get to the distributor twice and sometimes three times a day. One can see that pleasant relations with distributors is also very important in the success of a record retailer and one-stop.

Past delivery has become a shining star in our crown. We have been delivering with a local trucking firm for sometime, that guarantees delivery to points up to three hundred miles from Chicago. Points beyond are serviced the quickest way possible. We have shipped orders to Hawaii and Alaska and even received orders from Switzerland.

Our entire store has been on self service for quite some time. Counting all singles and LP's, 5,000 different titles and albums are on display.

Above all else I feel greatly fortunate that I have, I believe, the most efficient help obtainable. My staff has been with me from the beginning with one young lady, Marge Hesse, six years and Jack Krug five years. The rest of my staff has been with "The Music Box" for several years each.

In order to get out our numerous shipments, daily, and still help the customer in the store, this help must be able to work with extreme rapidity and care. Mistakes can be very costly and I am happy to say we make few.

In one-stopping the operator is very important to our business. I have found that gaining the confidence of the busy operator will expand sales greatly. Get to know your operator and what he needs and eventually he will allow you to use your own judgment in shipping his purchases. We have operator friends that have never been in our store or placed a specific order for certain records. They simply have us send what we feel will go on their boxes.

We have a coffee pot on the fire all day and our customers, buying and looking alike, are invited to sit down and have a cup of coffee. You'd be surprised how a rested, happy customer knows more about what he wants than a hurried one.

Does all this work? Well let me answer this way. Last autumn we doubled our floor space and installed air conditioning and intend to have a sizable electric sign over the front door in another month.

One more thing. I like to play golf so I mixed business with pleasure in setting up an annual golf outing for my customers. Works just great.

----

ALL-TIME BEST SELLING ALBUMS
(Continued from Page 67)

JAZZ:
"April In Paris" — Count Basie And His Orchestra — MG V-8013
"Koopa And Rich" — MG V-8069
"Dizzy Gillespie" — MG V-8174
"Night And Day" — The Genius of Charlie Parker — 1 — MG V-8003
"West Coast Jazz" — Stan Getz — MG V-8028

FILM SOUND TRACK:
"Fancy Face" — Paramount Pictures Sound Track Starring Audrey Hepburn, Fred Astaire, Kay Thompson — MG V-15001

VIK

POPULAR:
"Wired For Sound" — Marty Gold — LX-1054
"Gusie Mackenzie" — LX-1055
"Marathon Bandstand" — Richard Melby And Orchestra — LX-1068
"Organized For Hi-Fi" — Marty Gold — LX-1069
"The Three Chukcles" — LX-1067

JAZZ:
"At The Jazz Band Ball" — Duke's Of Dixieland — LX-1025
"Birdland Dreamland" — Maynard Ferguson And The Band — LX-1070
"Trumpet Scene" — Various Jazz Greats — LX-1071
"The Midgets" — The Joe Newman Sextet — LX-1060
"Folk Jazz U.S.A." — John Benson Brooks — LX-1083

FILM SOUND TRACK:
"Hassel And Grete" — Franz Allen Orchestra With Original Cast — LKA-1073
The Cash Box lists of top juke box records and top retail sellers are heard 24 hours a day in all 48 states and Canada.

The Cash Box Top Ten is broadcast every week over WRUL via shortwave to 58 nations throughout the world.

The Cash Box lists are carried by Associated Press to over 1400 radio and television stations in the United States and Canada.

The syndicated columns of the National Weekly covers the record field by reprinting The Cash Box charts.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
A Pair of Aces by...

The FOUR ACES

"HALF OF MY HEART"

theme from the Columbia Picture
"JEANNE EAGELS"

"WHEN MY SUGAR WALKS DOWN THE STREET"

(All The Birdies Go Tweet Tweet Tweet)

DECCA 9-30384
available on 78 RPM
Orchestra Directed by Jack Pleis

A NEW WORLD OF SOUND

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Lou Boorstein and the entire Leslie Organization extend their Best Wishes to THE CASHBOX ON THEIR 15th ANNIVERSARY AND TO THE NAMM.

LESLIE DISTRIBUTORS
"AMERICA'S LEADING ONE-STOP RECORD SERVICE"
639 TENTH AVE.
NEW YORK 36, N.Y.
Plaza 7-1977
2231 FIFTH AVE.
PITTSBURGH, PA.
Gibson 1-8323
377 WINDSOR ST.
HARTFORD, CONN.
Jackson 5-1147
221 FREILINGHUYSEN AVE.
NEWARK, N.J.
Ripelow 3-1145

* BERNIE BOORSTEIN
* GENE GOTTHELF
* JACK SHOOK
* RALPH SCHECHTMAN

RECORD SALES COMPANY

"We SELL Records"
Top Radio Promotion
Largest Complete Self Service Display Rooms

Al Sherman
2818 West Pico Blvd.
Republic 1-8329

Las Angeles 6, Calif.
Republic 1-7981

Meeting Dates

Music Operators' Associations

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

17—New York State Operators Guild
Place: Gov. Clinton Hotel, Kingston, N. Y.

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

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

18—Phonograph Merchants' Association, Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (Executive Board)

20, 21—Music Guild of Nebraska
Place: Clark Hotel, Hastings, Neb.

23—Western Massachusetts Music Guild
Place: DeMarco's Restaurant, West Springfield, Mass.

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

Aug. 1—Phonograph Merchants' Association, Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)

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

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

5—California Music Merchants' Association
Place: 31T Club, 311 Broadway, Oakland, Calif.

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

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

8—Eastern Massachusetts Music Operators' Association
Place: Beaconfield Hotel, Boston, Mass.

12—Tri-County Juke Box Operators' Association
Place: Elum Music Office, Massillon, Ohio

13—California Music Merchants' Association
Place: Fresno Hotel, Fresno, Calif.

14—California Music Merchants' Association
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.

Attention: Operators' Associations

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

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The 4 Basic Merchandising Factors Are:

Inventory, Display, Promotion And Sales Personnel

by F. B. Dowling
Jenkins Music Co.
KANSAS CITY, MO.

First, I'd like to say, the success of any kind of business depends on the management of the business, and some fifteen years ago I took over the record departments of Jenkins Music Company in Kansas City, Missouri and their seven full line stores located in Missouri, Kansas, Oklahoma, and Arkansas, and the fact that Jenkins Music Company here in the midwest, which has been in the same family into its fourth generation some 70 years, and has grown to a multimillion dollar concern to be felt not only in the midwest but all over the world, I would say, is the big factor in the success of the record business we enjoy throughout our organization.

Second, there are many ways of merchandising phonograph records and more fields of merchandising records are opening up every day. You see records in filling stations, grocery stores, drug stores just about every phase of retail outlet. Then there is the discount house (this is the easy way) and also an easy way to go out of business completely, and of course, the legitimate dealer who builds his business on service to the customer and asks a fair mark up on sales (meaning of course, merchandising records at factory list prices).

The last suggested means of merchandising records is our Jenkins Music Company way of merchandising. To get down to actual merchandising records you are confronted with your four basic factors: inventory, display, promotion, and sales personnel.

Inventory, of course, is a very important factor in the record business. Unlike radios and refrigerators where you have from 10 to 20 models to cover a complete line, you have literally thousands of models of records. As it is the artist and the title on a record that sells, so each record is an individual model.

Then there are several hundred labels and thousands of titles on most labels, so to satisfy the customer who wants a particular title done by a certain artist, you must have a large inventory. We carry our large inventory at the parent store in Kansas City and it works from $50,000 to $70,000. Store-wide our inventory will run $120,000. The branch stores do not carry educational records, language teaching effects, etc., slow turn over inventory which the parent store must carry to keep our prestige. However, the branches draw from the Kansas City inventory on this type of inventory which gives them the advantage of most competition in their respective locations.

All our record departments are located on our main floors and in all cases at the rear of the store. This requires the store traffic to pass by all displays of all merchandise sold on the other floors of our stores. Each department is represented with a beautiful display on the main floor: pianos, band instruments, appliances, radios, television, etc., so the record buyer can tell at a glance, while going to the record department, everything sold by the Jenkins Music Co.

We are a semi-self service operation. We still use counters, and only display about 30% of our records. This is done by racks and browse boxes and we still are in favor of the listening booths. We keep all stock filed behind counters in numerical sequence. Incidentally, we have been criticized by some of the large manufacturers because we do not use all self-service, but we're not convinced.

In promoting record sales we find that in most cases, all promotions offered by the major record companies are good and I am one who believes if you don't try, you just stand still. I usually get behind each and every promotion offered and have found a few cases where these promotions have not paid off.

We follow up with newspaper advertising on shows, musicals, tie in with radio musical programs, have given all the care-agers disk-jockey shows using popular local disk-jockeys, work closely with schools and libraries, occasionally buy close-outs or cut our records from distributors and feature a record sale. (This is done only with the condonement of company involved; in fact, they usually co-op advertise.)

Last but not, by far, the least is your sales personnel. A record sales person must like music, and all kinds of music; he or she must be smart and well groomed, must be on the radio himself; he must be in rock and roll teen-ager or a "dyed in the wool" longhair. It's impossible to find eight or ten all good but if you can keep three or four good ones the others learn from them. If they don't learn and learn quickly then get rid of them fast. Your sales personnel can make or break you fast.

Our record department has grown from a small 4 foot counter, 1 girl operation doing $500 to $600 per month in the late twenties, to over a half million in 1956, and 1957 is running about 15% ahead of 1956 to date.

Records were supposed to have been wiped out when radio came in. Then it was predicted television would sure set records back. I'll have to make a guess at this, but I would say with out a doubt there were more record players sold in 1956 than television and with kiddie there seems to be no limitations as to what figures records will reach.

There are plenty of opportunities in the record retailing field. However, as a little advice to any one who plans on entering the business: "Don't go in with the idea you are going to run competition out of business. Start your own business, make plans to build your business, then grow with your business."
### Favorable Standards of 1956-1957 Season

<table>
<thead>
<tr>
<th>Rank</th>
<th>ACI Points</th>
<th>Weeks in ACI Survey</th>
<th>Song Title</th>
<th>Publisher</th>
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<td>1841</td>
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<td>TEA FOR TWO</td>
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<td>2</td>
<td>8700</td>
<td>24</td>
<td>AUTUMN LEAVES</td>
<td>Ardmore</td>
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<td>3</td>
<td>8618</td>
<td>22</td>
<td>JUST ONE OF THOSE THINGS</td>
<td>Harms</td>
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<td>4</td>
<td>8175</td>
<td>5</td>
<td>WHITE CHRISTMAS</td>
<td>Berlin</td>
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<td>8004</td>
<td>22</td>
<td>BEGIN THE BEGINNING</td>
<td>Harms</td>
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<td>1903</td>
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<td>7701</td>
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<td>7411</td>
<td>28</td>
<td>'S WONDERFUL</td>
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<td>6483</td>
<td>11</td>
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<td>6402</td>
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<td>5782</td>
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<td>5695</td>
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<td>TIGER RAG</td>
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<td>5676</td>
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<td>FROM THIS MOMENT ON</td>
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<td>IT'S ALL RIGHT WITH ME</td>
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<td>Alfred-Harris</td>
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<td>Harms</td>
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<td>26</td>
<td>4438</td>
<td>11</td>
<td>APRIL IN PARIS</td>
<td>Harms</td>
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<td>27</td>
<td>4388</td>
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<td>CHARLESTON</td>
<td>Harms</td>
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<td>I GET A KICK OUT OF YOU</td>
<td>Peist</td>
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<td>29</td>
<td>4175</td>
<td>11</td>
<td>MY BLUE HEAVEN</td>
<td>Harms</td>
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<tr>
<td>30</td>
<td>3991</td>
<td>11</td>
<td>COME RAIN OR COME SHINE</td>
<td>DeSylva-Brown &amp; Henderson</td>
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<td>3847</td>
<td>15</td>
<td>YOU DO SOMETHING TO ME</td>
<td>Harms</td>
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<td>Wiltmark</td>
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<td>3728</td>
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<td>GOD BLESS AMERICA</td>
<td>Berlin</td>
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<td>34</td>
<td>3687</td>
<td>9</td>
<td>SOMEONE TO WATCH OVER ME</td>
<td>Harms</td>
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<tr>
<td>35</td>
<td>3670</td>
<td>6</td>
<td>BACK HOME IN INDIANA</td>
<td>Shapiro-Bernstein</td>
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</table>
Flexibility And Personal Attention Are Retailers’ Keywords

Sharing the high-fidelity market, is a growing field of merchandising where records are dispensed like greeting cards. Jobbers servicing racks in markets, drugstores, etc., reap the benefits of all the privileges afforded the exclusive record dealers, plus added guarantees and concessions thus far not extended to legitimate dealers. The situation has forced us in some cases to refuse to accept merchandise shipped to us in a condition that was considered acceptable for store display. We have been granted a more lenient return policy by the department manager. This accomplishes a greater degree of accuracy and coverage, because it allows each person more selling time to maintain contact with the point of sale.

Radio advertising is now and has been a prime factor in the building of our record sales volume. We are continuing to sustain an increasingly vigorous advertising schedule, which is being enlarged this month, with 14 hours weekly on FM station KXSM. (This is an addition to the seven hours we already have on AM.) This is planned to be a program of more listenable classical works, aimed at attracting attention to our well-stocked and varied classical department. The programming will be done in the store by a member of the record sales staff, especially well-versed in recorded classical music.

Two points, flexibility in system and promotional techniques, and personal attention to the needs of the customer by well-trained sales people, seem to be the best counter attack against the trends which threaten to limit the potential for the list-price retail record dealer.
Moving Up!
Bigger and Better!
Showing On the Lists!

NAPPY BROWN
Savoy #1514

“GOODY, GOODY GUMDROP”
“BYE-BYE BABY”
THE JIVE BOMBERS
Savoy #1515

“You Took My Love”
“Cherry”

Still Going Strong!
BIG MAYBELLE
“All Of Me” #1512

SAVOY
RECORD CO
SE MARKET ST
NEWARK, N. J.

Now Is The Time To Become A Retailer

by PETE WAMBACH
WAMBACH’S WAXWORKS
HARRISBURGH, PA.

“Now is the time for all good men to get into the record business!” No question about it, the industry is enjoying a prosperity heretofore unknown. Take it from a small retailer, who grosses about $50,000 a year in his operation, the business has never been healthier! Finally, I’ve reached the decision that if necessary (and fortunately in my case it hasn’t been) I could settle down in a retail record shop and keep my family of eleven children going on it!

I can honestly tell you that, thanks to the aids and gimmicks—thanks to excellent display methods, no business sells itself better than the record business. You don’t have to “eat ‘em if you don’t sell ‘em” anymore. The judicious buying merchant—unswayed by an avaricious salesman—can do right well with his buying of pops, many of which come to him today with a 100% guarantee during a certain space of time. If the companies didn’t think the tune would sell, they wouldn’t give the guarantee! And fortunately, guarantees are available on the best artists: Cole, Laine, Sinatra, etc. You don’t need them on Como, Presley, Belafonte, etc. But buying during a guarantee—making your profit, and sending back your returns on time is the essence of a successful pop operation. And remember this! Just about 100 titles are in constant fluctuation. About 50 of these become hits—now will become smashes! You’ll sell hundreds of the “100%” a box of the “60%”, and perhaps five of the “last 50%”. When you add it up, these last 50—and you must provide for coverage of these—will provide you with your 6% return.

A record retailer is a very lucky guy. He gets new merchandise every week—display aids from the companies—free advertising from the disk jockey (the best promotion media of any industry in the world)”—he’s running a clean, bright, entertaining business—and he gets a return credit to keep him financially stable. Is there a better business in the world?

Now let’s look at the aids. Because I’m writing this for The Cash Box, we’ll examine that trade sheet first. I’ve covered the pops, because that’s the basic end of the business, albeit not the most profitable. However, pops carry you over the April-October period; they’re bread and butter. It is in the album end of the trade, however, where the profit really shows. And in its new album display (at a great cost to the magazine) The Cash Box has given us a great buying aid. Covers are selling albums almost as well as artistry, and The Cash Box cover display, newly incorporated as a feature, is of tremendous assistance to us. Your salesman lets you hear his stock, but before he ever hits the store, The Cash Box has already advised you—in its reviews—and in its cover pages—of the effective selling power of an album. Because you almost know the reaction of an album, you can buy it judiciously.

Except for a new album release here and there, the only time we buy at Wambach’s is at “deal time”. Mercury’s Operation 10 and other 10% off packages have meant profit to us we never had before. Our stocks fortunately were low when these offers were made and we were able to take advantage of them. That extra 10% can pay a lot of your “nut” during a year’s time. The rest is profit!

Finally, if you don’t understand how your display world works, you can’t sell the players without a program. You can’t sell the albums unless they’re seen. You’ve seen them in The Cash Box—let your customers see them (either on your walls, or in your racks, or by categorizing your browser boxes. A customer comes into a record shop to buy—let him browse—and he’ll buy, because he’s there to buy! But let him see as much of every album’s title category as you can.

In summation, let me give you formulas which have worked for me.

1. Buy the pops according to the charts (Disks of the Week, Sleepers of the Week, Sure Shots, etc.).
2. Buy other pops only when they’re 100% guaranteed.
3. Buy your albums in ones and twos when they are released.
4. Load up on your album stock on the 10% deals.
5. Keep help to the business by consulting your trade papers the minute you get them.
6. Make sure that your area disk jockey (he’s your salesman and promotion man and doesn’t cost you a penny) is never out of a Top Sixty Hit Tunes at his station. The more he spats, the more profit you make.
7. Make sure that the albums can be—each category is specifically looked at.
8. If you need further advertising, and like me, you’re a small dealer, use radio! Newspaper advertising today is steep in price. Buy radio on a one-year contract—you’re going to be in business that long—and get it practically at half-price.

Brother, you can’t miss in the retail record business!

THANKS
“WITH ALL MY HEART”

D.J.'s OP's DEALERS AND ESPECIALLY TO EVERYONE AT ABC-PARAMOUNT

For Making It Possible To Have One Of The Top Records Of The Year. Happy Anniversary To THE CASH BOX

Current Hit
“WITH ALL MY HEART”
CHANCELLOR 1003

Personal Management:
M.B. Enterprises
213 S. 13th St.
Phila., Pa.
Phone PE 5-3400

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
ROLL THE DRUMS! HERE COMES TUTTÍ'S TRUMPETS!!

The Cash Box — ALBUM REVIEWS
“TUTTI’S TRUMPETS”—Camarata Conducts—Disneyland WDL-3011 (1-12” LP)

Disneyland’s musical director Tuti Camarata gives 6 ace trumpeters a fine opportunity to display their wares in this Disneyland release. Backed by a string section, such men as Mannie Klein, Pete Candoli, “Shorty” Sherock, and Conrad Gozzo provide notable swing-era trumpet work on standards and originals (“What’s New,” “Trumpeter’s Prayer”). Solid Louis Armstrong stint by Klein on “Louis”. Excellent trumpet work.

The Billboard—REVIEWS AND RATINGS OF NEW POPULAR ALBUMS
TUTTI’S TRUMPETS—Tutti Camarata (1-12”)—Disneyland WDL-3011

Here’s a natural for anyone with a taste for big band sound with accent on brass. For this date, Camarata assembled such sterling trumpet men as Pete Candoli, Conrad Gozzo, Mannie Klein, Joe Triscari, Shorty Sherock and Can Rasey. The disk is really a showcase of their various styles, enhanced by a speaking bright, attractive sound. Stores with studios can order heavily on this one; it’s a must for horn students.

Radio Daily - Television Daily — WORDS AND MUSIC
TUTTI’S TRUMPETS, Tuti Camarata arranged a group of pieces, including four of his originals, to exploit the trumpeting talents of top performers Pete Candoli, Conrad Gozzo, Shorty Sherock, Mannie Klein, Joe Triscari and Can Rasey. Against varying backgrounds—saxes, strings—the sound is finely stimulating, the virtuosity dazzling.

DISNEYLAND RECORDS / 2400 WEST ALAMEDA AVENUE
BURBANK, CALIFORNIA

In Canada
Spartan of Canada

“They’re What’s in THE CASH BOX That Counts—INTERNATIONALLY”
# R&B Winners of “The Cash Box” Disk Jockey Poll

<table>
<thead>
<tr>
<th>Most Programmed Record</th>
<th>Most Programmed Male Vocalist</th>
<th>Most Programmed Female Vocalist</th>
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<tbody>
<tr>
<td>&quot;Honky Tonk&quot; *</td>
<td>Fats Domino *</td>
<td>Lavern Baker *</td>
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<tr>
<td>Bill Doggett King</td>
<td>Imperial</td>
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<tr>
<th>Most Programmed Vocal Combo</th>
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<tr>
<td>Mickey and Sylvia Vik</td>
<td>Count Basie *</td>
<td>Bill Doggett King</td>
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<td>Verve *</td>
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<tr>
<th>Most Promising Up &amp; Coming Vocal Group</th>
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<tr>
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<td>MERCURY</td>
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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 30.

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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<tbody>
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<td>Six Teens</td>
<td>Flip 332</td>
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<tr>
<td><em>Baby</em></td>
<td>Arvon</td>
<td>Null 722</td>
</tr>
<tr>
<td><em>Bye Bye Baby</em></td>
<td>Moppie Brown</td>
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<tr>
<td><em>Can I Come Over Tonight</em></td>
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<tr>
<td><em>Cherry</em></td>
<td>Palmer &amp; Jivo Bombar</td>
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<tr>
<td><em>Chicken Baby Chicken</em></td>
<td>Tony Harris</td>
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<tr>
<td><em>Come Along</em></td>
<td>Jimmy Dooley</td>
<td>Decca 30308</td>
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<tr>
<td><em>Cool Shake</em></td>
<td>Del-vikings</td>
<td>Mercury 71132</td>
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<tr>
<td><em>Dance With Me</em></td>
<td>El Turro</td>
<td>Duke 175</td>
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<tr>
<td><em>Deserie Zoor</em></td>
<td>Charts</td>
<td>(Revlost 3001)</td>
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<tr>
<td><em>Diana</em></td>
<td>Paul Anka</td>
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<td><em>Diane</em></td>
<td>Bo Rhonda</td>
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<td><em>Do You Mean It</em></td>
<td>Joo Turner</td>
<td>(Federal 12927)</td>
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<tr>
<td><em>Don't Ask Me To Be Lonely</em></td>
<td>Dubs</td>
<td>(Gone 5092)</td>
</tr>
<tr>
<td><em>Dream Boy</em></td>
<td>Doctor Lee</td>
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<tr>
<td><em>Earth Angel</em></td>
<td>Penguins</td>
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<tr>
<td><em>Everybody's Somebody's Fool</em></td>
<td>Montgomery B (Eama 257)</td>
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<tr>
<td><em>Everybody's Laughing</em></td>
<td>Spanics</td>
<td>(Voo-Jay 246)</td>
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<tr>
<td><em>Fattening Frogs For Snakes</em></td>
<td>Sunny Boy Williamson</td>
<td>(Checker 864)</td>
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<tr>
<td><em>Get On The Right Track Baby</em></td>
<td>Ray Charles</td>
<td>(Atlantic 1147)</td>
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<tr>
<td><em>Glory of Love</em></td>
<td>Valentine's</td>
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<td><em>Goody Goody</em></td>
<td>Lymus &amp; teenagers</td>
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<td><em>Hear My Plea</em></td>
<td>Donnie Elliott</td>
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<tr>
<td><em>I Can't Believe One Kiss</em></td>
<td>Jimmy Rogers</td>
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<tr>
<td><em>I'm Gonna Sit Right Down and Write Myself A Letter</em></td>
<td>Billy Williams</td>
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<tr>
<td><em>I'm So Excited</em></td>
<td>John Lee Hooker</td>
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<tr>
<td><em>I'm Walking</em></td>
<td>A Teenager's Romance</td>
<td>Ricky Nelson</td>
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<tr>
<td><em>In The Doorway Crying</em></td>
<td>Tears of Joy</td>
<td>Midighters</td>
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<tr>
<td><em>I Smell Trouble</em></td>
<td>Bobby Blue Bland</td>
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<tr>
<td><em>Is Your Love For Real</em></td>
<td>Midighters</td>
<td>(Federal 12929)</td>
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<tr>
<td><em>It Must Be You</em></td>
<td>Annie Laurie</td>
<td>(Deluxe 4155)</td>
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<td><em>It's Not For Me To Say</em></td>
<td>Johnny Mathis</td>
<td>(Columbia 40831)</td>
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<tr>
<td><em>It Took A Long Time</em></td>
<td>Malcolm Dade &amp; Turnbulls</td>
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<tr>
<td><em>I've Got To Go Cry</em></td>
<td>Little Willie John</td>
<td>(King 5045)</td>
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<tr>
<td><em>I Want To Get Married</em></td>
<td>B B King</td>
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<tr>
<td><em>Johnny's House Party</em></td>
<td>John Mountman &amp; Gotaworks</td>
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<td><em>Joey Nunn</em></td>
<td>Bobbly Bell</td>
<td>(Motel 1021)</td>
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</tbody>
</table>

*---* first appearance on Territorial Tips

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**SOUND WE'RE HOT!**

**THE SPANIELS**

**EVERYONE'S LAUGHING**

**JIMMY REED**

**THE SUN IS SHINING**

**THE DELLS**

**"Q-BOP-SHE-BOP"**

**ELMORE JAMES**

**COMING HOME**
NEW YORK:

Putting this Fifteenth Annual to bed is always a time for reminiscing. Look back to 1952 and it was a great year for R & B. It was the year of "Hucklebuck" the big record of the year and Amos Milburn was born the top R & B artist. That was the year of the big push up 40 speed by RCA Victor and Columbia. Only in R & B can we see how the two developments face the record business and created business entirely new markets. In 1952 Ivory Joe Hunter and Little Esther topped the individual honors with Joie Little Lost and Miss Little May. Later on the Rolling Stones and the Aretha and the Vic Damone were drafted into the Army. The Korean war was still on. 1952 was "Round Dog" year. When Nes Thornton on Peacock had the big song which was to come back in 1956-57 as the Elvis Presley 5,000,000 seller, "Round Dog" and "Don't Be Cruel" stacked that staggering sale (authenticated by figures later proved to be in millions). The single high of the year was the Road Runners. Surges surged upwards taking almost all the honors in the poll. They won the most programmed award. "Honky Hush" by Joe Henderson won the vocal award—Joe Turner tying Johnny Ace for the honor; was the female vocalist award, Ruth Brown leading all other contestants; won the vocal group contest with The Clevelettes and the up coming vocals by Clyde McPhatter and The Drifters. And on up to this year. It’ll be interesting to look back on 1957 five or ten years from now and see what changes have occurred. . . . Joe Kolicky, Roulette, Gee, Bama, on the road with young Jimmie Rodgers promoting his "Honeycomb", Kokey and Rodgers working their way to the top. And to the right is everyone getting起來. The Mello Kings “Tonight, Tonight” are also building higher and higher each passing day. . . . At Ato Records, Bill Spitalisky says it looks like they’ll make some nice gains this year when it was being hot in New York. Red Wills for a national hit. The deck is showing great activity in a number of areas. The R & B into the A & R area. Reeves, the man who has 100s of records, and getting hotter with three big selling decks. The Five Satins lead the lineup with "In the Still of the Night," the Animals are making a bid with "I'm Doin' My Thang," and the Spaniels with "Dance Me". . . . Herb Abramson, prexy, is on vacation, but plans to be at the NAMM show in Chi this weekend. . . . Don Robey, Duke-Peacock prexy, hasn’t been able to get much time to his office; he’s been too busy with recording sessions, screening new talent and material, office work, gold hounds, etc. . . . His old friend, The Four Satins, is going up to see this one becoming his big national hit. . . . Zell Sanders, J & S Recording, getting a real kick out of the size of the orders pouring in on her "Yes, It Was There" and "There Goes My Heart" by Johnnie & Joe. She recalls only a year ago when she started the label. She couldn’t get many distributers to handle her line. The orders she did get were so obscure it was hard to distinguish from the samples on the line now sends out. . . . Chuck Berry has another runaway pop and r & b hit in his "Oh Baby Doll". Coming on top of "School Day", this makes Berry a verree hot artist. . . . Odd to see "Earth Angel" by the Penguins on Dooto show up again on the territorial tips. This wax breaks out every summer. . . . For a phenomenal initial run it repeats itself as one of the tunes used in "Flying Saucer". The fabulous sale of this novelty hyped "Earth Angel" into another good sized sale and now, brought back into the limelight by L.A. airtime it looks like it may take off again. .

CHICAGO:

If ever there was a year for rock and roll, this was it. As The Cash Box puts a close to another fiscal year and sits back to catch its breath an awful lot of exciting news has been creating quite a stir recently. Three years ago this statement appeared in the 13th Annual Anniversary Edition, "Chuck Berry is a new find we came across in St. Louis. 'Maybelline' is his first release and already doing very well in the east as well making steady gain on local charts'. Steady gain wasn’t the word for it and look at the sales of his second record "三国 Ninja" with Tab Smith’s swinging sax on “Preteen” and presently “Someone To Watch Over Me”. . . . Bookings for bands were right up there on top. Shaw artists had booking going like the public thought they’d never hear another note of music in their lives. Jim Flemming was brimming over with nothing but the good news and his talk was about "The Black Cat" . . . .

LOS ANGELES:

Ed Townsend, new recording star heard on Dot Records with a first release of "Tall Grows The Sycamore" currently appearing at the Stadium Club in Los Angeles. After his first week at the nitey, Townsend had his option picked up for additional bookings. . . . King Records star, Little Willie John due on the coast for a West Coast tour. Included in his show will be singer Linda Hopkins, and Arnett Cobb and his orchestra. This will be Cobb’s first appearance since his injury in an accident back East. . . . Class Records recording the Leon Rene standard, "When The Swallows Come Back To Capistrano" with a new up-to-date version by Bobby Day. . . . Earl McDaniel adding an extra hour of air time to his local KPOP radio show. . . . Young Jesse signed to do a record for Specialty Records. Jeff Lynn also appearing in Hawaii with Billy Ward and His Dominoes, the vocal group. . . . the show sent over by Mike Kasino and Harry Golub. . . . The new Ebb label has a two-sided hit in the Tony Harris record of "Chicken Baby Chicken" and "I'll Forever Love You", both showing up on charts across the country. The record was recorded in L.A. . . . The new R&B group, The Rudiats, performing at The Blackhawk in San Francisco. The group is open at The West-Hook Lane on L.A. working a Friday night. . . . Rudi Keal grabbed the reins over at King Distributs and hasn’t let go a minute. .

How about that MOA convention! Just everybody attended and all reports stated that there was never so much business transacted at an MOA convention as was done at this past one. . . . Len and Phil Chess moved into their new "monument to long sleepless nights and more records eaten than one would care to mention", this past year. Seems with the move something new has been injected into the Chess/Checker product. A new vitality and swing, see if you don’t agree. . . . Can’t really say for a fact, but didn’t it seem like there were fewer artists through town in the past months? Most artists are saying the deejay tour isn’t much good and others say the contrary—but would almost swear the volume of artists was much less than in the past. . . . Drexel started to look like they had something to offer and went right ahead and proved it with Bobby-Dee "Give It All Baby". Seems like Mr. King knows how to turn a catchy blues into a winner. . . . Don Robey was a frequent visitor in and out of Chi and always had a good thing with him. Whether it was a Bobby Blue Bland or Jr. Parker disk, George and Ernie Leener, United Distributs, were always happy to see the genial Touring. . . . Speaking of United Distribute, George and Ernie came up with a big first full of its last year in Roy Hamilton, Streaming Jay Hawkins, Red Garland, Solomon Burke, The Coasters and just too many more to mention. . . . The deejay presentation show had its ups and downs with claims upon claims and then some. The results were something the public seemed to shy away from these in favor of—but who really knows? . . . All-State Distributs welcomed Gerry Grainger to the fold as sales manager while Stan Pat, late of NYC, took over Chi promotion for Roulette, Rams for R&B. . . . Bob Steranko, the producer for the States, was hyped about the hi-litty of the Swingin’ Raft of other swinging hits and seemed to add just a little more to the sales appeal of these artists ‘cut All-State’s swinging more and more. This, of course, makes Paul Glass verrry happy. . . . Jimmy Bracken and his Vivian made their annual pilgrimages to the hot baths of Hot Springs, Ark., with Ahner taking care of the hot beans at Vee-Jay. Ahner had his mitts quite full with The Spaniels, The El Dorados, and number one at Vee-Jay, Jimmy Reed. This steady forward surge of Vee-Jay exemplifies the whole R&B business in giving the public what they want, then repeat and repeat again. . . . We had a dearth of morning glory labels but it’s interesting to note how many indies such as Mel London’s Chief have survived. The leasing of masters was one saving factor and another was the sheer nerve employed by many owners. Whatever method was employed, we find lots of Indies, still, with their heads well above the red ink. . . . Now we are looking forward to another summer. It’s a known scientific fact that these come around about the same time every year. But it’s a known financial fact that a couple of years ago things went BOMBi with the heat. Not that way anymore. The summer has become a good record season. .

CASH BOX
Service Assures Success
by DOROTHY HYLTON
BRENT-AIR MUSIC SHOP
BRENTHOOD VILLAGE, CAL.

We feel that in record merchandising, as in most all dealings with the public, service is the only basic concept which assures a successful retail operation. Self-service, is the greatest selling asset to appear on the phonograph record scene. This does not mean that the record dealer sits at the cash register and lets his customers take the records away from him. There must be a completely attractive display of the recordings in the shop, and there must be friendly help on the dealer's part, but the customer should not be deterred from browsing as he chooses.

Record manufacturers are providing the very best product they have ever offered, with heavy accent on quality of sound. It is however, up to the record dealer to acquaint the public with this product, and this can be done only through self-service plus. That plus is the extra effort by which the dealer uses the phone, a mailing list, some form of advertising, etc.

There is one form of service to the customer, which is of extreme importance— a good knowledge of what is being offered for sale.

So many people have, from time to time, gone into the record business because they liked records", or, "it must be fun to listen to music all day". This type of dealer works on a hit-or-miss basis, more or less, and can go broke rapidly. His salvation can be assured if he has adequate sales help, with a fair musical education and a genuine interest in records.

Aside from the necessary monetary aspect of the record business, we record people all realize that we are dealers in dreams, so to speak. Music for the wee ones, to take them into that wonderful land of fantasy— Rock and Roll plus Rhythm and Blues for the very young at heart—Schmear music for the more serious minded—Symphonies and Concert for the dreamers—Tone poems for the romanticists—Jazz, hot and cool, for the Hep-Cats—Pipe organ music, which has been inspirational since it first came into prominence with the development of the Great Harleberstadt organ which was constructed by Nicholas Faber, a priest, in 1681. Of course, the ever present Background music to put us into almost any mood we wish, romantic, dreamy, gay or reminiscent, which we all settle back and enjoy on occasion. MUSIC that Great Therapist, which offers each and every one of us an ESCAPE MECHANISM.

We feel that most all music dealers will agree with us that the record companies are surely to be congratulated on the very magnificent art work, which goes into the making of the L.P. and 45 covers. Never before has it had such a pleasure to merchandise records so that the buying public can not only enjoy the wonders of the recording itself but also its package.

So much for the opinions of one little old dealer—we don't make much profit but "Buy do we have fun"—like the day the gentleman came in and asked for the "Pot of Tea Symphony", which he heard on the radio the previous evening, which turned out to be the Tchaikovansky Symphony #6 "Pathetique" Oh well!!

We feel that most old timers in the business would agree with us that, we wouldn't get caught working in any other trade, for our misfits would certainly be showing. Bye Now.
"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**NIP ROMAN**
(Flash 121)

B "DARLING I NEED YOU" (2:48) [Shag BMI — Roman, Curry] Nip Roman offers a slow, rhythmic ballad blues. Easy reading of a pretty—the not outstanding tune. Roman has an Ace-like quality that could build.

B "WITH THESE WORDS" (2:41) [Shag BMI—Roman, C. Smith] Roman gives another good performance on a slow beat love ballad. Again, his similarity to Ace in style is apparent. Please offering.

JERRY McCaIN
(Excels 2111)

B "LISTEN! YOUNG GIRLS!" (2:36) [Excels BMI—J. McCaIN] Jerry McCaIN sings a real funky piece of material and comes off with a good deck. A slow beat lighter with age old advice for the young girls. Perhaps McCaIN can make it stick.

B "BAD CREDIT" (2:20) [Excels BMI—J. McCaIN] McCaIN swims on the flip with a real down home quick beat. It's the 'bad credit' blues that McCaIN wails and he infests an infectious quality to the story.

**JOE TEX**
(King 5064)

B "AIN'T NOBODY'S BUSINESS" (2:35) [Celestial BMI—B. Harpo] This record does tell all it's nobody's business if he fights or makes up with his girl. Tex wails it with lots of schmaltz. Deck comes off well and Tex may have another good seller.

B "I WANT TO HAVE A TALK WITH YOU" (2:06) [Jay & Cee BMI—Joe Tex] Tex turns to a slow beat ballad blues and handles it with great mellowing and good feel. Easy to listen to deck.

**THE TROOPERS**
(Lamp 2009)

B "GET OUT" (2:45) [Aladdin BMI—Lincoln Alexander] The Troopers dish up a swinging dramatic blues with a well known musical theme. Good club material.


**ROY MILTON**
(King 5069)


**BOBBY MANDELP**
(Specialty 603)

C "LITTLE SALLY WALKER" (2:20) [Melva BMI—H. Mandelph] Bobby Mandelph, with a voice of a six- to nine-year-old, rocks out a middle beat jump asking Sally to rock and roll. Melodic jump number.

C "MALINDA" (2:05) [Venice BMI—Mandolph] The baby voice rocks out a similar bank of material. Liltting effort with pleasing results.

**ELMORE JAMES**
(Chief 7004)

B "IT HURTS ME TOO" (2:25) [Melva BMI—Mel London] Elmore James wails a slow, mellow blues for the good beat. His beat effort the James friends will like. Easy on the ears wax.

C "ELMORE'S CONTRIBUTION" (2:25) [Melva BMI—E. James] Elmore James and his Broomdusters rock out a quick beat instrumental with a down south sound.

**SLIM HARPO**
(Excels 2113)

B "I GOT LOVE IF YOU WANT IT" (2:47) [Excels BMI—J. Moore] Slim Harpo wails a quick beat bouner for the deep south market. In fact, James and Harpo's chomings through well. Could pick up a strong southern sale.

B "I'M A KING Bee" (2:50) [Excels BMI—J. Moore] Harpo chants a strong slow beat effort with a strong, deep brass drum and string backing. A good effort that should get it a good reception in the south.

**LARRY DARNELL**
(Sulene 6141)

B "JUST TELL ME WHEN" (2:10) [P. Gayten—Jimmy Williams] Larry Darnell swings out on a quick beat bouner and reads it with real commercial effect. Darnell has one of his more powerful sides here and it could be a hit. The one he's been looking for. Watch it.

B "IT MUST BE LOVE" (2:31) [Men-Lo BMI—Toombs, Mendel- shan] Darnell again takes the rock- ing way with a middle beat jump and handles it with much appeal. The tune is good, solid rocking wax for the teen market.

**CHARLES WILLIAMS**
(Checker 866)

B "SO WORRIED" (2:20) [Arc BMI—P. Gayten] Charles Williams gives a skipping reading to a quick beat jump blues. The deck drives along at a spriightly pace with Williams swinging all the way. Pinnery deck.

B "DARLING" (2:18) [Arc BMI—P. Gayten] Williams swings lightly on a slow, rhythmic love blues ballad. Easy to take etching.

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
ANNE LAURIE
(Decca 66882)

B+ [OUT OF MY MIND] (2:31) [R T BMI—Toombs, Dixon] An- ne Laurie swings delightfully on a torch arrangement with a chorus support. Good, bluey time that should build the growing Laurie rep.

B + [YOU'RE THE ONLY ONE FOR ME] (2:45) [R T BMI—Toombs, Shubert] Miss Laurie backs with another slow shuffle tune. It is warmly ex- cellently done. The gal really sings and paints a great mood. Two deep grooves that should get plenty of attention.

LITTLE ESTHER
(Sorer 1516)

B [LONGING IN MY HEART] (2:58) [St. Louis BMI—Jesse Mae Robinson] Little Esther wails a slow beat blues in a style that comes through with strength. The bass tells her love story with simplic- ity and effectiveness.

B [IF IT'S NEWS TO YOU] (2:37) [BMI—T. Morrow] Little Esther rocks to a middle beat on the flip. Good Lindy dance item. The Little Esther knocking out the beat in infectious fashion.

THE CALVAES
(Coba 1543)


B [LONELY VILLAGE] (2:20) [Armel BMI—Daniels] The Calvaes back with a similar piece of material. Wax is a slow beat lilter with a very strong beat. Stirring wax. Two ok sides.

FOUR SCORES
(3rd 7G-21)

B [ROCK A LITTLE LUCY] (2:20) [BMI — Hendrick] The Four Scores jump with unrestrained enjoyment as they dish up the quick beat. Crossroads BMI—Singleton, Mc- Coy} Little Esther rocks to a middle beat on the flip. Good Lindy dance item. The Little Esther knocking out the beat in infectious fashion.


THE CARVERS
(Gone 5006)


B [DING DONG D A R L I N G] (2:41) [Meyers Music] The Car- vers turn in another potent bit of collaboration as they rock out a quick beat jump. Deck moves all along and the Rays have captured a combination of easy treatment of a quick beat driver.

“OVER SOMEBODY ELSE’S SHOULDER” (1:57)
[Bregman, Sears and ASCAP—Lewis, Sherman]

JIMMY BREEDLOVE
(Atco 6094)

• Jimmy Breedlove takes to the tuneful oldie, “Over Somebody Else’s Shoulder,” like he was born to do it and rocks it out with a vivacious, yet restrained bit of singing. He gives it a stylish voice that embodies the qualities neces- sary for both the pop and r & b markets. Breedlove projects with a fresh and appealing treatment—so look for the item to hit all over again. The coupling, “That’s My Baby,” is a quick beat change of pace. It is an original Breedlove on which the chanter does a com- plete about face and rocks with the rest of them. Swinging teener bait. “Over Somebody Else’s Shoulder” should make it big.

BILL STUBBLEFIELD
(Imperial 5447)


EUGENE CHURCH
(Specialty 604)

B [OPEN UP YOUR HEART] (2:35) [Venice BMI — M. Philip- lips] Eugene Church sings with deep feeling as he sways with ease and tenderness. A slow, rhythmic ballad that comes off well. Chuck has sin- cere and pleasing style.


“RANG TANG DING DONG” The CELLOS
Apollo # 510

Great Reaction Everywhere

“I’M A KING BEE”
(Slim Harpo)

EXCELLO 2113

LISTEN! YOUNG GIRLS
(Jerry McCain)

And His Upstarts
EXCELLO 2111

BABY GIVE ME A CHANCE
(Joe Hudson)

And His Rockin’ Dukes
EXCELLO 2112

MY MOOD ON MY MIND
(Cliff Butler)

NASCIO 6003

FIVE MUSIC MAKERS

“I’M A KING BEE”

Slim Harpo

EXCELLO 2113

LISTEN! YOUNG GIRLS

Jerry McCain

And His Upstarts
EXCELLO 2111

BABY GIVE ME A CHANCE

Joe Hudson

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Cliff Butler

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“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
Making The Charts
THE DUBS
"DON'T ASK ME TO BE LONELY"
b/w "DARLING"
GONE RECORDS
1650 BROADWAY, NEW YORK
Circle 4-6710

B. B. King
"Be Careful With A Fool"
"Quit My Baby"
RPM 494

Big In Los Angeles, San Francisco
And Pittsburgh

"Arrow Of Love"
by
The Six Teens
Featuring
14 Year Old Trudy Williams

FLIP RECORDS, INC.
618 S. Ridersey Dr.
Los Angeles 36, Calif.
Phone: Webster 44033

NEW RELEASE!
"YOU'RE MY PRESCRIPTION"
b/w "My Lover Has Left Me"
JOAN & JOY
Hull 7-25

THE CASH BOX
Page 86
July 20, 1957

First...
"I'LL BE SPINNING"
Then...
The National pop and r & b hit
"OVER THE MOUNTAIN — ACROSS THE SEA"
and NOW

Johnnie & Joe
introduce their 3rd
straight hit

"YES, IT WAS THERE"
and

"THERE GOES MY HEART"
J & S 1659
Attention Distributors—
Some choice territories
still available.

J & S
RECORDING COMPANY
1651 Washington
Bronx, N. Y.

Complete Service To All
Independent Record Labels.
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PASADENA 3
CALIF.
Ryan 1-6609

MELODY MUSIC
Brooklyn, N. Y.
1. It's Not For Me To Say
2. Bye Bye Love
3. Every Tomato
4. Wonderful
5. Goody Goody (Teenagers)
6. Over The Mountain
7. Love Loney, Nigh
8. Deserio (Charly)
9. Send Me Some Lovin'
10. Don't Ask Me To Be Lonely

AMERICAN MUSIC CO.
Houston, Texas
1. Short Fat Fanny (Williams)
2. Jenny, Jenny (L. Richard)
3. Short Fat Fanny (Williams)
4. So Rare (J. Dorsey)
5. Mrs. Dorsey (J. Dorsey)
6. C. C. Rider (C. Willis)
7. It Hurts To Be In Love
8. Valley Of Tears (F. Domino)
9. Whispering Bells

REGENCY RECORD
Flint, Mich.
1. Bye Bye Love (Evelyns)
2. Searchin' (Coasters)
3. Send For Me (N. Cole)
4. Love That Woman (J. Bush)
5. Love's A Hurtin' Game
7. Todd Key (J. Dorsey)
8. Love To That Woman (J. Bush)
9. I'm Not Your Baby (E. Williams)
10. Symbol Of Love (Julian)

JOHN BENNETT
WNNJ—Newton, N. J.
1. Young Blood (Coasters)
2. Searchin' (Coasters)
3. My Dream (Platters)
4. Send For Me (N. Cole)
5. World Of Trouble (Turner)
6. To The Able (Five Satins)
7. Midnight (Sylvers)
8. Bye Bye Baby (N. Brown)

BILLY POWELL
WJU—Pittsburgh, Pa.
1. Whispers Of Love (Beat-Dubs)
2. Searchin' (Coasters)
3. Please Send Me Someone To Love (Skeewiff)
4. Look Out For Me (Legends)
5. World Of Trouble (Turner)
6. Send For Me (N. Cole)
7. Short Fat Fanny (Williams)
8. Send For Me (N. Cole)
9. Some One To Watch Over Me (T.Smith)
10. My Flying Friend (Cadillacs)

WALTER POWELL
WEVU—Baltimore, Md.
1. Teenage Good Heart (Coasters)
2. To The Able (Five Satins)
3. Right On (Humoy)
4. Everyone's Laughing
5. Love Roller Coaster (Turner)
6. Having A Baby (Imus)

John Couch
KGA—Gainesville, Texas
1. Young Blood (Coasters)
2. Searchin' (Coasters)
3. All Shook Up (E. Presley)
4. School Day (C. Berry)
5. Valley Of Tears (F. Domino)
6. Searchin' (Coasters)
7. Over The Mountain
8. Love Will Make You Fall (N. Brown)
9. Pledge Of Love (Penguins)

Wiley Daniels
WEB—Baltimore, Md.
1. Searchin',Young Blood (Coasters)
2. Valley Of Tears (It's You & I)
3. Love To That Woman (Dorsey)
4. Short Fat Fanny (Williams)
5. C. C. Rider (C. Willis)
6. Over The Mountain
7. Show Me What You Got (B. Williams)
8. Valley Of Tears (F. Domino)
9. I'm Gonna Be Right Down There (R. Williams)
10. Tonight/United (Love Notes)

DON FRANKLIN
BBSF—Springfield, La.
1. Queen Of The Valley (C. Willis)
2. Jimmy Gang Married (L. Baker)
3. Oh Baby Doll (C. Berry)
4. Young Blood (Coasters)
5. I'm Walkin' (F. Domino)
6. Searchin' (Coasters)
7. One More Time (R. Brown)
8. Bye Baby Love (J. Bush)
9. Valley Of Tears (F. Domino)
10. Short Fat Fanny (Williams)

Bob Couch
WSLB—Ogdensburg, N. Y.
1. Teeny Weeny Bopper (E. Presley)
2. Sheep In (D. Robinson)
3. Words Of Love (Diamonds)
4. Just A Little Lovin' (Pirates)
5. Goody Goody (Birmagas)
6. Searchin' (Teens)
7. Over The Mountain
8. Valley Of Tears (F. Domino)
9. The Woolly Rainbow (Dominos)
10. All Shook Up (E. Presley)

JOE CRYSDALE
CREY—Toronto, Ont.
1. Searchin' (Coasters)
2. C. C. Rider (C. Willis)
3. Valley Of Tears (F. Domino)
4. School Day (C. Berry)
5. Jenny, Jenny (L. Richard)
6. Over The Mountain
7. Young Blood (Coasters)
8. Just To Hold My Hand (F. Domino)
9. I'm Gonna Be Right Down There (R. Williams)
10. Short Fat Fanny (Williams)

NICK CHARLES
Hal Ball
WTUS—Tuskegee, Ala.
1. Jenny, Jenny (L. Richard)
2. Searchin' (Coasters)
3. Over The Mountain
4. Jenny, Jenny (L. Richard)
5. Short Fat Fanny (Williams)
6. Whole Lot Of Shakin' Going On (L. Williams)
7. Miracle In The Rain
8. Young Blood (Coasters)
9. Little Darlin' (Diamonds)

THE VANITY SHOPPE
1. Just To Hold My Hand
2. C. C. Rider (C. Willis)
3. Star Dust (B. Ward)
4. Troubles, Troubles, Troubles
5. Searchin',Young Blood (Coasters)
6. Valley Of Tears (F. Domino)
7. Miss Ann (L. Richard)
8. Miss You So (L. Orifi)
9. My Dream (Platters)

ONE STOP RECORD
St. Louis, Mo.
1. The Sun Is Shining (L. Read)
2. Please Believe Me (Mayfield)
3. Everyone's Laughing
4. Young Blood (Coasters)
5. Don't Ask For Love
6. United (Love Notes)
7. Star Dust (B. Ward)
8. That Old Feeling (Hamilton)
9. Johnny's House Party
10. Valley Of Tears (E. Domino)

AVENUE SUPPLY COMPANY
Mobile, Ala.
1. Miss You So (L. Orifi)
2. Rock the Frequencies (Spaniels)
3. Short Fat Fanny (Williams)
4. C. C. Rider (C. Willis)
5. What Can I Do (D. Elbert)
6. Fannie and Fanny (T. Williams)
7. So Rare (J. Dorsey)
8. I'm Not Your Baby (E. Williams)
9. C. C. Rider (C. Willis)
10. Please Believe Me (Mayfield)

THE CASH BOX
R & B Sure Shots

"OH BABY DOLL"  The Cash Box Award of the Week  7/6
Chuck Berry ........................................... Chess 1664

"GOODY GOODY"  The Cash Box Award of the Week  7/13
Frankie Lymon & Teenagers ......................... Gee 1039

Smashing!!!

EARTH ANGEL
THE PENGUINS  #348
FOR BETTER OR WORSE
WILLIE HEADEN  #417
EVERYBODY HAS A FOOL
VERNON GREEN  #419
DOOTO RECORDS
9512 S. CENTRAL AVENUE
LOS ANGELES  CALIFORNIA

Congratulations to
The Cash Box

SANDY SINGER
WTCN
Minneapolis, Minn.

Our Sincerest, Most Wholehearted Congratulations to
THE CASH BOX
IN ITS 15th YEAR AS THE
WORLD'S GREATEST MUSIC MAGAZINE

TO OUR NAMM FRIENDS
"A HEARTY WELCOME FROM"

UNITED RECORD DISTRIBUTORS, INC.
2029 South Michigan Ave., Chicago 16, Illinois
(All Phones: CAujmet 5-6005)

THANKS DEEJAYS •
FOR NAMING
OTIS RUSH
* 
COBRA

HARROLD BURRAGE
"MESSED UP"
7/13

NAMM SPECIALS
MAGIC SAM
"LOVE ME WITH A
FEELING"
7/13

NEW RELEASES FROM DREXEL
"'TIL THE DAY I DIE"  "GIVE IT ALL, BABY"

MONKEY FACE BABY"  "THINK A WHILE"
THE GEMS

RESEARCH CRAFT CORPORATION
7319 S. VERNON AVE.
CHICAGO 19, ILLINOIS
PHONES: ABERDEEN 4-2063

QUALITY  *  RELIABILITY  *  SERVICE
Specializing In High Fidelity LP Pressings
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1721 Broadway
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AMERICA'S TOP BLUES — ROCK & ROLL — SPIRITUAL — ONE-STOP
60¢ for 45's
65¢ for 78's
LP's 30% Off
60¢ for 45's
65¢ for 78's
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WELCOME NAMM CONVENTIONEERS
ALL PHONES: NEVADA 8-9553

ANNIVERSARY AD

STATE
### COUNTRY WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

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The Cash Box, Music
Page 88
July 20, 1957
SINCERE BEST WISHES FOR A HAPPY ANNIVERSARY

Kitty Wells

Grateful to the Nation’s DJ’s for the votes
“MOST PROGRAMMED FEMALE VOCALIST OF THE YEAR”
(Annual Cash Box DJ Poll)

current release
A Cash Box Bullseye

“THREE WAYS (TO LOVE YOU)”
and
“A CHANGE OF HEART”

Decca 9-30288; 30288

A 15 GUN SALUTE TO THE CASH BOX
from

Johnnie & Jack

Going Strong
The Cash Box Bullseye

“OH BOY, I LOVE HER”

and

“THAT’S WHY I'M LEAVIN’”

RCA Victor 6932

personal management
JIM DENNY ARTIST BUREAU
146 SEVENTH AVE. N. (ALPINE 6-5358) NASHVILLE, TENN.

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
Victor Stars At Rodgers Memorial

MERIDIAN, Miss.—RCA Victor country stars turned out en masse to pay tribute to the late Jimmie Rodgers at the Jimmie Rodgers Memorial Day Celebration held in Meridian, Mississippi, recently. From left to right, they are: Milton Allen, Myrna Lorrie, Jim Reeves, Johnnie & Jack, Tommy Blake and the Rhythm Reels.

Midwestern Hayride Goes Network

CINCINNATI — The Midwestern Hayride, a long time favorite in this area among TV and radio fans, was fed to the ABC-TV network thru WLW-D in Dayton starting June 29th.

Many favorites were featured on the rural program including Bonnie Lou (King), Rudy Hansen (Decca), Bobby Bebo (Sand), The Lucky Penny's, Clay Eager, Billy and Phyllis Holmes, and The Hometowners.

The Hayride was emceed by Paul Dixon, a favorite announcer of the Nation's Station, and was carried locally thru WCPO-TV, outlet for ABC in the Queen City.

The program will be seen on Sunday night starting July 14th, instead of its usual spot on Saturday nights.

Top Names Set For Transcribed Country Show

NEW YORK — Webb Pierce, Carl Smith, Pee Wee King, Bobby Lord and others, headline a new transcribed 15 minute, radio show "Country Music Time" for the United States Air Force Recruiting Service. MC'd by Airman 1st Class Tom Daniels and directed by Major Jim Hickman the show is produced in Nashville, Tennessee.

Other artists slated to appear soon on "Country Music Time" are: Goldie Hill, Gordon Terry, Mimi Roman, Winter Brothers, Rita Robbins, Wayne Walker and Mel Tillis.

If station want to receive the show they should telephone their local United States Air Force Recruiter or write Commanding Officer, Recruiting Publicity Center, Governors Island, New York 4, New York.

The Country Records

Disk Jockeys

Played Most

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

1. Bye Bye Love
   - Webb Pierce (Decca)
   - Bobby Helms (Capitol)

2. Four Walls
   - Jim Reeves (RCA Victor)
   - Marty Robbins (Capitol)

3. A Fallen Star
   - Marty Robbins (Capitol)
   - Marvin Rainwater (MGM)

4. A White Sport Coat
   - Marty Robbins (Capitol)
   - Marvin Rainwater (MGM)

5. Gone
   - Webb Pierce (Decca)
   - Bobby Helms (Capitol)

6. Next In Line
   - Johnny Cash (Sun 266)

7. Whole Lot Of Shakin' Going On
   - Jerry Lee Lewis (Sun 267)

8. Too Many Times
   - Wile Barkdull's

9. You Can't Make Me Cry
   - White Oak Music

10. I'll Be Home
    - Jimmy Williams

Jimmie Williams

sings on MGM

"AGAIN"

b/w

"YOU CAN'T MAKE ME CRY"

White Oak Music — BMI

Cincinnati 39, Ohio

THE ONE YOU CAN'T HEAR

BYE BYE LOVE
   - Everly Brothers (Cadence 1315)

FOUR WALLS
   - Jim Reeves (RCA Victor 6874)

A WHITE SPORT COAT
   - Marty Robbins (Capitol 40864)

FOUR WALLS
   - Jim Reeves (RCA Victor 6874)

A FALLEN STAR
   - Marty Robbins (Capitol 40874)

GONNA FIND ME A BLUEBIRD
   - Marvin Rainwater (MGM 12412)

FAURELIN
   - Bobby Helms (Decca 30194)

A FALLEN STAR
   - Jimmy Newman

GONE
   - Ferlin Husky (Capitol 3628)

NEXT IN LINE
   - Johnny Cash (Sun 266)

WHOLES LOT OF SHAKIN' GOING ON
   - Jerry Lee Lewis (Sun 267)
**COUNTRY REVIEWS**

**The Cash Box, Music**

Page 92

July 20, 1957

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

---

**THE CASH BOX**

**BULLSEYE**

**CRAZY DREAM** (2:05) [Acuff-Rose BMI—F. & B. Bryant]

**OPEN YOUR HEART** (2:02) [Aberbach BMI—C. Walker]

**EDDY ARNOLD (RCA Victor)**

- Eddy Arnold's name is chart bound once again as he introduces a powerful new two-sider that we can expect to hear frequently in the coming months. The chanter, a big attraction, over the years in the country and pop departments, slims his latest Victor offering at the two markets and chances are he'll win top laurels in both. Upper lid is a tantalizing romantic rocker that Arnold grooves with swingin' authority. The lyric is an emotion-packed religious-flavored, lover's ballad taken at a slow, steady and best delivered with telling effect by Eddy. Sensational choral and ork showcase on two winners that the teenagers are gonna buy up by the carload.

**NED MILLER (Dot 15601)**

- If his first Dot waxing is any indication of discs to come Ned Miller's name is in the cat's league. Pop and country-wise, the singer has tastefully mixed all the ingredients necessary for a two-market clacker and it's more than likely he'll hit the big time with at least one side. On the top half the vocalist happily tells how he played an Ace, won a Queen and went "From A Jack To A King." On the lower deck he sadly reflects that he's joining the "Parade Of Broken Hearts." The ork and chorus supply the 'sound' and current modified, r&r best that the kids are calling for. And Miller's superb styling of these two originals makes this a 'red-hot' coupling.

---

**APRIL IN MANHATTAN**

**PARADE OF BROKEN HEARTS** (2:30) [Dandelion BMI—N. Miller]

---

**AMG**

**BRENNIE**

**PART-TIME GAL** (2:07) [Brenner, Elvis Presley, Mayaland BMI—Land, Sheldon]

**OH YES DARLING** (2:07) [Blackwood BMI—Organ]

---

**SPECIALS**

**SHIRLY CADDELL (Columbia 40939)**

- It looks as the "Ozark Jubilee" favorite, Shirley Caddell, is gonna score a big hit on Columbia debut and either of the disc could turn the corner. On the top half she quietly polished off a potent rock 'n roll weeper labeled "Part-Time Gal." Slick choral and instrumental assist on a 1od that which is featured in both the pop and country fields. On the flip portion the trash pipes with the utmost sincerity as she decks out a beautiful, multiple-voiced romantic letter tagged "Oh Yes Darling." Standout coupling that could develop into a double-barreled hit. Gal has great potential. Watch her stock soar.

---

**AUTRY INMAN (Decca 30369)**

**YOUR MAIDEN NAME** (2:25) [Terry Pub. BMI—A. Inman]

---

**FOOTSTEPS OF THE BIRDIE** [RCA Victor 67387]

- For a place among the best sellers as he completes his string of releases since joining the Decca roster, it's a heart rending, quick beat, sinuous that Inman, along with a splendid vocal and musical backdrop, sells with authority. Could happen country and pop.

---

**DELL WOOD (RCA Victor 67982)**

**SPECIALS**

**HERSHEY BAR** (2:10) [Starrite BMI—Bond] Eddie Bond and his band turn in an interesting vocal and instrumental performance on colorful romantic jolter that should best. "Hershey Bar" is a tear 'n rollers jumping. Inviting lid with a flavorful of the current pop hit, "White [sic]

---

**LITTLE JIMMIE DICKENS (Columbia 27087)**

**MAKING THE ROUNDS** (2:11) [Acuff-Rose BMI—B. Bryant & A. Edwards] Little Jimmie Dickens comes up with a first quality release in a middle beat, crying towel lover's ballad. Pretty melody and harmonica and string backdrop. Easy-to-take pedestrian that could step out and head way up there.

---

**MARGIE SINGLETON (Starday 1059)**

**IS A TREASURE** (2:30) [Starrite BMI—S. Singleton] A feelingful, up tempo, "Is A Treasure." Presented in an inviting, easy-on-the-ears fashion by Margie Singleton. Pleasant offering that could find a good share of the deejay spins.

---

**MIDWEST REVIEWS**

**CARTER BURROW**

**MY BULLSEYE FAIR TREASURE** [Acuff-Rose BMI—Dumas]

**OPEN YOUR HEART** [Acuff-Rose BMI—Walker]

---

**GEORGE MORGAN (Columbia 40967)**

**LATE DATE** (1:58) [Acuff-Rose BMI—B. Terry] George Morgan, whose "Teardrops Behind The Smile" knocked up loads of airplay, kids fair to repeat that success many times over with his polished warbling of this tearful up tempo romantic shuffler. Morgan is faced with the peremptory duty of knowing that the gal's going out on another date after he takes her home.

**MY HOUSE IS DIVIDED** (2:40) [Cedarwood Pub. BMI—Silver] Morgan projects on a sadder note as Morgan projects with heartfelt emotion on a poignant, modal upbeat love affair. Top calliope vocal and support on two sides; Morgan gonna make the pop as well as, the country jocks, ops and dealers sit up and take notice.

---

**RUTH TALLEY (Dot 15624)**

**THE LAST TIME** (2:18) [Acuff-Rose BMI—Talley, Carlyle] An intriguing, fast paced vocal backdrop combines with Ruth Tally's refreshing vocal styling on a deck that could prove to be a solid coin-catcher for the ops and dealers. Appealing side. Keep close tabs on this.

**HEARTACHES TO BEAR** (2:16) [Acuff-Rose BMI—Talley, Carlyle] Ruth Tally guest appearances on two sides offer opposite page on the lower waffler as she convincingly renders a lifting lover's lament. Streetwise treatment of material capable handled. A two-sided chart contender.

---

**PEGGY UPTON & DANNY BUCK (Sunday 306)**

**KNOCKING** (2:15) [Starrite BMI—Upton, D. Buck] Peggy Upton and Danny Buck blend their vocal talents in flavorful fashion as they delightfully "knock" out a catchy, fast moving romantic novelty. A lasty morrel that the jocks should find to their liking.

**ALONE, SORRY AND BLUE** (2:10) [Starrite BMI—P. Upton, D. Buck] The artists are in a mellow mood in the under half as they tearfully spin a touching love waltzer. Two fine, self-penned duet offerings.

---

**EVELYN HARLENE (Sage 243)**

**I WANNA BE FREE** [Sage & Sand BMI—M. & E. Clark] Here's a free wheelin' handclapper that shows off the harmony brought out along with the able assistance of Casey Clark's uk and chorus. Spiritual-like backings for this one to crotchetsingle.

**I'VE GOT THE BLUES** [Sage & Sand BMI—M. Clark] This side out the gal lights the torch for her lover as she persuasively runs over a moderate paced blues item.

---

**SPECIALS**

**SHIRLY CADDELL (Columbia 40939)**

- It looks as the "Ozark Jubilee" favorite, Shirley Caddell, is gonna score a big hit on Columbia debut and either of the disc could turn the corner. On the top half she quietly polished off a potent rock 'n roll weeper labeled "Part-Time Gal." Slick choral and instrumental assist on a 1od that which is featured in both the pop and country fields. On the flip portion the trash pipes with the utmost sincerity as she decks out a beautiful, multiple-voiced romantic letter tagged "Oh Yes Darling." Standout coupling that could develop into a double-barreled hit. Gal has great potential. Watch her stock soar.

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**MY PICTURE OF YOU** (2:20) [Starrite BMI—M. Singleton, S. Singleton] The champ hands in another good performance on the reverse etching. The gal quietly decked out a quick beat, romantic heartbreaker.
The Dow Chemical Company's Red Foley Show began its summer hiatus after the Saturday's July 13th broadcast. During its 1st 26-week run on the ABC Radio Network, the program featured such guests as Carl Smith, Betty Johnson, Rex Allen, Sonny James, The Newton Brothers, Goldie Hill, Smiley Burnett, and, on last week's program, Tom Williams. Regulars included the Alex Lee, Wanda Jackson, Marvin Rainwater, and Bill Wimberly's Country Rhymphony.

Marvin Rainwater made his 1st away-from-home network television appearance on July 14th, guesting on Jack Benny's "Show".

The polo youngsters at the Warm Springs Foundation, who previously appeared for new country music record release shows through the "Jubiliee's" Don Ricardo, V.C., V.C. is planning on making an appearance along their theme to the many who are responding. For others interested in sending additional records—the address is Miss Carla Simons, Reception Director, Warm Springs Foundation, Warm Springs, Georgia.

Now spinning cw enjoying his 1st crack at a record company is N.Y. by Hickory's Rusty & Doug has created a good response for their disks and, especially, tunes they've chuffed.

"Where in the world did all of them come from..." that's the quotation Secretary of the Smithsonian Civil War Show, New Village, Pa., for the appearance of Pat Kelly and his "Rock And Roll Review," on Saturday, July 6th. Pat, recently received the Cash Box Bullseye, and again scored a hit by drawing close to 7,000 persons at New Village, Pennsylvania, for the largest crowd ever to play there.

Cousin Minnie Pearl, and Stonewall Jackson's "Gran Ole Opry" show have continued to draw the largest crowds for the grandstand performances at Brownstown, Griggsville, Metropolis, Illinois, and Sturgis, Kentucky. Minnie & Stonewall will be heading the grandstand at the Illinois fair, during the week of July 15th.

Hank Snow, his Rainbow Ranch Boys, comedian "Sleepy" McDaniel, Wilma Lee & Stoney Cooper and many others are making Mountain Man, Mother Maybelle Carter, Cowboy Copas, and Jimmie Rodgers Snow recently left for their big Canadian tour for the entire month of July, beginning in Ontario and winding up in Newfoundland. Bill, recently received the Cash Box Bullseye, and Hank report that both of their radio stations, WHBT in Harriman, Tennessee, and WCTW in Whitesburg, Kentucky, are doing extremely well. McDaniel adds that according to reports from deejays across the nation, R.C. & V.A., and the distributors, it looks like Hank's latest release, "My Arms Are A House" and "With A Little Help From My Brother," and the biggest records Hank has had since he was recording for Victor.

Nice chatting with Donn Reynolds, who dropped into the Cash Box office last week, after returning from an extensive tour of England, Ireland and Wales. Donn, who recorded for MGM in England, is really excotic over his new home, and his fine singing talents Donn won the U.S. National Yodeling Championship in 1956 and was the World's Champ in '60.

Bill Price, formerly of the Country Paraders who recorded for RCA Victor, has started his own band and is now on the Blue Hen label. His first release is one of his own cowritten numbers titled "Alone And Blue" and "We Can Never Love Again," a P.D. Tune.

Cowboy Howard Vokes, who runs the Vokes Pub. Co. in New Kensington, Pa., was fortunately uninjured when his car was recently rammed in an alley. The auto, however, conveyed the latest steps of his pop-country smash, "Four Walls," is tagged "Young Hearts" and "Two Shadows On Your Window".

Victor's Blackwood Bros., QJ, will be enjoying a 2-week vacation from July 21st thru August 1st. Previous to these dates they'll have played Atna, Tenn., North and South Car., Miss., Ark., Texas, Okla., and Kan.

Deejay Joe Morris has moved his mike from WAGS-Bishopville, S.C. over to WVEY-Simmon, N.C. Joe would appreciate it if all the disk jockeys assist and promotion men, etc., would send their new releases to him at the new address.

Mary Wilson, KCLX-Cofax, Wash. pens that several top bands have played the Riverside Park recently and "Little Jimmy Dickens", Ann Jones and her Western Sweethearts, and the Miller Bros, outfits for a big show in the area. Ann adds that Tilla's latest Columbia waffle, "Juke Box Man!" and "If You'll Be My Love", is off to a good start out here.

Hawkshaw Hawkins, Jean Shepard, Earl Heywood, the Swingsters, comedian Smokey Fleach, Zeb Turner and a "Grand Ole Opry" cast played the community arena in Owen, Ontario, Canada recently. This is the 1st time a packaged show of this nature appeared in these two Canadian towns on such a large scale.

Dean Evans, KLCI-Shreveport, La. advises that Bob Luman, a regular on the "Wagon Wheels" and local boy, is out with a brand new recording for the Imperial people. It's his 1st release and it's looking real good around Shreveport. "I'm Gonna Lay My Keys On The Table" and "Who You Been Loving", backed with "All Night Long".

Chet Atkins, RCA Victor's consistent poll winner infos that this week, Nita, Rita and Ruby cut a session for RCA in the Nashville studio. They have not recorded in months since it's always difficult to get them together, owing to the fact they're usually out on the road. Atkins directed the session and reports some sensational sides. Chet adds that one of the tunes they showed a real possibility is "You Came To The Prom Alone". Written by Marty Robbins, it's a sort of follow-up to "White Sport Coat And A Pink Carnation". Atkins appeared at the Stringed Instrument Guild in Detroit, Michigan, for Gretsch guitar enthusiasts and sold a good amount of Gretsch Manufacturing Company, New York City) and did a show at the Statler Hotel for the group. Also appearing on the show was Eddy Arklie and Les Paul and Mary Ford.

Jack Stapp of Tree Publishing Company, Nashville, has been conducting quite a few sessions in the Victor studio in Nashville for the Waldorf Record Company of Harrison, N.J. according to word received. "Little Jimmy Dickens" is worldiing his "Hillbilly Gang" label.

Bonnie Brown, one-third of Victor's Brown Trio, types that she's sort of home-sweet-home in Pine Bluff, with Jimmy Edward in the Army and Maxine living in Little Rock with her hubby. However, the threesome got together at the recent CMA meet in Kansas City and while there had the honor of representing the Gov. of Arkansas in an Honorary Arkansas Traveler Award to Norman King, pres. of the association. Incidentally, Maxine advised that she's now the Administrative Assistant to Ark. Gov. Faulus. Bonnie adds that Johnny Poer, WVOK-Birmingham, Ala. deejay started a 'campaign' with his listeners to see how many would like to write to the Browns. The tremendous response was quite gratifying in view of the fact that the artists haven't been able to make any personal appearances lately.

Jimmie Dean, and the cast of his popular "The Jimmie Dean Show" in the airway in Philadelphia, Saturday, July 13th (CBS Television, 10:30-11:00 PM, EDT). Columbia recording start, Carl Smith, was scheduled to be the special guest for the show. Smith will also join the early morning "Jimmie Dean Show" during the week of July 15th, when the show enters Glamourland. The Fourth National Boy Scout Jamboree in Valley Forge, Pa., RCA Victor's comic music duo, Homer & Jethro, were the special guests during the week of July 8th. And it was Dean's turn to guest star, doing so on the "Vic Deem Show" during the week of July 11th. The CBS-TV "Jimmie & June Show" was jubbling for Jimmie on the July 11th morning show was ABC-Paramount's "George Hamilton IV".

From Cincinnati comes word that Lee Jones and her husband Carl Prem, assistant radio manager of WAFB, are the proud parents of a baby girl born last week end, their 2nd child.

George Popkins, of "Pop's Country Store", WXGJ-Richmond, Va., a Reserve officer in the Military Police Corps, is off for two weeks of active duty at Ft. Meade, Maryland.

Attention: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 1721 Broadway, New York 17, N.Y.
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Delta Dist. Corp.
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R. P. McCadney, Co., Inc.
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Records; Allied; Telefunken; Belg; Columbia; \(2065\); Grace; Grammy; Great Lakes; Hall; Peerless; Peerless; \(2507\); Peerless; Paramount; \(2508\); Peerless; Peerless; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Prestige; Presti
FRANKIE LAINĘ
The 3:10 to Yuma
(from the Columbia Picture, "The 3:10 to Yuma")
with Jimmy Carroll
and His Orchestra b/w
You Know How It Is
with Ray Ellis
and His Orchestra
4-40962

THE CHUCK WAGON GANG
He's My Lord and King b/w
Inside the Gate
The Chuck Wagon Gang
4-40954-s

GEORGE MORGAN
My House Is Divided b/w
Late Date
George Morgan
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“LITTLE” JIMMY DICKENS
Making the Rounds b/w
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“Little” Jimmy Dickens
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## PORTLAND
B. O. Record Service Dist. Co. 2605 S.E. Madison (Arboretum; Kennedy; Perfect; Acorn; 6th Street; 15th Street)

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## PROVIDENCE
Eddy & Co., Inc. 154 Hoppin Avenue (RCA Victor)

## RHODE ISLAND
...
CORAL RECORDS

HOT PARADE!

I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER

and

DATE WITH THE BLUES

Billy Williams
9-61830 (61830)

TAMMY
and
THE BACHELOR
Debbie Reynolds
9-61851 (61851)

TEARDROPS IN MY HEART
and
LULA ROCK-A-HULA
Teresa Brewer
9-61850 (61850)

MAILMAN, BRING ME NO MORE BLUES
and
NO MATTER WHAT YOU DO TO ME
Don Cornell
9-61854 (61854)

AROUND THE WORLD
and
INTERLUDE
The McGuire Sisters
9-61856 (61856)

FASCINATION
and
SUMMERTIME IN VENICE
Dick Jacobs
9-61864 (61864)

THAT'LL BE THE DAY
and
I'M LOOKING FOR SOMEONE TO LOVE
The Crickets
9-55009 (55009)

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- **CHARLESTON**
  - Sun Litho Co., 199 Calhoun St.
  - Doulton, record; Oldham; Liberty; Vee-Jay; Southern; Sun; Imperial; Homestead; Vee-Jay; Vee-Jay; Imperial; Geo.; Dager; Tennessee Direct; Sank; Harmony; Wallis; Columbia; Columbia; Pathe; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; Columbia; 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ABC-PARAMOUNT
presents its
catalogue of hits
to the
NAMM!

9831 DIANA c/w Don’t Gamble With Love
PAUL ANKA

9838 HIGH SCHOOL ROMANCE c/w Everybody’s Body
GEORGE HAMILTON IV

9817 YOUR KISSES KILL ME c/w The Kiss In Your Eyes
EYDIE GORMÉ

9837 BLACK SLACKS c/w Boppin’ Rock Boogie
THE SPARKLETONES

9835 TENNESSEE TULIP c/w Bella Nunziata
DON COSTA

9833 BEACH PARTY c/w Der Becki
RUSS CARLYLE

9836 THE LADY KILLER c/w My Baby’s Comin’ Home
SID FELLER

9832 THE FOUNTAIN OF YOUTH c/w Oh, Boy
DICK ROMAN

9827 DEEP WITHIN ME c/w Outside Of My Dream World
DON CASANAVE

9825 RED WINE POLKA c/w MY BEAUTIFUL GIRL
STAN WOLOWIC

DOLLAR NEWS FOR DEALERS:
Watch ABC-Paramount
this Fall—for its
sensational
album promotion!

( Distributed in Canada by Sporcen of Canada, Ltd.)

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
Record Distributors
And The Lines They Handle

WYOMING
Shoshone
Rokul Records
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(Casper)

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308 5 Ave. N.W.
(Decca; Apex; Coral; Brunswick)

Montreal, Quebec
Beuthürst-Musique
660 Rue Ste-Catherine O.
(Decca; Coral; Brunswick; Apex; Mignon)

MEXICO
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Compañía Importadora de discos S.A.
Rojo 808, S. A. de C.V.
(Coral; Brunswick)

MEXICO
Jalisco
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Netherlands
CHINA

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H. J. In
17 N. Pyeong
(Pye)

CUBA

Lerida
La Venecia
Ly 21, Vedado
(Rapp)

DENMARK

Copenhagen
Nordisk Polyphon A/S
Danske Grammofon
(Coral; Brunswick)

FRANCE

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President Records
32 Rue St. Sermand (MGM; Classic Ed.)

GERMANY

Hanover
Deutsche Grammophon Gesellschaft
79 Postfach 80 (Coral; Brunswick)

GUAM

Guam Service Gems
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Honolulu Electrical Product Co., Ltd.
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(Coral; Brunswick)

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Melbourne
W & G Record Processing Co., Ltd.
185 St Kilda Rd.
(ASC-Paramount; Accursia; Aladdin; Ballantyne; Columbia; Crescendo; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decca; Decc
Epic salutes the NAMM and all our dealers with a New Smash hit by...

SAL MINEO

LASTING LOVE

YOU SHOULDN'T DO THAT

EPIC 5-9227

... and we also thank you for making June the biggest month in our history with these current hits:

**Singles**

The Four Coins
SHANGRI - LA
Epic 5-9213
Sal Mineo
START MOVIN'
Epic 5-9216
Love Affair
Epic 5-9216
Somethin' Smith
and The Redheads
YOU ALWAYS HURT THE ONE YOU LOVE
b/w
MY MELANCHOLY BABY
Epic 5-9221
Roy Hamilton
THAT OLD FEELING
b/w
THE AISLE
Epic 5-9224
Clare Nelson
AT OUR HOUSE
b/w
JOHNNY COME KISS ME
Epic 5-9220
Little Joe
and The Thrillers
PEANUTS
b/w
LILLY LOU
Okeh 4-7088

**Albums**

DANCE TO THE MUSIC OF LESTER LANIN
Epic Long Play LN-3340
Epic Extended Play EG-7184—Vol. 1
Epic Extended Play EG-7185—Vol. 2

LESTER LANIN
Epic Long Play LN-3242

THE GOLDEN BOY — Roy Hamilton
Epic Long Play LN-3364

BANJO & BONES IN HI-FI
Epic Long Play LN-3360

A PRODUCT OF CBS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
<table>
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<tr>
<th>Venue</th>
<th>City</th>
<th>Tracks</th>
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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
7 Out Of The First 12

MOST PLAYED RECORDS IN THE NATION:

Don't Be Cruel .................................. ELVIS PRESLEY
Canadian Sunset ................................. HUGO WINTERHALTER
Love Me Tender .................................. ELVIS PRESLEY
Round And Round ................................ PERRY COMO
Hound Dog ........................................ ELVIS PRESLEY
Banana Boat Song (Day-O) ................. HARRY BELAFONTE
All Shook Up ..................................... ELVIS PRESLEY

2 Out Of The First 3

MOST PLAYED ALBUMS IN THE NATION:

Calypso ........................................... HARRY BELAFONTE
Elvis ............................................... ELVIS PRESLEY

3 Out Of The First 6

MOST PROGRAMMED MALE VOCALIST:

ELVIS PRESLEY
PERRY COMO
HARRY BELAFONTE

1 Out Of The First 3

MOST PROGRAMMED FEMALE VOCALIST:

DINAH SHORE

No. 1

MOST PROGRAMMED STUDIO ORCHESTRA:

HUGO WINTERHALTER

1 Out Of The First 2

MOST PROGRAMMED SMALL INSTRUMENTAL GROUP:

THREE SUNS

No. 1 (Country & Western)

MOST PROGRAMMED SMALL INSTRUMENTAL GROUP:

CHET ATKINS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Each year the various record companies try to discover new gimmicks to give artificially-induced stimulation to the record industry.

Today, the industry is encumbered with an heterogeneous collection of inducements unparalleled in the history of the business, i.e., buy-of-the-month, record clubs, samplers and price cuts. These have not stimulated but, have worked paradoxically. They have reduced the average retail outlet to the position of a Main Street bargain basement.

The customer has been bombarded with buy-of-the-month and samplers to the point that one feels he must apologize for having to quote the full-retail value of a current release. Various recording company officials justify these gimmicks by stating that the record business is at 'an all-time high.' This is no startling revelation—this is also true of many other luxury businesses (of which, we are one) as well as business in general. This has not been brought about by inducements, but, by the economic structure of our country. If the 'man on the street' could not afford a record, the dollar off would not put the money in the record shop rather than the shoe store.

My attack is not upon the discount house—this is up to the individual to determine the margin of profit upon which he wishes to operate. My attack is upon samplers (wherein the margin is pre-determined) and other operations which either reduce the margin of profit or encumber the sales people with a multitude of detail work or lengthy explanations of why you can buy a musical score for $1.98 or $4.98.

All of these factors into consideration and the industry will continue to grow—there is no drug that gives man his own world as much as music nor as completely because music gives a man a world that exists exclusively within his own mind, having no regard or relation to reality. In the world of music, a man can achieve his own dimension—and that's handing him the world at a bargain (even at full-retail value).
THE ORIGINAL ALL-STAR GROUP!

The DEL VIKINGS

WITH THE BIG SUMMER HIT

COOL SHAKE

MERCURY 71132

EXCLUSIVELY ON

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
NANNM
Watch the Charts for this One!
THE ORIGINAL Otis Blackwell Rock-A-Billy HIT...

RUSS MILLER
Sings

"I SIT IN MY WINDOW"

b/w "WAIT FOR ME, MY LOVE"........ V.I.P.-1006

Order From Your Local Distributor Now:

Frumkin Sales Co. 2007 S. Michigan Ave. Chicago 16, III. My Frumkin
5 & S Record Distrib. Co. 3935 Woodward Ave. Detroit, Mich. John Shepherd
Eastern Record Distrib. Co. 24 Clark St. East Hartford, Conn. Dick Godlucky
Binkley Distributors 58 Riverside Jacksonville, Fl. Mr. Binkley
Porton Distributing Co. 735 Eleventh Ave. New York, N. Y. Robert Porton
5 & K Record Distribution Co. 608 No. Hudson St. Oklahoma City, Okla. Mr. Keaton
Century Distributing Co. 127 Glass St. Dallas, Tex. Sam Katz
Gimbel Bros. 3221 Falak Blvd. Baltimore, Md. Herman Gimbel

Universal Record Dist. 2525 West Pico Blvd. Los Angeles, Calif. Gordon Wolf
Mid-State Distributors 400 Varick St. Utica, N. Y. George Kelley
Custom Dist. Co. 1221 West Ninth St. Cleveland, Ohio Sandy Beck
Hit Record Distributors 1042 Central Ave. Cincinnati, Ohio Jerry Nathan
Saxah Record Distributors, Inc. 114 Springfield Ave. Newark, N. J. Joseph Cohen
Quality Records Ltd. 380 Birchmount Rd. Toronto 13, Ontario George L. Keane
H. N. Lieberman Co. 237 No. Plymouth St. Minneapolis, Minn. Harry's One Stop 545 So. West Seventh St. Des Moines, Iowa
Seaboard Distributors 1004 Broadway Albany, N. Y. Sandell Company 40 Glenwood Ave. Minneapolis, Minn.
Herman Gimbel 1221 W. Fifth St. Miami, Fl. Mr. Sandell
Mr. Binkley Tell Music 2701 Monroe St. Madison, Wis.


Order Spal Record Dist. 1007 Union St. Memphis, Tenn.
Sandell Company 40 Glenwood Ave. Minneapolis, Minn. Mr. Sandell

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

**“Love Me Baby”**
(All The Time)
Styletone 101

"a powerful rocker that really moves..."

**CASH BOX** (June 8)

**Styletone Records**

---

**Congratualtions**

**Modern Distributing Company**

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Los Angeles, Calif.

Phone: REPUBLIC 3-2174

A well trained sales organization—
Ready to give your line complete coverage.

---

**Leslie One-Stop**

by LOUIS BOORSTEIN
NEW YORK, N. Y.

For the past few years I have had the privilege of writing short articles for *The Cash Box*. Over the years I have attempted to show the operators the importance of buying their records from One-Stop Operators.

The validity of these arguments is proved by the vast growth of One-Stop operations across the country and by the fact that almost all the operators of any consequence across the country are buying their records from One-Stops.

Now comes a new wrinkle! And it is time that it be exposed for what it is. Like any other business that makes progress, the One-Stop business has its Johnny-come-latelys. These operators are under the misguided notion that all one has to do to be a One-Stop operator is open a store with a few records and hang out a shingle calling himself One-Stop operator. This, of course, is not so. The come-latelys for the most part do not have the experience nor the knowledge how to render the services that a One-Stop should. Namely—

1. Ample inventories.
2. Experienced help.
5. Good relations with record distributors.
6. Good relations with juke box operators whether they are customers or not.

Since they lack the experience, they resort to offering their services for less money. Two or three cents over or even worse, at the same price as the operator would pay to the record distributor. This is why I say “Caveat Emptor,” the legal expression for let the buyer beware.

Some of the sell at cost boys tell the operators that they can wheel and chisel better prices from the distributors in order to sell at these prices. Don’t you believe it! They no more can buy at better prices than you can buy desirable equipment from a distributor at below cost prices. They tell you that they get “free” records. Any records that they get free are worth exactly that. Don’t be fooled into taking records that the “One-Stop” operator gets as free-bees. One gets nothing for nothing in this country. And it’s a greater country for that.

The entire principle is quite simple. You cannot buy a "Cadillac" for a "Chevrolet" price. And everyone knows that the "best" is the "cheapest" in the end.

So “Caveat Emptor” the irresponsible one-stop operator. Trade with the experienced and well established and you will be getting the finest of services.

One-Stop operators across the country have proved their worth to the juke box operators. If you don’t already use their services by all means go modern and try them.

---

**the newest - best recording**

of the nation’s top hit...

**Stan Wilson**

"In The Middle of an Island"  b/w  "Sweet Annabelle"
orchestra conducted by Ruby Raksin

V-10068  V-10068X45

---

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Returned to London in time to attend the first annual Rock n Roll Fest at the Battersea Festival Gardens and despite the rain some 2,000 guests turned up to make this the party of the year and most certainly the talk of the town.

By the time you read this, the Four Lads will have returned to the U.S.A.

Over here on vacation are Norman Luboff and his wife Elizabeth.

Also due over this week, Lawrence Welk trying to negotiate for visit to America of British vocalists in the Fall.

Leaving for the States on a lightning tour shortly, will be BBC Show Band director Cyril Stapleton. Cyril hopes to tape interviews with recording stars to be included in his forthcoming deejay show in early September.

Edmundo Ros leaves for Monte Carlo with his orchestra for a six week stay at the Sporting Club.

A new American publishing company has been launched over here, known as Belinda Music and will be handling Elvis Presley's new record "All Shook Up" and the score from his new pic "Loving You" which includes the million seller "Teddy Bear," which RCA released last week.

Pat Boone's "Love Letters In The Sand" will certainly reach the top of the best selling charts over here and Elvis Presley's "Teddy Bear" may race him for the position very shortly.

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

1. All Shook Up - Elvis Presley (HMV)
2. Puttin' On The Style/Gamblin' Man - Lonnie Donegan (Pye-Nixa)
3. Around The World - Ronnie Hilton (HMV)
4. We Will Make Love - Russ Hamilton (Oriole)
5. Little Darlin' - Diamonds (Mercury)
6. Yes, Tonight Josephine - Johnny Ray (Philips)
7. Around The World - Bing Crosby (Brunswick)
8. When I Fall In Love - Nat "King" Cole (Capitol)
9. White Sport Coat - King Brothers (Parlophone)
10. Butterfingers - Tommy Steele (Decca)
11. Mr. Wonderful - Peggy Lee (Brunswick)
12. Fabulous - Charlie Gracie (Parlophone)
13. Freight Train - Chas. McDevitt Group (Oriole)
15. Love Letters In The Sand - Pat Boone (London)
16. Teddy Bear - Elvis Presley (RCA)
17. Bye Bye Love - Everly Brothers (London)
18. Butterfly - Andy Williams (London)
19. Lucille - Little Richard (London)
20. Island In The Sun - Harry Belafonte (RCA)
21. Travellin' Home - Vera Lynn (Decca)
22. White Sport Coat - Terry Dene (Decca)
23. Start Movin' - Sal Mineo (Philips)
24. Too Much - Elvis Presley (HMV)
25. Around The World - Gracie Fields (Columbia)
27. School Day - Chuck Berry (Columbia)
28. Dark Moon - Tony Brent (Columbia)
29. School Day - Don Lang (HMV)
30. Don't Be Cruel - Platters (Mercury)

There'll be "Whole Lot Of Shakin' Goin' On" when Jerry Lee Lewis appears on the Steve Allen TV Show July 28th.

THE WHOLE COUNTRY WILL BE SHAKIN' TO . . .
Jerry Lee Lewis' "WHOLE LOT OF SHAKIN' GONIN' ON"

SUN 267

THE TRADE PRESS RAVES

THE CASH BOX - SLEEPER OF THE WEEK
THE CASH BOX - AWARD OF THE WEEK
THE CASH BOX - SURE SHOTS
THE CASH BOX - TERRITORIAL TIPS
THE BILLBOARD - SPOTLIGHT PICK
THE BILLBOARD - POP RELEASES COMING UP STRONG VARIETY - BEST BETS

"FOOL'S HALL OF FAME"

b/w
"WHY SHOULD I CRY"
RUDI RICHARDSON
SUN 271

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Phonograph Records & Bookstores
by GEORGE PRINCE
DOUBLEDAY BOOKSHOPS
NEW YORK, N. Y.

Phonograph records are a natural sideline for bookstores because so many types of people tend to be interested in books and music. Oddly enough, adding records to the stock of a bookstore of the right kind seems to increase the store's volume of business in books more than adding more books could!

The reason is not complex. If a bookstore is doing well, it is already attracting those who regularly buy books. More books may not bring in that many more book-buyers. But phonograph records will bring in a new segment of the public, easily attracted to books once they are in the shop. Conversely, those who buy books often collect records, too, and will be glad to find them in their bookshop. So each department augments the other in addition to producing its own volume proportionate to the amount of space it occupies.

The average unit of sale in books and records nowadays is about the same—around $4.00. Capital investment proportionate to space is about the same. Turnover may be slightly slower in records than in books—about 3.5%. Selling seasons are closely parallel except in summer when record sales drop because, unlike books, they are not usually taken on vacation.

Properly handled, records should do their own full percentage of business in relation to the space used. Their current attraction to the public is such that they can accomplish this and enhance book sales, even when they are calculatedly used as bookstore "siddles" and never allowed to dominate. The phonograph record department is usually best put at the back of the store to draw its patrons through the book displays, and because the necessary listening booths should occupy the least desirable part of the floor layout.

Phonograph records do have certain disadvantages. Discount counts close to 80%, and the tendency if anything is for some manufacturers to pay the way for reducing this. There is virtually no such thing as protection. Some manufacturers at any rate offer a 5% return privilege, but this has been largely withdrawn and the buyer now has to be 98% right in his judgment or take the consequences.

Manufacturers may not have on the whole been particularly aware of the need of record shops or bookshops selling records, since records for many years were sold largely by appliance dealers—those manufacturers' main interest, along with that of the manufacturer, was in phonographs. Records were used, and were used only as "come-ons", and were considered a necessary evil. It has taken some time for the record manufacturers to accept the importance of the records themselves as merchandise, and book dealers have gallantly proved what could be done with records in the face of manufacturers' inertia.

But it is probably still most unwise for any retailer to undertake a phonograph record department unless he is near several good record dealers. Just to locate them means talking to a lot of people, and working hard to establish contacts. The first step is to write to manufacturers of all the important lines. Tell them what you are hoping to do, ask for names of jobbers near you. Often this will produce a visit from a salesman, whose advice will be helpful, although he probably will not take your orders direct.

Jobbers are crucial in the situation because you can deal with them on a personal basis impossible with most of the large manufacturers. To a jobber you may become an important customer. Furthermore, the jobber delivers free in his area. Postage on record shipments from the manufacturer may be prohibitive. Records present problems that books do not. They enjoy much more widespread advertising paid for by their producers; they have in the past not been accompanied by dealer-aids. They are not reviewed in the same way in newspapers and magazines. On the other hand, extensive promotion of phonographs, along with the emphasis on high-fidelity players, automatically creates interest in records. TV and radio indirectly plug records even where they do not do so directly, for people seek out certain types of music they have heard and liked.

The stocking of records is at best a diverse and difficult project. At Doubleday we are trying to eliminate all simple regular records; handling them properly takes time, experience and ability, since there are so many, they change so fast, and they may not appeal to the natural audience. We no longer carry 78 rpm records, and are dropping popular 45 rpm's. We never participate in record-club promotions, sell "samplers", or do anything else to lower discount. Long-playing records are the only ones we sell. They are "like" books. The unit of sale is higher, the packaging higher, and they present classics or entertainment of a quality more likely to appeal to bookstore customers.

JIMMY DORSEY, OUR FRIEND

Jimmy Dorsey is gone, but his great Record of SO RARE and his many other big hits will keep him forever in our hearts. It was a privilege to have Jimmy as a close personal friend.

As most of you know, he was hesitant to record for our Label because of our personal friendship. He was afraid that we would get hurt, since he was not selling records. However, Sunday, November 11, 1956 will always be a memorable day to us, when we went to Capitol Studios to record four sides with Jimmy. Most of the men were from the band, but we added eight voices, the fine Arthur Malvin singers. Everyone on the recording date loved Jimmy and wanted him to have a hit, and Jimmy, too, wanted a hit, but more for us than for himself—he was that kind of a person.

We released SO RARE the first week in January, with discouraging results, the play was extremely limited, and during the first two weeks we sold only 25 records. Today it is well over the million mark, and Mom Dorsey has her gold record and so does Jimmy’s daughter, Julie Hilton in California. R.C.A., who press for us, even had one made for our personal office—we are proud of it.

We have tried in every way to thank all of you disc jockeys and librarians throughout the nation for the magnificent support you have given this recording. We want to do it again, because your support gave Jimmy greater satisfaction than any of you can ever possibly know. During his last few days when he was not able to speak, but during which time his radio was kept playing, he would point to the radio every time SO RARE came on.

Monday, June 17th, we recorded the Jimmy Dorsey Orchestra at Webster Hall in New York, under the direction of Lee Castle, making eight sides. We brought Jimmy’s good friend Dick Stabile from Los Angeles to play alto sax, and we think he is one of the greatest saxophonists in the world. We used the same choir treatment on two sides that we used on SO RARE. There are instrumentals with just the band, and a vocal or two with Tommy Mercer and Dottie Reid, the Dorsey band vocalists. The only instrumentation we added to the Dorsey band was a fourth trombone and a guitar.

Jimmy’s daughter, Julie Hilton, sat in on the date. We believe it was one of the finest sessions ever made. The band played with heart like we have never heard before, and the singing was inspired.

Late in July we will release an album of twelve sides. This will include SO RARE and SOPHISTICATED SWING, also two great sides made by Jimmy on the recording date of SO RARE. The title of the album is “The Fabulous Jimmy Dorsey”. The liner notes were written by the noted New York columnist, Earl Wilson. The cover was done by Burt Goldblatt.

There is a great single of JUNE NIGHT and J.D.’s BOOGIE WOOGIE released which we believe will find strong acceptance. It is truly sensational.

In conclusion, even though our very good friend Jimmy is gone, he was a fellow who always did enjoy a session where each guy sitting in tried to outdo the other. With the sax and clarinet encased under his arm, he just might be heading for some fun,—look to your horn, Gabriel, you could be in for some competition!

Pres.
FRATERNITY RECORDS

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
"Records Are A Great Business, Let's Keep It That Way"

by LEO A. SEGUNDA

MANHASSET MUSIC CENTER
MANHASSET, L. I., N. Y.

This is a biased view of the record business—that is biased in favor of the record retailer. There are many great improvements that have been made in the last few years to help the retailer do more business, but there are also new problems that need attention.

This last year was noteworthy for the arrival of a new, but then not so new, sales gimmick. Call it "Buy Of The Month" or "Bonus Record" or by any other name. It is a gimmick that stresses price or the bargain price. It is always important to show a prospective customer that you are offering him a desirable bargain, but there are other attributes besides price that make an item a bargain. The success of Long Play Records was not primarily due to price, although that was important. What was much more important was the vastly improved product. This over-emphasis on price has resulted in price confusion and price resistance. Please Mr. Manufacturer try, try to sell the product. What the record customer wants more than anything else is a superior product both technically as well as artistically. Where are those ads telling us of the great artistry and great craftsmanship of a record at a price just a little bit smaller than the rest of the ad? There are a few manufacturers who have done just that with very great success.

The other new factor in the record industry is the emergence of new outlets for records—the mail order record clubs and the rack jobber. There is nothing wrong in either method of selling records as long as the product is protected to prevent it from becoming a football to be kicked around. This has happened in the last year when large retailers not particularly interested in records, have used the great popularity of records as an attraction to sell other items. This in the long run will only hurt the record business as a whole. The best place to sell records is still the retailer. This should be of paramount importance to the manufacturer. A retailer engaged in a profitable record business must sell records in order to stay in business and is therefore interested in the promotion of records. This means mail order, mail order houses, as well as large discount houses sell records today only because of the great importance in the demand for records. They will throw the records out just as soon as the demand levels off and some other item becomes more desirable. Instead of the record business using these outlets to promote the records, they are being used as a means of promoting an organization that has no interest as such in the record industry. Many things could be done to correct this without the loss of a single record sale anywhere. The guiding principle should be: "Only those shall handle our product who are actively engaged in the sale and promotion of the record and to whom records are an important factor". This does include mail-order houses, rack jobbers as well as discount houses. They all can sell records provided they are interested in the sale of records for profit, in the promotion of records as such, and are in this business on a long term lease. Those who carry records as a promotional side line have no right to be regular record merchants.

The rack-jobber in particular could be of great importance to the record industry. The rack jobber just like the juke box operator can provide the record business with a great exposure of records. There is one main difference among many and that is if a juke box operator puts the wrong records in his boxes he goes out of business, but a rack jobber who puts the wrong records into his racks will still be in business and the records go out, or even worse the manufacturer, in the back and the rack jobber does it all over again. There is absolutely no need for a price advantage or promotional guarantee to a rack jobber that should not also be available to the retailer.

This brings me to my final item. The discontinuance of the 5% return privilege on many records has caused a hardship for many dealers, in particular since so much more material is being released today as against previous years. There is a definite need for a new look into this problem. I believe it would be of great advantage to both retailer and manufacturer if the 5% return privilege were to be discontinued entirely. In its place I would like to see a flat guarantee on all new releases for a definite period such as six months. This would apply to all categories both pop and classics, singles and albums. This could be limited in amount of each record that may be purchased under such guarantee and the time for ordering same. I believe this would result in better distribution and greater sales of records. Records are a good business, let's keep it that way!
“Let’s Create Future Generations
Of Music Lovers”
by SHIRLEY KLARNER
BRADFORD’S RECORD DEP’T.
MILWAUKEE, WISCONSIN

We record dealers have been the most maligned, the most exploited, the most divided members of any American industry, especially in the last year. There are many reasons for this. One of the foremost is, to my thinking, the injurious experiments in promoting and merchandising to which the manufacturers have been resorting in the past twelve months. Experiments are necessary; our society needs innovators in advertising and sales promotion. However, if the record industry is to grow and serve a community as part of a cultural development, it must settle into a unified, productive business and one which the public will see as a desirable facet to contemporary living.

Have the big deals, the special buys, the give-aways served more than just experimental purposes? Have they reached people who are not record buyers and converted them to the joys which recorded music can bring? Or, if we reconsider, have these price deals just reached the same old market and made the buyers in that market so price conscious that they make purchases only when discounts are in the offering?

I was quite disturbed over a statement made to me a few months ago by a gentleman with the New York office of a Record Club. He said, “We are trying to help people acquire the record collecting habit.” From the business point of view, this is an admirable pursuit, but we would be doing more to insure our future growth and prosperity by developing, through all available means, future generations of music lovers instead of music collectors. Trying to foist a collecting habit upon people before educating them to the value and beauty of that which they are collecting is really putting the cart before the horse. It’s a difficult approach and one completely lacking in real understanding of human motivations. If a human being grows to love something, the collecting of that which he loves will follow naturally as the next step. Upon this hinges my entire theme. It is now time for the manufacturers to discard promotions which play up records as a commodity which can be purchased from time to time in money saving package deals like face soap or lard. The potency of promotions lessens with each fresh onslaught of advertising copy. Last year, the patrons of the record industry responded enthusiastically to bargain campaigns. This year the public is jaded and apathetic to repetitious deals. What the public now needs is to be encouraged, enticed, and lured into buying records for the beauty and excitement of what’s on the record and not for the thrill of the dollar or two saved through special monthly price investments.

For a change, the industry must now make music lovers and buyers out of the American public through helping the public attain understanding and appreciation of fine music of every type. Instead of pouring money into frantic give-away sprees, manufacturers would be benefitting the public and themselves if they sponsored and produced free concerts utilizing their own contracted artists. This is merely one area in which advertising money could be wisely spent. FM broadcasts could be supported; AM should also be investigated and enlivened with worthwhile musical programming. Everywhere there are dynamic personalities, potential announcers, who understand the level of public taste in music and who have the Leonard Bernstein attributes so necessary to the clarification and improvement of public taste. This concerted effort, if adequately organized and financed, would bring into the record industry thousands of new music converts. To what their freshly aroused interest they would inevitably begin collecting music on record. For these new buyers our stocks are more varied than they’ve ever been.

What retailer doesn’t cherish a customer who has recently purchased a hi-fi phonograph and, for the first time in his life, enjoys in his home the realism of hi-fi records. This customer is invaluable because his enthusiasm to acquire an immediate library leads him into many categories of music and his newly awakened interest is always easy to please.

With emphasis on promulgating knowledge of music as music instead of packaged, bargain counter vinylite and cardboard, the entire industry could be revitalized, lifted out of its petty politics, made a necessary adjunct to further cultural unity and integration in our American homes.

Congratualtions
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PAR RECORDS

1610 NO. ARGYLE AVE.
HOLLYWOOD 28, CALIF.
Phon: HOLlywood 3-5676

“WHISPERING BELLS”
Dot Records
“COOL SHAKE”
Mercury Records

Watch For Our Album Soon To Be Released By Mercury Records.

Bookings: Personal Mgr.
ALAN H. STRAUSS

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
EVERYBODY'S BUYING
DANA ALBUMS
The Biggest POLKA Catalogue In The World

For Larger Sales And Profits

42 ALBUMS TO DATE

60 COMING UP

By 1st of the Year

Thanks NAMM for helping to make DANA the leading polka line in the world.

See You At The Palmer House
Check Your Nearest Distributor For Latest Releases

DANA DISTRIBUTORS

MUSIC SUPPLIERS OF
NEW ENGLAND
343 Huntington Ave.
Roxbury, Mass.

MUSMART OF CANADA
901 Hiawatha St.
Montreal, Canada

RECORD DISTRIBUTORS
2256 Fifth Avenue
Pittsburgh, Penn.

SEABOARD DIST.
313 Park Avenue
East Hartford, Conn.

SEABOARD DIST.
1344 Broadway
Albany, N. Y.

RECORD MERCHANDISING
256 W. Pico Blvd.
Los Angeles, California

ERIC DISTRIBUTING CO.
167 6th Street
San Francisco, California

CENTURY DIST.
137 Olive Street
Dallas, Texas

MUSIC SUPPLIERS OF
OHIO
118 W. Gilbert Avenue
Cleves, Ohio

HEILICHER BROS.
110 North 9th Street
Minnopolis, Minn.

LA MAR DISTRIBUTORS
642 Olive Street
St. Louis, Mo.

C & C DIST. CO.
704 6th North
Seattle, Washington

TELL MUSIC DIST.
2703 Marine Street
Madison, Wisconsin

TRUTONE DIST. CO.
1214 S. W. 8th Street
Miami, Florida

ALLEN DISTRIBUTING
3407 West Leigh Street
Richmond, Va.

DANA RECORDS
315 W. 47th St., N.Y.
Phone: PL 7-8140

SINGER ONE-STOP:
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4920 South Halsted St., Chicago 11, Ill.

Racine 3-1142

FREE TITLE STOPS
MIDWEST'S LARGEST ONE-STOP
LP's 10% OVER COST

ONLY 3x ABOVE COST

July 20, 1957

Records By The Millions
by STUART L. GLASSMAN
RADIO DOCTORS
MILWAUKEE, WIS.

It is almost in storybook fashion that the polka industry has grown in the past ten years and with this swift growth it has been, and is confronted with, many problems. Most problems have been met and defeated, but as one problem or difficulty is taken care of and set aside another pops up in its place. It is one such problem about which I am writing and about which I am sure has found its way high up on the problem list of the record industry. The industry is confronted with the problem of "over-releases." All of the record companies are guilty of the same thing: too many records and albums released and too often. It is amazing to find week after week the continuous number of releases of records in all categories. It is certainly understandable that a record company has one aim and that is to produce hit merchandise and also to build up its catalog, but let us take a few moments and look at the situation over.

The industry is now made up of over 1,400 active record labels and hundreds of these companies are competing for their share of the top hits. Let us consider, for the moment, just the pop hits. There are only so many positions to be filled on the "best seller" charts and only so many slots on the present day juke box, which itself has grown tremendously in capacity in the past few years. Therefore, the conclusion that hits are numbered, and only so many records can go around to fill up the charts and the juke boxes. The present rate of releases, from these hundreds of competing labels, adds up to one important fact: there are far too many records released and present on the market. Besides the far too many releases the present rate of competition for the top hits forces many versions of a tune onto the market. With so many different types of music selling it is possible to find a hit being covered as a straight ballad or fox trot, Latin melody, Rock & Roll, Hillbilly, or even a novelty version. It is certainly just a case of logic to figure out that a song's chances are certainly somewhat dimmed by this huge amount of coverage and saturation.

Let's study this situation and come to a sensible decision and that decision is simple. Let's cut down on releases. Easily said but not so easily done is the immediate answer. I am not offering a list of cues or solutions—but instead a sensible suggestion. It is simply a case of surveying the market and sincerely making an effort to cut down on releases. Starting with the publisher and working right down on to the consumer. Let us give a record a chance to prove itself a hit before it is smothered by another release. Further exploitation through advertising, promotions, further TV and radio coverage and assistance to the distributor and dealer will certainly help. It is not a case of "forgetting" releases make the hit list and best play juke box listings. If some sort of control system might be a solution then let the industry set up some kind of a control board in order to control the number and the types of records produced and released.

This thought must also be extended to the long play and extended play market. Releases pile up week after week and although it is certainly not suggested here that someone be forced a chance to make an LP album, it is suggested that a complete study be made in order to discontinue the tremendous number of duplications found on long play and extended play releases. It is certainly a fact that the album needs lots of exposure and exploitation if it is to become a best seller. Due to the fact that an LP and an extended play album will contain more tunes extra time should be allowed for an album to build into a best seller or a standard catalog item. Therefore it is once again suggested that the industry make its own survey and thoughtfully and sensibly cut the number of releases of long play and extended play albums down to a sensible and salable amount of albums to be released.

As was noted at the beginning of this article, the growth of the record industry has been like a story book. The plot of this wonderful story is just beginning to thicken and up to now all "villains" have met their just fate. It is sincerely hoped that the "villain" known as "over releases" also meets its just end.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Secret Formula For Retailing Success:
Stock What Customer Wants

by AL GRANT
MADRONA RECORDS
PORTLAND, OREGON

There is no magic formula, secret potion, or special gimmick that we can divulge for a successful record operation today. We base whatever success we have enjoyed in the past ten years in record retailing on the following simple language: We try to inventory at all times what our customers ask for. That is, it, period.

The entertainment field for the past decade has been dominated by motion pictures, radio, and television, but today Hi Fidelity records, players, tape recorders, rock and roll, Calypso, etc., have created an entertainment medium that is dwarfing and slowly supplanting the former media. This all adds up to a strong healthy future for the record industry.

With regard to stimulating sales—there isn't always necessary for a manufacturer to give the "go ahead" sign such as: "Two for one deals," "Buys of the Month," "Price Reductions", or what have you. It is our feeling that of all the manufacturers' inducements for the expansion of the record business, none are as effective as our own promotion and advertising programs.

Fewer releases would certainly benefit most dealers today. We would hazard a guess that new releases have quadrupled in the past two years. This condition does not permit the proper promotion of disks that have real sales value. On the other hand, some unknown artist on an obscure label will get air play thus creating a false demand for a record that is undeserving.

We also feel that the Long Play "Sampler" is a drug on the market. These not only tend to discourage sales for better LP's, but add to an already gargantuan inventory.

Accessories are potentially a tremendous part of this business. The recent price reductions by all leading manufacturers on diamond needles should enhance this end immeasurably.

Conclusively, we feel that the record business today from manufacturer to retailer will ultimately grow, and deservedly so, as a giant and leader in the entertainment field.

Easy Pickin' Boosts LP Sales

CALDWELL, N.J.—The above picture is a photo of a highway store operation in New Jersey. It is the Petric Music Center in Caldwell Township on Route 46. Concessionaire, Irv Tarlowe has this to say about the current method of selling LP's:

"My experience has been that the Electronic Industry (the record business being a major factor in it) is predicated on one thing—the business of the American public. The public does not want to be bothered with turning pages and having to ask questions. They like to stand, look and pick up the item. The full cover on display (which the manufacturer has gone into a great expense in making) is what makes for greater impulse buying. I am in this business to make money not to have it in the walls (the money and the albums.) Mr. Dealer wherever you are, take note. This is a money making venture. Not a game as played by children."

THANKS
DJ's for No. 1 Award
"MOST PROGRAMMED FEMALE VOCALIST"
Cash Box Annual DJ Poll

LAVERN BAKER

Out This Week
Lavern's Biggest Hit Ever
"HUMPTY DUMPTY HEART"
and
"LOVE ME RIGHT"
Atlantic 1150

Personal Mgt.—AL GREEN, GALE AGENCY, 48 W. 48 St., N.Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Radio Shack Corp., of Boston, Mass., was the first major LP recording outlet in the country to put in a complete LP record department. For Boston at least our opening splash was very loud, and in the space of 15 months we must be accounted one of the top LP outlets in New England.

We began as a discount operation (our only cut-price department) reluctantly but upon the best advice we could get.

We remain as a discount operation by fast turnovers, minimum personnel overhead, minimum stock system, profitable special-purchases, steady advertising—newspaper, radio, direct mail. And by buying as well as we know how.

We sell records by promotion and display, as opposed to selling particular lines or artist vs. artist or performance vs. performance. In brief, we don’t “hold the customer’s hand” or treat disks as if they are rare treasures; yet the customer keeps coming back ... for more excitement, more music, more selection, and obvious savings.

We do not encourage special orders, but do accept records for exchange without question or quibble. We play records for customers on our new turntable with a diamond stylus; we do not provide other listening facilities.

After an initial 15 minute rock-steady growth, and with NO previous experience in records to fall back upon, we are asked by The Cash Box for our opinion of tomorrow. This is not simply the forgoing paragraphs of historical notes (we thought you should know we’re not Elder Statesmen). And these are Radio Shack’s conclusions:

The Big Need: Enough music, much more promotion of today’s LP package before it gets buried under tomorrow’s new releases. As newcomers we’re staggered by the theory that quantity automatically beggars quality, and that we should buy as if “on sale.” Maybe because sooner or later everything will be sold.” Many a fit LP dies because lack of promotion starved it to death.

Many a weak LP is a 99-1/2ersharing that only “5 cents away” because it is sold for what it is worth, or for 88, not 98; and many a poor LP is sold for just the price of a dime, a dollar, or more. Many a LP is sold on exchange, and those who buy exchange, and those who buy exchange, and exchange, and exchange... .

Review: Inefficient use is made of the countless reviews appearing in hi-fi magazines, newspapers and general magazines. We would like to see, for example, each company album reviewed in at least three different hi-fi magazines...

Review: Perhaps a Senior Schwann. God, lad, what a project! Nonetheless a magnificent effort that anyone interested in audibles (i.e., sound), should own. The collection (LP records) is a $19.98 list, and should be $9.98.

Review: This is a dream in technicolor. Yes, yes! We really could sell Mr. Smith another Scherezade after all. Also another amplifier and speaker. Don’t keep it under wraps: 100,000 hi-fi customers of ours are standing in line for this—oh, the “single” pickup and two-way groove. Yummy!

We like; a company that takes us into the family, talks about future plans, and asks us a few questions, chat with us about store layout and stock control and advertising. We like exchange policies that really operate and might worth the time and effort of hundreds of stores. We’ll take the first subscription.

Pre-Recorded Tapes: are not selling like hot dogs—they’re not yet hot and they’re not quite dogs. Who’s kidding whom? Stereo is here to stay, and don’t say we didn’t say maybe. First, we’ve got to get a LOT more machines out. Second, they will not in their present form or in cartridge form replace LP records—manufacturing cost too high, potential users too few. Third, it’s still part of the entertainment business, so how about some unique tapes instead of $3.98 LP’s transferred to $3.98 tape reels. The sheer weight of actually existing and rumored-impending tapes will not of itself put tapes over. In fact it might put them under... the auctioneer’s hammer that is! We need and expect: more tape player sales, more promotion, unique programs, more realism.

The Stereo Record: is a dream in technicolor. Yes, we really could sell Mr. Smith another Scherezade after all. Also another amplifier and speaker. Don’t keep it under wraps: 100,000 hi-fi customers of ours are standing in line for this—oh, the “single” pickup and two-way groove. Yummy!

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THANKS D.J.'S FOR VOTING US THE COUNTRY GROUP YOU PROGRAMMED MOST.

IRA and CHARLIE LOUVIN

Current Release:

"THE FIRST ONE TO LOVE YOU"
and
"PLENTY OF EVERYONE BUT YOU"
Capitol 3715

The Louvin Brothers Best Selling Album

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A NEW COMPANY
A NEW SINGER WITH A GREAT RECORD

Gino Telli

A THOUSAND LIES
B/W
FEELING SO FINE
CAMBRIA 1904

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

A SOFT BALLAD WITH A BEAT
A Charm All Its Own

"TWO HEARTS APART"
by
"I'M GONNA LOVE YOU"
Rim # 2017

RIM RECORDS
1093 DEAN STREET
BROOKLYN 16, N. Y.

LORI JAY

THE MILLS BROS., Decca recording artists, have been booked for a September date at the Faissel Bleu on the outskirts of town.... Trudy Richards (Capitol) is the featured attraction in the second of the summer shows at the El Morocco. Peter Van Der North signed this songstress to a return date almost immediately after her first show at the El.... Peter Barry and his orchestra are featured nightly at the Bonsoir Room of Dagwood's.... Billy Albert and the Ardrey Sisters (MG M Recording Artists) headlining the Vogue Varieties of '57 at the Bellevue Casino.... The Manor House Barn in Ste. Agathe have brought in for their summer season the Calypso stylings of "Lord" Cedric Phillips.... Don Elliott opens at the Circus Lounges of the Ottawa House Hotel in Hull next Monday. Booked to follow at later dates are Teddi King, Meg Myles and Karen Chandler.

MONTREAL MEMOS:

KAREN CHANDLER

BYTOWN BROWSING:

Hull's Circus Lounge whipped up a lot of interest and enthusiasm by presenting The Al Bellette Sextet, remarkable vocal-instrumental group, and Jerri Winters, former Stan Kenton vocalist.... Joan Weber (Columbia) brought fans running to the Gatineau Country Club when she appeared there in early July.

Helping patrons forget the excessive heat is ventriloquist Ricky Layne, appearing at the Chaudière Rose Room.... Hank Snow (RCA Victor) starred in the Old Time Show July 15th in the Ottawa Auditorium. With him were the Rainbow Ranch Boys, Cowboy Copas, Wilma Lee, and Stoney Cooper.

TORONTO TOPICS:

The Bon Bons, decorative and melodious, appearing at the Club One Two.... July 9th saw Jerry Lewis (Decca) doing personal appearances at the Imperial Theatre where his latest film "The Delicate Delinquent" is showing.

The new Westbury Hotel is now featuring the Jimmy Namaro Trio in its Polo Lounge.... Buddy Greco (Kapp) opened at the Town Tavern on July 8th.... Toronto's annual musical review "Spring Thaw" went into its last week on July 8th.

Quality Records has just announced the promotion of Lee Farley from Montreal distributor to National Sales Promotion Manager. Norm Wilson of the Montreal sales office replaces him. Quality is planning a nation-wide promotion campaign on new tune "Johnny Tremaine," recorded by the Billy Vaughn Orchestra. They expect it to be this year's "Davy Crockett."

Marty Robbins (Columbia) began a one-week stint at the Casina Theatre on July 11th.... Bob Robertson, piano and song stylist, was brought back to the Westover Hotel by popular demand.

Bobby Gimby, CBC radio and TV star, and RCA Victor recording artist, arrived in Rome, Italy, on July 10th. "The Cricket Song" author is vacationing with his wife and daughter in Europe.

A THOUSAND LIES
B/W
FEELING SO FINE
CAMBRIA 1904

RECORD CO., INC.
156 West 44th St.
N. Y. C.

PROMOTION DIRECTOR:
PAUL BROWN
507 Fifth Ave.,
N. Y. C.
The Importance Of Record Accessories To The Record Dealer

by IRVING SIEGAL
SEE BRO PRODUCTS CO.
CHICAGO, ILLINOIS

CHICAGO—Many record dealers are beginning to realize the value and definite importance of record accessories. Any dealer who ignores completely, or even half heartedly, this tremendous latent potential, is by-passing the only true staple item of the record industry. Despite the many price fluctuations on various speed records, most accessory items have remained fairly stable.

Every industry that shows promise and begins to expand, attracts numerous temporary competition. Unfortunately they have also infiltrated the record industry and consequently have created a difficult problem for the legitimate record dealer. As a result the record dealer must overhaul his method of doing business and become a greater service asset to the public. In fact he must learn to use suggestive selling methods and educate the customer to the fact that he is more qualified and can render infinitely better service than a dumb rack in a food or drug mart.

Upon tapping this limitless reservoir, the dealer adds a considerable percentage to his income. The following items are considered excellent accessories: record storage racks for home use, carrying cases, storage albums, replacement needles, etc.

The dealers should be extremely careful to buy and stock only quality made accessories, which were purchased from legitimate “dealer conscious distributors”.

The record buying public has been exposed to gigantic merchandise displays employed by chain stores and look for similar displays in their local independent shops. However, many astute merchandisers have used good imagination to expose accessories and invite impulse buying.

It has now become mandatory for every dealer to take inventory of himself and his capabilities. In order to survive he must, again, learn to fight as did his forebears. The business jungle, today, is just as deadly as was the dense jungle of the Neanderthal man. Therefore in this period of “morning-glory labels” the dealer must build his trade with the only staple in the record business, the record accessory.

“Sour Kraut In Hi-Fi”

SAN FRANCISCO—San Francisco’s Gugenheim: Sour Kraut Band is shown at rehearsal in the second floor art gallery of Gump’s Department Store in the Bay City. Under the serene and knowing gaze of an 18th Century Tibetan Buddha, drummer Hugo Schmid (who is none other than George Lichty, creator of the nationally syndicated “Grin And Bear It!” cartoon strip) is living up to the strict requirement that no member of the band be capable of playing time in or on tune. The Buddha is holding a copy of the band’s new RCA Victor album, “Sour Kraut In Hi-Fi.”

EAST COAST DISTRIBUTORS
“The Distributor of the Future”

635 LIBERTY AVE. Atlantic 1-6344 PITTSBURGH 22, PA.
• JAZZ • FOLK MUSIC • UNUSUAL LP’S • ACCESSORIES • RECORDED TAPE

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
There'll Be Some Changes Made... I Hope
by HARRY ROSENBERG
DIVERSEY MUSIC SHOP
CHICAGO, ILL.

When I was first asked to write this short essay for The Cash Box, flashes of lightning passed through my mind, each with a different idea and plan to elaborate upon.

But with further thought and much paper thrown from my typewriter at the waste basket, not once hitting it by the way, I find I must dwell upon what changes I would most like to see in this record business that would not only aid its growth, but my own.

Lately the so called standardized merchandising of our industry has taken a quick plunge in about forty different directions. The special deal has allowed one dealer to have unfair advantage over another.

Being a neighborhood retailer I am very seldom called upon to order records in any great volume such as thousands of certain numbers. I must order my volume over a period of time, relying upon the whims of my customers. But the large stores, yes I mean even and including the rack jobber, find they can purchase at great savings and sell right across the street from a retailer for greatly lower prices. If there must be a $1.98 LP, then let us all have a crack at it. The unfair practice of allowing prices to be cut right under the "franchised" dealer's door-step must be changed.

This brings me, both barrels, to the rack jobber. If the small retailer is to survive, something must be done about this so-called franchise from poachers who set up shop with a few numbers in grocery stores, drug stores and anywhere else the records will be accepted. I must keep a vast inventory in order to serve my customers who come in regularly. The grocery store and or drug store handles just a fraction of our inventory and yet seems favored by the distributors and manufacturers.

Another thorn in the side of all retailers is the number of releases per month. This does not only refer to 45's but to LP's. There was a time when LP's were the life blood of our establishment. Now in order to keep up with them, we must gamble and more than too many times, lose.

Our customers pick up a new LP and as likely as not put it right back with the reason, "We've already got these tunes on seven other LP's at home. When are they going to use some new ones?" I believe that LP's will sell just as well if the manufacturers will sacrifice quantity for quality. Finally I would like to see some change in the so-called exchange privileges so "generously" given to us by the powers that be. I would like to see a real 5% return put back into action. This is for both LP's and 45's. It would bring about an answer to why the retailer is not ordering as fast or as large as he used to—he just has to sell what he has in stock with no chance at all to turn it into salable items that make profit for him, the distributor and ultimately the manufacturer.

Full of sound and fury? Possibly. But it signifies much. It shows where I and hundreds more like me stand. There is one thing to remember. It's not the chains and department stores, yes and even the discount houses, who are realizing the huge initial discounts, that expose records to the general public. It's the old established neighborhood retailer and he must be allowed these same savings to continue his job.

Sincerely,
Gustav Wildi, pres.
BETHLEHEM RECORDS

The Forceful Approach

NEW YORK—Here's the new method of record promotion dramatized by Conductor Bop's arranger-conductor Eddy Conniff (left) and WNEW deejay Art Ford. Conniff is literally forcing Ford to play his "SWonderful" LP, an LP which, incidentally, deejays throughout the country seem to be spinning voluntarily. Conniff also has a new LP on the market titled "Dance The Bop."

It's What's in THE CASH BOX That Counts—INTERNATIONALLY'
"Promotion Is Our Biggest Selling Point"

by LEE-LEVIN

LAKESHORE RECORD SHOP
CHICAGO, ILLINOIS

When we first set up shop, six months ago, there was one thing taken into consideration right off the bat which has not changed to this day. It was the big question, "How are we going to keep this large inventory continually moving?" Our conclusion was to keep the stock out where our customers could see, touch and hear it. Remind them that there are other records in the shop.

On a hot summer afternoon a man, busy at work, has little time to think about being thirsty. But a sign advertising a cold drink will normally cause him to stop and remember just how thirsty he is.

Likewise it is true with records. The customer comes in with just the thought of a single purchase and if his memory is not jogged by colorful advertising and easily used browser boxes containing a vast variety of merchandise, he will very likely leave the store with just the single disk he had in mind.

Promotion has been our biggest selling point. We are promoting all the time. Our customers are made friends of and questioned from time to time as to what they'd like to see in our record shop. We take a personal interest in each and every one of the people walking in the front door, no matter how young or old. First, last and always they are our customers.

Possibly our location has a lot to do with the volume of business we do. Located near to a number of grade and high schools the afternoon finds a lot of kids in and out. Many are not buyers but they could be and we treat them as such.

A record club with membership card for each customer entitling him to a free record after so many purchases has insured us a great deal of repeat business and kept a great many of our friends away from the discount stores and racks. As I mentioned before, we are located very close to a number of grade and high schools. We try to be as generous as possible in donating records and money when they are having dances or little charity drives. You'd be surprised how this gets back to the parents and how they stop by to thank us and usually buy.

If one can be a success in six months, maybe we are. But the way business is climbing last week's success looks like a failure compared to the following week.

It all adds up to one thing—public relations. You must promote through your merchandise and at all times suggest, suggest, suggest, suggest. Become a member of your community and join in their activities when at all possible. Above all, make your customers your friends.

Broido Named Educational Director

Of E. B. Marks

NEW YORK—Arnold Broido has been appointed full time Educational Director of the Edward B. Marks Music Corporation. Broido will work in conjunction with Felix Grellie, Editor-in-chief, Carl Zoehrens, Salen Man-

ager and Ralph Sattz who is part-time consultant to the firm.

Broido was V.P. and General Manager of Century Music Publishing Company and Mercury Music Corporation. Prior to his having held these positions, he was for years editor and production manager for Boosey & Hawkes. A graduate of Ithaca College, Broido holds a Bachelor of Music degree in Music Education from Teachers College, Columbia University. He is the co-author of the new "Music Dictionary", recently published by G. & C. Merriam.

He is a member of the National Music Fraternity, Phi Mu Alpha, Simfonia.

The Marks Corporation, active in the music field since 1894, has published all types of music from popular songs to symphonic works. In recent years, it has placed increasing emphasis on its Educational Department, turning out numerous works for band, chorus, piano, orchestra, organ and almost all other types of instrumental and vocal music. It is the opinion of the firm that Broido will supervise, exploiting what has already been published and adding constantly a steady stream of new and worthwhile material.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
My Love and Thanks to all of you.

Gratefully
Doris Day

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

It Couldn't have been possible without you DJ's, Dealers, Ops and the Entire Gang at Coral

Billy Williams

"I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER"

Coral 61830

Harmony Irons Out Minor Hurts
by GEORGE P. TOPPER
RECORDTOWN
CHICAGO, ILLINOIS

In the past number of years, on the same corner, a lot of manufacturer inducements and promotions have passed through the swinging doors. "Some," as the old song goes, "pass in and others pass out." We'd like to consider a few that have been great helps to us and added greatly to our sales.

Of course we are always happy to see any kind of inducement aimed directly at the customer causing him to seek us for what he wants. So we list radio and TV advertising as number one in stimulating the customer to buy.

It's very safe to say that almost everyone enjoys a neat, attractive store. The record companies have aided us immensely in this project by tying in with local window trimming companies as did Mercury a few months back. Also Capitol's window trimming kit was a boon to those of us who are all thumbs when it comes to dressing up our windows in an attractive and yet stimulating way. It must not be overlooked that as LP's continue to sell, the customer is drawn to them, normally, by the attractive cover and advertising that has gone into their promotion.

Probably the biggest thorn in the dealer's paw is lack of exchange privilege offered by the manufacturer. To my knowledge Columbia is the most liberal.

We find that we are inclined to cover as much product as we possibly can. If we feel that it does not move in a reasonable length of time, we should be privileged to exchange it for something that will move faster. It is a known fact that one can sell more merchandise if the store is kept adequately stocked, at all times, with the right type of product and if the dealer has the manufacturer's assurance of an exchange, I can guarantee the retailer would be much more liberal in his buying.

It would be fine to see all of the above intensified and doubled. But if this last point, I'm about to put down, could be picked up by all the manufacturers, things would all fall into line.

If the manufacturer would just make it easier for the legitimate dealer to correct mistakes made in ordering and shipping I think that too would be an added inducement for the store owner to "loosen up" in his buying. This, after all, is what the distributor is working for all the time.

Harmonious relationships between dealer and distributor is the best and most effective way to sell the most merchandise. With harmony in the ranks all of our minor hurts will iron out.
McPhatter's Tune Shop

NEW ROCHELLE, N. Y.—Atlantic recording star Clyde McPhatter, who recently opened his own retail record outlet at 437 North Ave., in New Rochelle, N. Y., was swamped by hundreds of teenagers who stampeded the store to see the disk star and get his autograph. Police were on hand to handle the crowd. McPhatter made his first big climb up the success ladder with Billy Ward and his Dominoes, later joined Atlantic as lead of the Drifters. Today, as a soloist, he is one of the label's top record-sellers and is currently on the boards with his hit "Just To Hold My Hand".

Mercury-Stariday Expands Circulation Of News Bulletin

MADISON, TENN.—Don Pierce, Sales and Promotion Head for Mercury-Stariday "Country Series" reports that Mercury-Stariday is expanding circulation of the current series of bi-weekly "Country Music News Bulletins" to include the leading one-stops, music operators and record retailers throughout the nation who have consistently used a substantial percentage of country and western records.

The names and addresses of the leading operators and dealers were obtained by Pierce from Mercury Branches, Mercury Distributors and Mercury Salesmen pursuant to a series of sales meetings conducted by Pierce during recent months.

Mercury-Stariday, specializing in country records, has been maintaining contact with the Mercury sales organization through regular news bulletins which provide latest information on Mercury-Stariday artists activities, which tip off the salesmen to releases that are showing up in various parts of the country, which keep the selling organization posted concerning trends in the country music industry and what Mercury-Stariday is doing in its efforts to produce the most commercial records. The overall result is a more co-ordinated effort in promoting and selling Mercury-Stariday "Country Series".

Several one-stops, dealers, and operators requested that they be included on the regular mailing list so it was decided to add 500 key one-stop, operator and dealer names to the regular list to receive the Country Music Bulletins.

Current best sellers on the Mercury-Stariday label are "Too Much Water" by George Jones, "Mine All Mine" by Benny Barnes, who had a hit on "Poor Man's Riches" a few months ago, "Losing Game" by Jimmy Dean, star of his own CBS-TV daily show, and "Little White Washed Chimney"

by newcomer Bill Clifton, who specializes in five string banjo material.

Both Pierce and Daily will be attending the NAMM Convention in Chicago and hope to visit with as many of the nations music merchants as possible and they also plan to handle with the Mercury executives in the head offices of Mercury in Chicago to outline plans for the fall season.

2nd Hank Snow Mag Issued

PHILADELPHIA, PA.—The second issue of a pocket-sized magazine, "Hank Snow Fan Club," has been made available to the members of the club. Containing twenty-eight pages, the magazine has printed and pictorial matter pertaining to the country and western music field.

Newcomer And D. J.

CHICAGO—Don Casanova, (left) ABC-Paramount records star, guested with deejay Howard Miller while in Chicago recently and got encouraging words about his "Deep Within Me" disking. "Deep Within Me" is the performer's first recording.

ATTENTION, OPERATORS

PACIFIC JAZZ has made available

"Musical Highlights" from its best selling 12" Long Play, Albums

45 RPM

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<td>These selections are specially edited for Juke Box use— the playing time has been reduced.</td>
<td>In addition, these records are priced for the operator. Be sure to see your PACIFIC JAZZ Distributor or One-Stop Dealer about this!</td>
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For your convenience, here is a current list:

CHET BAKER (vocals)  
My Buddy (3:16) / That Old Feeling (2:59)  
PACIFIC JAZZ 630

CHICO HAMILTON QUINTET  
The Squimp (1:47) / Mr. Jo Jones (2:29)  
PACIFIC JAZZ 631

HOAGY CARMICHAEL (vocals)  
Rockin' Chair (2:30) / Ballad In Blue (3:08)  
PACIFIC JAZZ 632

JOHN LEWIS / BILL PERKINS  
I Can't Get Started (3:13) / Love Me (3:18)  
PACIFIC JAZZ 633

BUD SHANK & BOB COOPER  
Tequila Time (1:53) / What'll I Do (2:45)  
PACIFIC JAZZ 634

CHICO HAMILTON / JIM HALL  
Satin Doll (3:11) / Stella By Starlight (2:22)  
PACIFIC JAZZ 635

CHET BAKER / CARL PERKINS  
Tenderly (2:54) / Too Close For Comfort (3:03)  
PACIFIC JAZZ 636

FRED KATZ with CHICO HAMILTON QUINTET  
Loma (3:22) / Science-Fiction (3:11)  
PACIFIC JAZZ 637

GERRY MULLIGAN QUARTET  
That Old Feeling (3:00) / Birth Of The Blues (3:00)  
PACIFIC JAZZ 638

CHET BAKER & RUSS FREEMAN  
Love Nest (2:54) / Lush Life (3:16)  
PACIFIC JAZZ 639

SOMA RECORDS

featuring

America's Finest Oldtimey Bands

* Doc Evans - Dixieland
* Ramona Gerhard - Organist
  * Fuzz Fritsche  
  * Roman Rezac  
  * Elmer Scheid  
  * Andy Walsh
  * Eddie Skeets  
  * Jerry Dostal  
  * Slim Jim
  * Bobbie Mills  
  * Jolly Lumberjacks  
  * Frankie Chermark

DISTRIBUTORS

Heilerich Bros., Inc., 119 North Ninth St., Minneapolis, Minn.  
Records, Inc., 790 Commonwealth Ave., Boston, Massachusetts  
Pan American Dist. Co., 3731 Woodward Ave., Detroit, Michigan  
Central Record Sales, 2104 Washington Blvd., Los Angeles, Calif.  
David Raven, Inc., 855 North Broad Street, Philadelphia, Penna.  
Major Distributing Co., 620 East Ogden Ave., Milwaukee, Wisconsin  
Metro Distributing Co., 861 Washington, Buffalo, New York  
Acme Record Distributor, 1018 McCawen Ave., Houston, Texas

DISTRIBUTORSHIPS AVAILABLE — CONTACT —  
SOMA RECORD COMPANY  
29 GLENWOOD AVENUE, MINNEAPOLIS, MINNESOTA

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
LORRY Raine
ON TWO GREAT RELEASES

"INTERLUDE WITH LORRY Raine"—Advance LP 714 (1-25 "LP") From a series of previous sessions, Advance has put together a versatile and entertaining description of Lark Larry Raine. From the spark of Harry Ruby's "I've Got a Love," to the sorrowful strains of "When Your Lover Has Gone," Miss Raine sings with veue and warmth. Backing includes Nelson Riddle, Russ Garcia, and lrv Kortial. Very listenable vocals.

LORRy Raine
(Advance 1907)

B "ESCAPe" (2-27) [Volkwein ASCAP-Kohlan] Lark Larry Raine responds effectively to this exotic melody expertly arranged for the artist. The platter is a big production all the way, and can be sure of heavy deayl play. Exciting side.

B "EVENTIDE" (2-42) [Volkwein ASCAP-Gayle, Besse] A class melody, skillfully arranged, affords Miss Raine an opportunity for displaying a warm approach to a wistful composition. A winning deck that could make a move. Keep a look-out for it.

ADVANCE RECORDS
10335 Rossbury Place, Los Angeles 64, Cal.
HOLlywood 1-9281
West Coast order thru MONARCH

On Terry Show
WGN-TV CHANNEL 9
FRIDAY NIGHTS
GUEST STARS
PRIZES
HIT RECORDS
MUSIC
ON RADIO
CHICAGO DAILY
WAAE
VERY MORNING
RON TERRY PRODUCTIONS
203 N. Webst Avenue

ST. LOUIS—Ed Bonner, deejay in the KXOK, St. Louis, Missouri area will pinch-hit for Martin Block over WABC Radio, New York, for a full contest on July 15.

Bonner will take the Broadway heat in his stride, since he takes along a background of experience that includes a job as city fireman, a tour in the navy, and a season or two of professional baseball and a radio career that has seen him climb into a top spot in the seven state area served by Radio Station KXOK.

Born in Roxbury, Mass., Bonner's career had taken him from Coast to Coast when he landed in St. Louis, Missouri on April 8th 1951. In a short span of five years, Bonner has become a favorite of the legions of listeners in the KXOK area, not only with his music shows over KXOK, but also via his efforts to take an active part in the community he serves. Attending banquets, proms, crowning High School and College queens, and assisting in Community Fund Drives, are only a part of his daily routine.

Bonner's record shows are heard over KXOK from 3 to 7 p.m., Monday through Saturday, with a special Saturday stanza from 9 to noon, and are rated among the high spots of the KXOK broadcast day.

Following his stint on the Martin Block "Make Believe Ballroom," Bonner will remain in New York to film a sequence in a movie dealing with music, records and modern radio.

Listeners Decide

CHICAGO—WGN's "dean of Chic radio announcers," Pierre Andre, ran a contest with his listeners this past month on, "What are your opinions in programming a record show?"

Andre advises the mail was overwhelming and some very intelligent thoughts were brought forward.

Andre explains the contest this way, "We're selling a product to the listener. We keep that listener interested with music. Only he knows what kind of music will keep him interested."

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

TORONTO, ONT.—If you can’t convince a jockey that you’ve got a hit, run him through. That’s Bill Kearns’ motto. Bill (left) is a promotion rep for Quality Records in Canada, and above he is shown using two persuaders. The Cash Box Magazine and his trusty saber, to convince Toronto’s CHUM deejay that his company’s waxing of “Shenandoah Rose” by the Jack Hallock Singers is a hit, Stone was so convinced, that he named the record “pick of the week.” He didn’t have much choice.

Blue Note To Issue Jazz Singles For Jukeboxes

NEW YORK—Al Lyons, Blue Note Records, has announced the firm’s return to the single 45 rpm release, primarily aimed at juke boxes. “There has been a consistent demand,” said Lyons, “for juke box operators for jazz singles. We have one of the leading jazz lines in the country and are able to supply the operator with the music he wants on a quality disk by the top jazz names in the business.”

Lyons has initially released seven records—two by Lou Donaldson, “L. D. Blues” b/w “That Good Old Feeling” and “Old Folks” b/w “Caravan”; two by Jimmy Smith, “Where Or When” and “The New Prancer”; two by Horace Silver Quintet, “Encchantment” b/w “Camouflage” and “Cool Eyes” b/w “Senior Blues”; and one by Jimmy Smith & Lou Donaldson, “summertime” b/w “How High The Moon”.

Jerry Lewis & Chi Theatre Revive Stage Shows

CHICAGO — The famed Chicago Theatre is planning to revive stage presentation shows—but for two days only, July 19, 20. That’s the opening days of Jerry Lewis’ new flick, “The Delicate Delinquent”.

Along with Lewis will be an 18 piece band and supporting acts. While in town, Lewis will also scout around town for talent to be used in his coming film and TV productions.

Is Everybody Swingin’

LONDON, ONTARIO—Stage star Ted Lewis, (left) wearing an entirely unfamiliar head piece, does a portion of his stage act on the LaSalle Golf Course before his party starts off at the first tee. Others in the party are Jim Corbett, Sparten Records representative; LaSalle golf professional Stan Baird and Larry St. Laurent. Lewis just finished two weeks at the El Morocco in Montreal.

Victor Signs England’s Johnnie Eager

NEW YORK, N.Y.—RCA Victor A&R Singles Chief, Joe Carlton, has signed Johnnie Eager to a long-term recording contract. Johnnie was born in England where he’s performed in films, musical comedy, TV and nightclubs. Princess Margaret is a member of his fan club and his three royal Command Performances include one at her birthday party.

He is going to make his home in the U.S. from now on, and Victor has big plans for his future, Carlton said. Johnnie has fifty or more hits in England to his credit and his first sides for Victor feature Hawaiian type tunes. They are entitled “No Hula” and “There Are Two Eyes In Hawaii.”

52 Issues The Cash Box $15

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
FOR THE BEST DISTRIBUTION SEE MALVERNE DISTRIBUTORS We're Specialists In Our Field WE HANDLE ONLY RECORDS 424 W. 49th STREET NEW YORK, N. Y. (Columbus 5-1872)

WGN CHICAGO

Sincerely
Ethel Davis

MILO HAMILTON WIND CHICAGO

HERE'S TO 15,000,000 MORE DEL CLARK DEEJAY WJJD CHICAGO

DISTRIBUTORS FOR BLUE NOTE CONTEMPORARY GOOD TIME JAZZ HI FI Y. P. PACIFIC JAZZ GRAND AWARD FRUMKIN SALES CO. 2001 SO. MICHIGAN AVE. CHICAGO, ILLINOIS

LIKE—HAPPY WATCHAMACALLIT JERRY LEIGHTON (the deejay that made Chicago, Ill.) WAAF — CHICAGO

High Grosses For Glenn Miller Band

NEW YORK—In just one year of its operation, the Glenn Miller Orchestra, under the direction of Ray McKinley, has established itself as one of the top-selling bands in the country today, says Jack Green, VP of the Willard Alexander Agency.

Green revealed that the band, on its current tour, hit percentages in 15 out of 21 promotion dates during the period covering the end of May and the month of June. The balance of the dates were made up of college engagements and private parties.

What makes the report also noteworthy is the fact that many of the dates were in the Midwest area at the time of tornadoes, storm warnings and heavy rain.

Representative of the grosses pulled are the following: Monticello, Ind.—$2,556; Green Bay, Wis.—$3,651; Wald Lake, Mich.—$3,739; Topkea, Kan.—$2,100; Des Moines, Iowa—$2,170; Omaha, Neb.—$2,377; Warsaw, Ind.—$2,470; Clear Lake, Iowa—$2,256; St. Paul, Minn.—$2,711; Austin, Minn.—$2,472; Mansfield, Ohio—$2,851; Davenport, Iowa—$2,466.

National Signs Artists

NEW YORK—Joe Leahy, president and a. & r. director of National Records, has announced the signing of songwriters Jo Ann Lear; the Bachelors, singing group; and Virginia Carraway and Thomas, internationally known organist and composer.

Miss Thomas is recording an EP of the music of Leroy Anderson on the Conn organ which will be released August 1st. The musical arrangements used by Miss Thomas are to be released in sheet music form by Mills Publishing Co.

RCA Gets “South Pacific” Sound Track

NEW YORK, N. Y.—W. W. Bullock, head of RCA Victor Album Department, announced this week that the discory had obtained exclusive rights to the sound track of the South Pacific film.

The picture, now in production, is scheduled for release early next year. Starring Mitzi Gaynor, the film is a screen adaptation of the Broadway smash by the same name.

Bullock said that the release of the sound track on both the long-play and 45 RPM extended play records would coincide with the debut of the picture.

“We feel that the sales potential for the sound tracks of great films is one of the most important factors in the steadily increasing record market”, said Bullock. “RCA Victor intends to continue and expand its policy of releasing the best of these sound tracks on record”.

Bullock pointed out that Victor is planning the most extensive promotion ever scheduled for a sound track album. A full page color ad already is scheduled for Life Magazine, devoted exclusively to the album. National TV advertising will include commercials on the Como, Fisher, and Gobel shows over NBC.

“We believe the overall promotion planning for this album represents the most comprehensive endeavor ever accorded an album of this type”, he said.

Congratulations Cash Box Rainbow Productions International Cafe WGN 50 E. CHICAGO AVE. CHICAGO 11, ILL.

CONGRATS GENE EDWARDS 3:00 p.m.-6:00 p.m. WRIT MILWAUKEE WISC.

KEEP UP THE GOOD WORK JOHNNY "MADMAN" MICHAELS WOKY MILWAUKEE WISC.

Harold Lieberman "OMAHA ONE-STOP" 809 So. 25th St., OMAHA, NEB. (Tel.: AT-3506) ORDERS SHIPPED SAME DAY RECEIVED 5c ABOVE LP'S 10% OVER FREE TITLE STRIPS

CONGRATULATIONS FROM WXLW DICK WINTERS INDIANAPOLIS

YOUR 8 O'CLOCK DATE

Barbara Gorman and Sister Viv

Extend Anniversary Greetings

Personal Management: WERT LEACH W. Green, New Jersey (Edward 1-1724) Arrow Records

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Happy 15th...
Friendliest Greetings To Members of the N.A.M.M.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Cleveland—As a summer experiment, KYW radio-TV's Joe Finan sold genuine silver door bars for 50 cents outside the studio in downtown Cleveland. First prices viewed the D-J turned "coon man" with skepticism. But after music publisher Norman Foley of Leo Front Music Publisher's Inc. gave the traditional "bit text," the crowd moved in and took Finan for all he had.

Above, are Finan, (left), host of "On the Line" on KYW-TV and record show host 12 noon to 4 p.m. daily on KYW radio, and Norman Foley, music publisher, who happened to make a call at the station when Finan went through the summer stunt.

Max Callison Named V. P. of C. R. D. C.

HOLLYWOOD—Glenn E. Wallicho, President of Capitol Records Distributing Corp., announced last week that Max Callison, National Sales Manager, had been elected Vice President of Capitol Records Distributing Corp. Callison had been a radio man, first in New York City at 1730 Broadway, which is the headquarters of National Sales for Capitol Records Distributing Corp.

In 1946 Callison joined Capitol as a salesman in the Chicago Branch. He was advanced to Vice President of the Cincinnati Branch in 1947, and in 1949 became District Sales Manager for Capitol in the midwest, serving in this capacity until January of 1957. For the past five months he has been functioning in the position of National Sales Manager in New York. Callison is originally from Fort Wayne, Indiana.

Cliff Rodgers Gives Up Full-Time Radio Work

AKRON, OHIO—Country and western disk jockey Cliff Rodgers has given up his full-time radio work at WHK-Akron, Ohio to devote more time to advertising, promotion, and publishing.

Rodgers is now affiliated with the Jessop Advertising Agency, 85 West State St., Akron, and his own publishing firm, Magnus Music, 645 East 3rd Ave., Barberton, Ohio.

Rodgers will do some country shows on tape for WHK.

Ron Terry Returns To WGN-TV

CHICAGO—Deslay Ron Terry has returned to WGN-TV-Chicago with his own stunt, the "Ron Terry Show." Terry, who specializes in polka programs, was a pioneer in Chicago radio disk jockey shows in 1951, and has recorded singles plus an album for Mercury Records. The album is the successful "Music For Happy Danc- ers."

Crazy Bargain

Columbia Records Enters Field With Portable Transistor

NEW YORK—Columbia Records enter a new product field this week with the introduction of its first portable radio, a high fidelity transistor model, according to an announcement by Goddard Lieberson, President of the company.

"Our basic commodity is high fidelity musical sound," Lieberson pointed out. "Thus a precision-engineered Columbia is a natural allied product." Portable radio sales are booming, Lieberson noted, with transistorized models representing an overwhelming share of the market increase.

Complete with deluxe leather camera-type case, Columbia's TR-1000 will fit in the palm of the listener's hand and has been designed for full fidelity reproduction. Pre-testing in selected markets has already proved its sound quality; dealers stocks of the model, which has a suggested list price of $69.95, have been exhausted immediately following store display.

Other unique features of the TR-1000 are the camera-type carrying case and the availability for the first time of a model in Antique White finish.

Also to a potential consumer draw is the fact that Columbia's retail price includes both batteries and the carrying case with shoulder and hand strap, items conventionally sold as "extras."

The Columbia TR-1000 is equipped with tiny transistors supplementing conventional tubes, and can thus be powered by flashlight-size batteries. Special features in the Columbia radio are a four-inch loudspeaker and a long, permanent concealed antenna which reproduces distant stations clearly and strongly. The "over-engineering" tuning system for precision dialing and tuning has also been incorporated into the Columbia model. A special earphone attachment is available to suit private listening. The topside of each of the cheap cowhide cases are available in Cordovan, Saddle Tan, or Antique White.

KXOK Moves To Radio Park

ST. LOUIS—The studios of KXOK St. Louis, Mo., are now located in what is known as Radio Park, a two and one-half acre tract in the midst of St. Louis.

Tours through Radio Park are a regular Monday through Friday feature of KXOK and begin at 3:00 PM each day. Complete tours are also available to out-of-town guests by special appointment.

"Cotton Club Review" in N. Y.

NEW YORK—the "Cotton Club Review," starring Cab Calloway, opened last week in Central Park's "Theatre Under The Stars." The review, which already has played Miami, and Las Vegas, contains, besides Calloway and his orchestra, performers as stylists Abbey Lincoln; dancer Norma Miller; and male vocalist Lonnie Sattin.

Gaylords Sign With Roulette Records

NEW YORK—Rigo Peretti and Luigi Creatore, A & R heads of Roulette Records are flying to California to record The Gaylords, whom they have just signed to a long term deal.

The group has recorded such hits as "The Little Shoemaker," "Tell Me You're Mine," "From The Vine Came The Grape," and other records which were produced by Hugo & Luigi.

The A & R team said, "Now that we're reunited at Roulette, we'll again have the opportunity to work with The Gaylords, which we believe is the best vocal group of its type around today."

Like Father Like Son

NEW YORK—We may be watching musical history repeating itself via the Verve recording of "Be Sweet To Me" by Don, Dick and Jimmy.

Donald Kahn, who heads Gus Kahn Music Publishing Company, and son of the late great composer, collaborated on "Be Sweet To Me" with his wife Lois.

And it is interesting to note that the late Gus Kahn scored his first major triumph with "I Wish I Had A Girl," a song on which he collaborated with his wife, Grace.

Dukoff Forms Own Label

NEW YORK—Bobby Dukoff, tenor sax player and RCA Victor patee, has announced the formation of his own recording firm, Tutor Records.

The discery, which is located at 6720 S.W. 57th Terrace, Miami, Fla., will offer a full line of educational LP's, four of which are scheduled for late August release.

Dukoff's latest RCA Victor album is labeled "Tender Sax.

Bon Voyage

NEW YORK—The attractive young daniell stationed on a fence at LaGuardia Airport in New York, is Janice Harper, one of the most promising young talents to be re- cently formed Prep label. The lark is shown waving a fond farewell as she heads out on a national disk jockey tour with her first recording—appropriately titled—"Bon Voyage." Prep Records reports that the initial reac- tion to this recording has been tremen- dous and expects to give the disk a big send-off via advertising and promotion.
LeBow Named General Manager of Bethlehem

NEW YORK — Gustav K. Wildi, president of Bethlehem Music Corporation, this city, this week announced the appointment of Carl LeBow as General Manager of the diskyre.

LeBow has been at his post since Monday, July 1, and has already made a short trip to see several of Bethlehem's distributors.

Carl LeBow was general manager in the debut in the record business in 1945 with his own label, Mercury Records. His greatest success was realized with the best selling "Hair of Gold".

In 1948 LeBow went to work for Apollo Records where he handled a 6 r as well as sales. During that time he managed the Apollo star group, The Five Royales, and when he joined the Mercury staff of King Records in 1952 he took the group with him. LeBow left King in 1954 to form his own company, "World Wide Attractions". In this latter venture LeBow booked talent for nighters.

LeBow stated that the general progressive re-organization of Bethlehem personnel is under way and changes will be announced in the near future. He also announced that Joseph P. Delaney, former advisor to Gus Wildi, is now associated with the label or with its management.

**The Cash Box Featured In N.Y. Daily News Story On Music Biz**

"The same Doubting Thomases insist that you might as well forget about the whole thing if it isn't a rock'n'roll roller you're trying to sell. These mystical myopes who can't see the flattened fifths in front of their faces are too easily inclined to forget that the Academy Award winning song last year was the pristine little ballad called "Whatever Will Be, Will Be" ("Que Sera, Sera"). The 1955 winner was "Love Is A Many Splendored Thing" and in 1954, "Three Coins in the Fountain" ruled the roost.

"None of these tunes bore the slightest semblance to a rhythm-and-blues number, yet their popularity was as great with the youngsters as it was with their parents. More recently, song writer Bob Allen struck pay dirt with one called 'Who Needs You', on a platter cut by The Four Lads. The same combination of writers, singers and song style jelled successfully on big sellers such as 'No, Not Much' and 'Moments To Remember.' All these disks cut their way into the Hit Parade at the height of the rock 'n roll craze, proving again that a good tune will sell, vowels notwithstanding."

Coutros dug further into the platter story, covering the current craze that has lifted the country singer to such prominence in the pop field, the million record seller, the all important "timing", the delving into the classics for popular material, the gimmicks and the sounds.

No doubt that the entire Coutros story bears little or nothing new for those in the record field, it is just the latest of the better offerings that has appeared for popular consumption and certainly enlightening for those not on the "inside". However the story was not without sage advice to those on the "inside". Coutros advises all who wish to sell rafts of records to get Elvis Presley to record them.

**Web Pact—Bishop, Jones**

NEW YORK—Walter Web of Web Records has announced that the firm has pacted Walter Bishop, and night spot enterpriser, Bob Jones.

Bishop's first Web release is the oldie, "Dapper Dan," b/w "Gonna Climb To The Top Of A Mountain." Jones initial release for the diskyre is "Pony Tail," b/w "Inferiority Complex".

Dick Noel Returns to Breakfast Club

CHICAGO — The Breakfast Club welcomed Fraternity recorder and singer, Dick Noel, back after three month absence.

Noel was hospitalized for a good part of the time and then had to stay home, resting, for the remainder because of a ripped vocal chord.

Seems the strenuous schedule the handsome singer had been keeping finally caught up with him.

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b/w "NOT MUCH OF A FUTURE, BUT MAN WHAT A PAST"

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**The Cash Box**

**Music**

July 20, 1957

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**The Cash Box**
At The Rainbow Ranch

NASHVILLE, TENN.—Johnny Bond (right) who recently visited Nashvill- to do a recording session for Columbia, is shown in the den of Rainbow Ranch with Hank Snow, looking over a copy of the sheet music of “Undefeated Melody.” Hank plans to record the number as a guitar instrumental sometime in the near future. Hank’s latest single is “My Arms Are A House.” Johnny’s new coupling is about to be released.

Buffalo One Stop Opens Syracuse Branch

SYRACUSE—The Syracuse branch of One Stop Recruit Sales, also of Buffalo, is set to open temporary quarters here on August 1st. Under the management of newly appointed Joe Finter, the Syracuse office will be located temporarily at E. Genesee St., and on September 1st, permanently in the Davis Distributing Building, 738 Erie Blvd., Syracuse.

Finter will report to Bob Desbecker, who heads the Buffalo, and now Syracuse branch of One Stop Record Sales. Desbecker and Ed Lyons are partners in both One Stop plus Melody and Lyric Distributors of Buffalo. Lyons heads Melody and Lyric Distributors.

Hy Siegel Joins Savoy Records

NEWARK, N. J.—It was announced last week that Hy Siegel, formerly of Apollo Records, this city, had joined Savoy Records in Newark as a general assistant to the company’s president Herman Lubinsky.

Siegel, a veteran disk man, had much to do with the recent Apollo hit “Bang Tang Ding Dong” by the Cellos.

Cadence Buy Master Checking In Philly, Chi

NEW YORK—Cadence Records, currently zooming on the charts with the Everly Brothers’ “Bye Bye Love” and Andy Williams’ “I Like Your Kind of Love,” last week purchased a master from the Jamie label.

The disk, which is reported showing heavy action in Philadelphia and Chicago, is “Sleepy Sunday Afternoon” by songwriter Rita Raines.

The tune is an adaptation of the music appreciation favorite “Country Gardens” by Granger.

Victor-Canon Camera LP Contest Extended

NEW YORK—With more than 1,000 entries already received, the RCA Victor-Canon Camera Album Cover Photo Contest has been extended to Aug. 31.

Decision to extend the deadline one month was made at the request of many photographers who indicated they would like to look for suitable backgrounds during their August vacations.

The contest will award $3,000 worth of RCA Victor high fidelity and television equipment as well as valuable Canon cameras and lenses to the amateur or professional photographers who submit the best color transparencies suited for the cover of a forthcoming RCA Victor record album entitled “Hi-Fi In Focus.”

Complete details and contest entry blanks can be obtained nationally at RCA Victor record retailers and the stores of Canon Camera dealers.

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THE CASH BOX
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Best Wishes
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738 ERIE BLVD.
SYRACUSE, N. Y.

Wisk Breaks Ground

ST. PAUL, MINN.—Vincey Casey, General Manager of radio station WISK-St. Paul, Minn. has announced the ground breaking ceremony of the new WISK station in St. Paul.

The event will take place Tuesday, July 30th at 9:15 AM. Minnesota Governor Orville Freeman will be on hand to turn the first spadelful of dirt.

Completion of the studios is expected by the fall.

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July 20, 1957

Pacific Jazz Announces Summer Sales Plan

HOLLYWOOD—Pacific Jazz announced last week its new summer sales plan, featuring a ten to fifteen per cent merchandise saving on the retail level for the entire Pacific Jazz, Jazz West Coast, and Pacifica catalog.

The new plan, effective from July fifteenth through August thirty-first, features one free LP for every ten purchased, three for every twenty-five, seven for every fifty, and fifteen free records for every one hundred purchased, allowing any combination of Pacific Jazz, Jazz West Coast, and Pacifica records the dealer desires.

Last year, Pacific Jazz’ Summer Sales Plan boosted sales three hundred per cent, the firm said. With this year’s simplified, streamlined Summer Sales Plan, proportionally large sales jumps are expected.

Lain-Simms Expands

LOS ANGELES—In an expansion move, Lain-Simms Music of Los An- geles, this week added two more permanent offices to represent firm.

The Chicago office will be headed by Joe Rotondo, who will handle all midwest states. United Entertainment Service, headed by Joe Locastro of Buffalo, N. Y. will handle upstate New York, and the Toronto and Montreal areas. In addition to its Holly- wood headquarters, the firm has already established representatives in New York City and in Boston.

The music firm has also expanded into the artist management field, with Al Simms in charge of that department.

General manager of the publishing firm is Joe Laine, with Sam Laine handling the promotion for all phases of the operation. The firm is now negotiating for representation in the St. Louis-Kansas City and the Miami areas.

Whistler’s Platter

CLEVELAND—Fred Lowery, the man who did the beautiful whistling on the LeRoy Holmes recording of “The High And The Mighty,” kicked up much noise in the jazz circles with his latest Deca LP “Walking Along Kicking The Leaves.”

That Deca decided to release the more requested number from the LP, “Sun- rise Serenade,” as a single. Above, Lowery is shown being congratulated by Mod Hardin (WERE-Cleveland) for his performance on the recording.
It’s In The Bag

BOCTON, MASS.—“It’s in the bag” claims Bob Share, Thunderbird general manager and Administrator of Boston’s Berklee School of Music, as he talks about the title tune from Mike Todd’s “Around The World In Eighty Days” to Cecil Steen of Records, Inc. and holds the carpetbag which highlighted the New England promotional campaign for the disk. Steen happily displays the record which has already passed the 55,000 mark in New England sales.

McClure Named To Columbia Post

NEW YORK—The appointment of John McClure as Executive Assistant in the Masterworks Department of Columbia Records has been announced by David Oppenheim, Director. McClure’s diversified responsibilities encompass the entire range of Masterworks operations, Oppenheim explained. A tape editor in Columbia’s Promotions Department for the past five years, McClure has had a broad musical background including membership in the Dance Choir and work with the critic Edward VanWyck with his radio program, “The New Recordings.”

Pfanstiehl Offers Needle Checking Display

CHICAGO — A colorful new silk-screened counter display, incorporating a 100 magnification microscope, is now being offered to phonograph needle dealers by Pfanstiehl Chemical Corporation, Waukegan, Illinois.

This three-dimensional display makes it possible for a customer to check whether his present needle is worn, and does not require removing it from the cartridge.

The microscope is an American-made, wide field precision instrument with an entirely new method of mounting the customer’s needle for inspection. Easily adjustable and scientifically lighted, the microscope display is designed to be a popular traffic builder in record stores.

The microscope has been advertised at $25.00, but Pfanstiehl will supply the entire display to authorized Pfanstiehl dealers at little or no cost with the purchase of Pfanstiehl diamond, sapphire or precious metal needles.

Phonogard Intros New Models

CHICAGO — The new Grayline Phonogard is being introduced at this Namm Convention, booth 46. Richard Gray, president and general sales mgr., stated that several new models of the “tamper-proof” demonstrators will be on hand.

Says Gray, “The Phonogard is becoming, more and more, a must to every retailer.”

Announce Full Program
For South Bay Festival

BABYLON, N.Y.— The Friends of American Jazz, Inc., directors of the Great South Bay Jazz Festival, have announced the full program for the Festival which will open Friday evening, July 19th, at 8:30, with a short speech by Mayor Robert F. Wagner of New York City.

The Great South Bay Jazz Festival will spotlight seven concerts to be held under a huge circus tent seating two thousand people at Timber Grove Park in Great River. Featured on the opening bill will be Rex Stewart and his South Bay Seven with Coleman Hawkins, a group popular with the local citizenry. Maxine Sullivan, the “Loch Lomond” girl, will also appear on the opening bill as will the Horace Silver Quintet featuring Art Frazer.

Saturday afternoon concert July 20th, at 3:30 will see the Charlie Mingus Jazz Workshop, the popular Billy Taylor Trio, and the Lawson-Haggart Dixieland Band. Saturday night’s program at 8:30, will be led off by Buck Clayton and his Kansas City Six featuring such stalwarts as Vic Dickenson and Jo Jones and will be followed by the reunion of the Fletcher Henderson band which will be conducted by Don Redman with Coleman Hawkins, Buster Bailey, and J.C. Higginbotham as guest soloists.

The band, which will be comprised of twenty-two men, will spotlight the original Henderson artists.

Sunday afternoon concert, July 21st, at 2:30, Miles Davis, one of the top trumpeters of the day, will make his only appearance at any festival this summer with his quintet featuring Sonny Rollins. Others to be heard at the Sunday afternoon sessions include Annie Ross, the modern jazz singer, Marian and Jimmy McPartland with Bud Freeman. Sunday evening at 7:30, the last concert will be held and will be devoted to an exploration of the blues and its performances in each era of jazz development. The concert will feature the Lawson-Haggart Dixieland band, Rex Stewart and Coleman Hawkins, the rhythm section of Babes Gonzales, and the Charlie Mingus Jazz Workshop. Commentary throughout the five concerts will be provided by Nat Hentoff, noted jazz critic.

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Mimi Roman
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and
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Standing Room Only

NASHVILLE—Ferlin Husky, Grand Ole Opry star, is pictured on stage with a portion of the 6,675 persons who paid admission to the Opry at Nashville's Ryman Auditorium on Saturday, June 27. Approximately 500 persons who guided onto the stage at the outset of the "second show" but later secured seats in the auditorium as early-comers departed. Similar overflow crowds are anticipated until the Labor Day holiday. General Director W. D. Kilpatrick said "no one is ever turned away from the Opry. General admission tickets are always available, but reserved seats must be ordered some weeks in advance at Radio Station WSM, Nashville."

Gene Block Named To New Post At Columbia

NEW YORK—Three changes in Columbia Records Sales personnel have been announced by Hal Cook, Vice President in Charge of the Department.

Gene Block, District Sales Manager for Columbia Records, northwestern states, has been appointed to the position of Sales Promotion Manager, Columbia Popular Single Records, effective July 1st. He will headquarter in New York and will report to Singles Sales Manager Dick Linke. He has been associated with Columbia since July 1955 in a promotion capacity with the Hollywood Office of Columbia. Last year he was appointed a District Manager for the San Francisco-Seattle- Spokane market.

Paul McKinniss, present Sales Manager of Columbia Records San Francisco Distributor, the H. R. Bisford Company, has been named District Sales Manager for Columbia Records, northwest sector, effective August 1st. He will report to National Sales Manager, William Gallagher, and will be based in San Francisco.

Robert Burrell, Sales Promotion Manager, Columbia Country Single Records, has moved his base of operation from Atlanta to New York effective July 1st. Burrell will continue to handle the promotion of all country artists reporting to Dick Linke.

Roulette Extends Album Plan 30 Days

NEW YORK—Due to the success of Roulette Records' first entry into the album field, the diskery announced it will extend its album plan for an additional thirty days.

The Roulette plan, which was inaugurated June 1st, and was scheduled to run for a forty-five day period ending July 15th, featured a giveaway of two free albums to all distributors and dealers who bought the twelve albums in the line.

This deal has met with such success, the firm reports, that it has been extended for an additional thirty days, bringing it to an August 15th deadline.

Major releases in the line are the "Buddy Knox," "Jimmy Bowen," "Memories Of Hal Kemp," by Henry Jerome; "Pearl Bailey A-Broad," "Italy," by the Di Mara Sisters, and the "Raymond Paige Show Place Of The Nation" packages.

"Cavalcade of Stars"

NEW YORK—Art Ford, (NEW YORK) and Ocie Smith, Cadence recording artist surround girl with innocent lamb at Madison Square Garden on the occasion of the 11th annual "Cavalcade Of Stars" for the benefit of The Shield of David Institute for Retarded Children, a rehabilitation center for retarded children of all faiths.

2nd N. Y. Jazz Festival

NEW YORK—Producer Don Friedman has announced that the Second Annual New York Jazz Festival will be held at Randall's Island on Friday and Saturday nights, August 23rd and 24th.

Friedman introduced jazz to Randall's Island last year when he presented a successful "first" in this annual jazz series.

All "schools" of jazz—hot, cool and Dixie—will be well represented this year.

The Festival is an adjunct to the "New York Is A Summer Festival" program.
NEW YORK—Vik Records' annual distributors' meeting will be held on Tuesday, July 16 at 2 p.m., at the Ambassador East Hotel, Chicago. It was announced this week by Bennett S. Rosner, manager of the label.

The business meeting, which will be followed by a cocktail party and dinner, will feature a presentation by album A&R manager, Herman Diaz, Jr., of samples of Vik's fall package program and a discussion of rack-jobbing by Irwin Fraw, who manages the latter setup for both RCA Victor and Vik.

Other important subjects of the meeting will be handled by single records A&R chief Bob Rolontz, VIK promotion manager, Bob Duffy, RCA Victor's single records division manager, Jack Burgess, who is responsible for the Vik operation, and Jim Davis, manager of operations for the entire RCA Victor Record Division.

Revere Records Formed

PHOENIX, ARIZ.—The entry of Revere Records into the independent record producing field has been announced.

The diskery, located at 3703 N. 7th St., Phoenix, Ariz., has already set up distribution for its first national release, George Peck's "You’re The One," b/w "I Ask Of Heaven," leased from the Liberty Bell label.

Signed to the label are country-pop vocalist Doug Harden, and rock 'n roll tenor vocalist Ted Newman. Sessions for these two artists have already been held, and their disks will be released shortly.

The executive make-up of Revere is as follows: Niblack "Bill" Thorne, prexy; Floyd Ramsey, secretary-treasurer; and Frank Porter, vice-president, formerly associated with Liberty Bell.

Paul Humlie has been named National Sales Manager. Recording sessions are being held at the Ramsey recording studios in Phoenix.

Master of Ceremonies

NEW YORK—WINS disk jockey Jack Lacy is seen above as Master of Ceremonies at the official season opening of the Riviera Restaurant, Manhasset Bay, Port Washington, L.I. The opening was attended by many recording personalities. The Riviera is owned by former recording artist Bernie Mann, who was leader of the All American Band prior to taking over the restaurant about five years ago.

Visiting The Mothers’ Club

CHICAGO—Even though he was as busy as ever, Imperial recording star Liberace visited the Mothers' Fan Club for Sig Sakowicz. The "Mothers," now totaling 672 members, meet monthly. Pictured above (left to right) are Willy Peck's Sig Sakowicz; MFC President Mrs. Eleanor Oswald; George Liberace; and MFC Secretary Mrs. Frances Kozar.

American Artists In Demand For England

NEW YORK—The demand for American performers in England and the Continent is continuing it was reported by Jack Green, vice president of the Willard Alexander Agency, upon his return last week from a two-week tour of Europe.

Overseas promoters are anxious to book all strong acts that are available for dates. One major factor that is encouraging European bookings is the vasty improved schedules of the airlines. As a result, American tours can be dovetailed with European tours, without the necessity of long delays. In a matter of 12 to 15 hours an act can be opening in a European city after closing a date in an American city.

During his trip, Green was successful in setting up bookings for many of the artists in the Alexander stable. These include: Charlie Gracie (five-week tour of the British Isles as a headliner of his own variety show, starting August 12th); Count Basie (three-week concert tour of the British Isles with his band, starting October 15th); Sarah Vaughan (three weeks at the Olympic Theatre in Paris in February, plus four weeks in Stockholm and two weeks in Belgium); Buddy De Franco (two-week tour of the British Isles in November, plus a tour of France and Germany); Wild Bill Davidson (three weeks in the British Isles in the late fall); Kai Winding Septet (seventeen days in England followed by three weeks on the Continent, starting February 23rd); Glenn Miller Orchestra (three-week concert tour of the British Isles in February).

Airmail Subscription

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"Aloha Oe"
by MARIAN YOSHIOKE
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The miracle of music is our daily experience, at work, at play, in joy and sorrow, in our moments of dedication, in our public life, and in our homes.

The youngest child may sing—the oldest man strum a guitar, the driver of a bus on his daily rounds may choose to entertain his passengers, naively, uninhibited and with enchanting candor.

There is a very old Oriental proverb admonishing us that "with happiness comes intelligence to the heart". Our love of music as a richly varied and harmoniously related community of racial groups promotes our music and inversely our music promotes our tolerance and our happiness.

It is said that we are a unique community, a practical example of the harmonious relationship of many races working and living amicably together. It may well be that the soul of our collective peoples responds to our music like the plucked strings of a sweet-voiced guitar in a symphony of peace.

"Aloha Oe" is our greeting and our farewell, our contribution to all people of good will wherever we may meet—or wherever they may be.

Contest Winner

NEW YORK—Sanita Polkey, 21, winner of the semi-finals in the "Miss Universe" Contest is shown here with the three people responsible for her being awarded the title, "Miss New York State" at Palisades Amusement Park. The judges in the contest are (left to right): Johnny Andrews of WNBC, Vivian Della Chiesa of V.F.P. Records and Jerry Marshall of WMGM.

(Grace Pauline Chow's)
"Up Along the MOHAWK VALLEY"
Bob Collo
b/w
"CHICKASAW BLUES"
Steve Carr
BINGO

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ANNUAL ENCYCLOPEDIA

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Thank you for fifteen great years.

July 20, 1957

Bill Yerush

Joe Oleich

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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Congratulations on your Fifteenth Anniversary

As leading music operators we know how extremely valuable The Cash Box has been to us these past fifteen years. That is why we take this opportunity to wish you many, many more anniversaries, so that we will be able to continue to enjoy the invaluable reports and editorials that appear in each week's issue of The Cash Box.

ASSOCIATED BUYERS CORP.
5915 WEST GRAND AVE., CHICAGO 39, ILLINOIS
(All Phones: NATional 2-8550)

Since 1946
WE HAVE BEEN 100% EXCLUSIVE FACTORY DISTRIBUTORS FOR . . .
D. GOTTLIEB & CO.
IN FLORIDA, GEORGIA, SOUTH CAROLINA AND CUBA

In all those years that we have devoted ourselves exclusively to these finest amusement products we have found that operators who demand the world's best games, constant peak play action, biggest trade-in values, complete player interest, satisfied locations and the very greatest profits—

GO 100% GOTTLIEB

Joe and Eloise Mangone
ALL COIN AMUSEMENTS CO.
2820 N.W. 7th AVENUE, MIAMI, FLORIDA
(All Phones: NEwton 5-7143)

Music Service Association holds 7th annual Golf Tourney and Banquet September 20 for its members' games division points H. Z. Vending & Sales Company and Standard Automatic Music Company as new distributors Harold G. McGowan, father of Eloise Mangone, is honored with "Super Score" 5-ball Leroy Hobben promoted to sales representa- tive at Empire Coin Machine Exch Joseph Hahn, owner of Gordon Amusement Company, N.Y., dies at age of 65 Gottlieb presents "Auto Race", single player 5-ball Silver D. Perlmutter, director of Com- mercial Corp. of N.Y.C., returns from European tour Chicago Independent Amusement Association, September 25 Mert Secore joins Chicago Coin as sales represen- tative Covenant exterst plan to insure new and used Wurlitzer phones for one year Joel Stern holds September 30 Chicago Coin pre- sents "Miami Hound" duplicate names three new European distributors Displays at International Caterers' Exposition in Frankfurt, Germany Exhibit delivers "Jungle Hunt" Philadelphia Ma- chine Association holds 27th annual dinner Jack Firestone named head of Music Makers, Inc. United introd "Pirate Gun"
*It's Wholes in THE CASH BOX That Counts—INTERNATIONALLY*
CONGRATULATIONS to BILL GERSH

And Sincere Best Wishes to Our Many Operator Friends

Since 1923, Southern Automatic Music Co. has been at the service of hundreds of operators.

WE OFFER:

• SPLENDID PRODUCTS OF THE TOP MANUFACTURERS

• SERVICE AT ITS BEST

• FINANCIAL ARRANGEMENTS TO SUIT ALL OPERATORS' NEEDS

We hope to continue serving our vast number of operator customers in Kentucky, Indiana and Ohio

SOUTHERN AUTOMATIC MUSIC CO., Inc.

Distributors of

A. M. I. JUKE BOXES

LOUISVILLE, KY.
LEXINGTON, KY.
CINCINNATI, OHIO
INDIANAPOLIS, IND.

OCT.

• Chicago Coin presents "Miami Shuffle" Williams names three new European distributors. Schreiber & Laazzaroni of the Comet firm of Turin, Italy; Curt Svensson of Abala, Handels, Aktiebolag, Stockholm, Sweden; and Marcel Lucau of Tooejux et Noveautes, Geneva, Switzerland.

• Five States meet held in Omaha, Nebraska. United Mfg. presents in-line games "Brazil" and "Cat-O-9-Tails.


• Gottlieb introduces new 4-player 5-ball "Raccoon Dog." The Automatic Music Co. of Iowa hold a reorganization meeting and elect Robert Mannly, Cedar Rapids, pres.; Robert Treiman, Sioux City, vice-president, and Julius Epstein, D.E. Missouri Music operates recently appointed John Baker, president; and announces sales for first six months. Coin test new kiddie ride, "Bally Bike." F. C. "Red" Robertson joins Hub Distributing Co., San Francisco, as sales representative.

NOV.


• Chicago Coin introduces "Miami Shuffle." Chicago Selects Atlas Music Coin Company distrub.


Congratulations, Cash Box, on your 15th anniversary

United
Music
Corporation

United
Manufacturing
Company

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

to
Bill Gersh
and
The Cash Box

FRANK PAPULA AND STAFF

MELODY MUSIC SHOP
3800 W. GRAND AVE., CHICAGO 51, ILL.

Congratulations And Best Wishes
PHIL ROBINSON
Regional Representative for CHICAGO COIN MACHINE CO.
2992 W. Pico Blvd.
Los Angeles 6, Calif.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Congratulations, Bill
for 15 years
of constructive work

Ray Moloney


Chicago Financial Planning Service
Board Of Trade Bldg., Chicago 4, Ill.

Harrison 7-7244
Eugene Rappaport, C.L.U.
Leslie Rappaport
Earle Rappaport, C.L.U.

Edward C. Kennedy
Advertising

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

159 E. Chicago Ave. Chicago 11
Sandy Moore

Leading the coin machine industry’s youngest, fast growing, most aggressive Organizations in the United States.

**DISTRIBUTORS**
We serve the operators with the products of Wurlitzer, Gottlieb, United and Chicago Coin.
YOUNG DISTRIBUTING LONG ISLAND CORP.

**JOBBERS**
We have a complete large stock of Bingos, 5-Balls, Phonographs and Amusement Machines.
YOUNG DISTRIBUTING LONG ISLAND CORP.

**OPERATORS**
We are the largest operators of routes in the Eastern United States.
SUFFOLK & NASSAU AMUSEMENT CO., INC.

**RECORDS**
We supply local and foreign buyers with all their needs.
SANDY MOORE’S RECORD CENTER

**ATTENTION IMPORTERS**
We are specialists in serving foreign buyers. Equipment overseas packed and delivered to Pier. Make us prove it! You, too, will become a steady, satisfied customer. Contact: Gabe Foreman, vice president for personal attention.
YOUNG DISTRIBUTING LONG ISLAND CORP.

**ATTENTION OPERATORS**
WANT
Highest prices paid for complete inventory of Phonographs, 5-balls, Bingos and Arcade Equipment.
YOUNG DISTRIBUTING LONG ISLAND CORP.

YOUNG DISTRIBUTING LONG ISLAND CORP.
SUFFOLK & NASSAU AMUSEMENT CO., INC.
SANDY MOORE’S RECORD CENTER
240 EAST MERRICK ROAD
FREEPORT, NEW YORK (PHONE: MAyfair 3-2472)

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Post-War Phonographs — A M I

Model "A"
1946—40 Selections—78 rpm

Model "B"
1948—40 Selections—78 rpm

Model "C"
1950—40 Selections—78 rpm

Model "D"
1951—40 Selections—78 rpm
—80 Selections—45 rpm

Model "E"
1953—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm

Model "F"
1954—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm

Model "G"
1955—80 Selections—45 rpm
—120 Selections—45 rpm

Model "G-200"
1956—200 Selections—45 rpm

HISTORY OF THE COIN-MACHINE INDUSTRY
July 1956—June 1957

JUNE 1957 (Continued)
as sales representative ★ Dave Baker re-elected president of the Music Operators Associations of Mass. ★ Daily Shipping “ABC Tournament” ★ The Rudolph Wurlitzer Company changes corporate name to The Wurlitzer Company ★ Al Blendow joins International Mutoscope Corp. sales dept. ★ United Music Operators of Michigan report “No Jukebox tax this year” ★ W. Va. Music Operators hold convention in Wheeling, W. V. ★ Wisconsin Music Merchants held meet in Green Bay, Wis. ★ George Thayer dies in mid ’50s. Thayer was one of the four members of the “Golden Circle” of The Cash Box “20 Year Club” ★ U. S. Supreme Court rules devices which “offer expectation of player receiving cash, premiums, merchandise or tokens” subject to $250. Federal tax. Machines “played purely for amusement” subject to $10. Federal tax. ★ Rock-Ola names Automatic Games distributor ★ AMI appoints Austin J. Shelton distrb for Guam.

"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY"
Post-War Phonographs — ROCK-OLA

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS — INTERNATIONALLY”
Post-War Phonographs — SEEBURG

It's What's in THE CASH BOX That Counts — INTERNATIONALLY
Post-War Phonographs — WURLITZER

Model 1015
(1946—24 Selections—78 rpm)

Model 1080
(1946—24 Selections—78 rpm)

Model 1100
(1948—24 Selections—78 rpm)

Model 1250
(1950—48 Selections—78 rpm)

Model 1400
(1952—48 Selections—78 rpm)

Model 1500
(1953—104 Selections—45 & 78 rpm)

Model 1500-A
(1953—104 Selections—45 & 78 rpm)

Model 1600-1650
(1953—48 Selections—78 rpm)

Model 1700
(1954—104 Selections—45 rpm)

Model 1800
(1955—104 Selections—45 rpm)

Model 1900
(1956—104 Selections—45 rpm)

Model 2000
(1956—200 Selections—45 rpm)

Model 2100
(1957—200 Selections—45 rpm)

Model 2150
(1957—200 Selections—45 rpm)

Model 2104
(1957—104 Selections—45 rpm)

Best Regards
and
Congratulations
by
BILLY GERSH
and
JOE ORLECK
on the
15th Anniversary
of
THE CASH BOX

BOB BUCKLEY
AIRLINE CIGARETTE SERVICE
3800 AIRLINE HIGHWAY
METAIRIE, LA.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Congratulations
to
The Cash Box
on your
15th Anniversary

The one publication that has continued to strive with all its might to help assure everyone in the industry a greater, more prosperous and more progressive future.

Joe Westerhaus

THE WESTERHAUS COMPANY, INC.
3726 KESSEN AVENUE, CHEVIOT, OHIO (All Phones: MONTANA 1-5000)

Congratulations
to
The Cash Box
on your
15th Anniversary
from
Mike Dale
COMMERCIAL PHONOGRAPH SURVEY
110 NORTH FRANKLIN ST., CHICAGO, ILLINOIS

EIGHT YEARS OF UNEXCELLED PUBLIC RELATIONS SERVICE FOR THE PHONOGRAPH OPERATORS OF CHICAGO

Post War Phonographs
UNITED

Model UPA-100
(1957—100 Selections—45 rpm)

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
To Assure Greater Growth, Closer Cooperation, Better Understanding And Finer Relations For The Continued Better Future Conduct Of The International Coin Machines Business, “THE CASH BOX” Urges The Creation Of An:

“INTERNATIONAL COIN MACHINES EXPORT-IMPORT COUNCIL”

The Coin Machine Industry’s Booming Export-Import Business can be Best Assured Continued Greater Growth on the Highest Possible Level Plus Better Understanding and Finer International Relations by the Creation of an “INTERNATIONAL COIN MACHINES EXPORT-IMPORT COUNCIL”

For many years now The Cash Box has attracted international interest in the coin machines industry with “The Cash Box” Quarterly Export Editions".

Year after year, “The Cash Box” Quarterly Export Editions” have grown greater. They have become extremely important to all this industry internationally.

Not only the fact that these issues have printed complete reports in Spanish, French, German as well as in English but, even more important, the fact that there is presented (as in this 15th Anniversary Issue) a full year’s pictures of the games and music machines of the industry, made The Cash Box invaluable to the trade internationally.

In addition, “The Cash Box” Price Lists” are accepted worldwide. Every nation depends on “The Cash Box” Price Lists” to help bring about better financial understanding of new and used U.S. equipment.

These past five years have seen the U.S. export business boom to new heights.

The report contained in this issue for all of 1956, and including the first quarter of 1957, gives some indication of the great and growing importance of the export market.

Now that the export business has reached a point of tremendous importance to the U.S. manufacturers and distributors, the time has arrived when there should be created an “International Coin Machines Export-Import Council”.

Such a council would prove invaluable to all who are concerned with export and import of all types of coin operated machines.

Such a council, meeting at least once during the year, would bring into being finer understanding, a better relationship and closer cooperation between exporters and importers.

Many Europeans and many from the Orient have long wanted an organization where they could air their hopes for the future, greater growth of the coin machines business in their individual countries.

Never before has there been a better opportunity to bring into being an “International Coin Machines Export-Import Council” to benefit all concerned with exporting and importing equipment.

This is the time, while the export market grows greater, while importers are investing more and more in machines of all kinds, for the industry, internationally, to arrange for a council to bring about better understanding of each other’s requirements, capacities and capabilities.

The Cash Box urges all who are interested in continued exporting of equipment from the U.S. to the world’s markets, and for those in all the nations of the world who are now importing machines of all kinds, to think hard on the creation of an “International Coin Machines Export-Import Council”, and what such a council can mean to their future business.

Even before this suggestion was made, many here in the U.S. and others from all over the world, signified their willingness and even elation to enter into such a council as members to work for a better future for all the export-import business.

The interest among the world’s leaders, manufacturers and distributors, along with noted export-import organizations, is paramount in such a council.

All realize what great good can be accomplished by meetings which will bring about better understanding among the coin machine industry internationally.

The finer relationships which are bound to result from an annual meeting of an “International Coin Machines Export-Import Council” will help assure better business for the years to come.

The peoples of all the world are eager to meet. They want to know each other better. They need such a council. The need for it grows greater as export and import grows apace.

The time has, therefore, arrived when the leaders in the export-import business should arrange to come together as members of an “International Coin Machines Export-Import Council”.

Will You Serve On THE CASH BOX’ “INTERNATIONAL COIN MACHINES EXPORT-IMPORT COUNCIL”?}

If you are interested in export and import of coin machines it is up to you to arrange for membership in the “International Coin Machines Export-Import Council”.

The Cash Box shall be more than happy to call the first annual meeting of the “International Coin Machines Export-Import Council” as soon as its membership has reached important proportions.

Exporters in the U.S., manufacturers and distributors, are asked to contact The Cash Box and arrange for their export chiefs to enter into membership in the council.

The world’s importers are also called into membership in the “International Coin Machines Export-Import Council” and to, thereby, help bring about the first annual meeting.

All those desiring membership should write: THE CASH BOX, 32 WEST RANDOLPH STREET, CHICAGO 1, ILLINOIS, U.S.A.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
### U.S. Phonograph Exports

#### Total Phonograph Exports - 1956

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>North and Central America</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st Quarter</td>
<td>2,079</td>
<td>$653,805</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>2,063</td>
<td>1,002,492</td>
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<tr>
<td>3rd Quarter</td>
<td>1,646</td>
<td>669,699</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>2,073</td>
<td>1,299,048</td>
</tr>
<tr>
<td>Totals</td>
<td>8,892</td>
<td>$4,083,739</td>
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<tr>
<td><strong>South America</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st Quarter</td>
<td>1,347</td>
<td>$720,024</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>970</td>
<td>678,830</td>
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<tr>
<td>3rd Quarter</td>
<td>829</td>
<td>693,850</td>
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<tr>
<td>4th Quarter</td>
<td>920</td>
<td>673,597</td>
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<tr>
<td>Totals</td>
<td>4,177</td>
<td>$2,718,306</td>
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<tr>
<td><strong>Europe</strong></td>
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<tr>
<td>1st Quarter</td>
<td>2,779</td>
<td>$1,059,209</td>
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<tr>
<td>2nd Quarter</td>
<td>3,243</td>
<td>1,189,720</td>
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<tr>
<td>3rd Quarter</td>
<td>5,026</td>
<td>1,715,070</td>
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<td>4th Quarter</td>
<td>5,142</td>
<td>1,862,155</td>
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<tr>
<td>Totals</td>
<td>11,120</td>
<td>$6,284,178</td>
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<tr>
<td><strong>Asia</strong></td>
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<td></td>
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<tr>
<td>1st Quarter</td>
<td>169</td>
<td>$113,306</td>
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<tr>
<td>2nd Quarter</td>
<td>267</td>
<td>147,740</td>
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<tr>
<td>3rd Quarter</td>
<td>190</td>
<td>91,570</td>
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<tr>
<td>4th Quarter</td>
<td>254</td>
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<td>Totals</td>
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<td><strong>Africa and Australia</strong></td>
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<tr>
<td>1st Quarter</td>
<td>28</td>
<td>$12,786</td>
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<tr>
<td>2nd Quarter</td>
<td>21</td>
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<td>3rd Quarter</td>
<td>199</td>
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<tr>
<td>4th Quarter</td>
<td>31</td>
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<td>Totals</td>
<td>379</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td>24,854</td>
<td>$13,741,935</td>
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#### 25 Leading Import Countries - 1956

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Belgium</td>
<td>4,689</td>
<td>$2,038,977</td>
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<tr>
<td>2 - Canada</td>
<td>2,952</td>
<td>1,564,232</td>
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<tr>
<td>3 - Mexico</td>
<td>2,525</td>
<td>1,300,992</td>
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<tr>
<td>4 - Western Germany</td>
<td>2,482</td>
<td>1,725,569</td>
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<tr>
<td>5 - Venezuela</td>
<td>1,720</td>
<td>1,232,090</td>
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<tr>
<td>6 - Netherlands</td>
<td>1,400</td>
<td>668,915</td>
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<tr>
<td>7 - Switzerland</td>
<td>1,286</td>
<td>887,341</td>
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<tr>
<td>8 - Cuba</td>
<td>1,217</td>
<td>575,227</td>
</tr>
<tr>
<td>9 - Colombia</td>
<td>1,060</td>
<td>481,188</td>
</tr>
<tr>
<td>10 - Austria</td>
<td>882</td>
<td>600,756</td>
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<tr>
<td>11 - Peru</td>
<td>773</td>
<td>477,696</td>
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<tr>
<td>12 - Italy</td>
<td>385</td>
<td>213,046</td>
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<tr>
<td>13 - Malaya</td>
<td>272</td>
<td>111,025</td>
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<tr>
<td>14 - Panama</td>
<td>248</td>
<td>170,981</td>
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<tr>
<td>15 - Philippines</td>
<td>243</td>
<td>188,986</td>
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<tr>
<td>16 - Dominican Republic</td>
<td>227</td>
<td>141,267</td>
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<tr>
<td>17 - Guatemala</td>
<td>217</td>
<td>157,493</td>
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<td>18 - Sweden</td>
<td>179</td>
<td>122,637</td>
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<td>19 - Costa Rica</td>
<td>136</td>
<td>97,206</td>
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<td>20 - Nicaragua</td>
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<td>90,623</td>
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<td>21 - El Salvador</td>
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<td>73,346</td>
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<td>22 - Morocco</td>
<td>72</td>
<td>41,847</td>
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<td>23 - Japan</td>
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<td>24 - Jamaica</td>
<td>69</td>
<td>32,515</td>
</tr>
<tr>
<td>25 - Honduras</td>
<td>66</td>
<td>35,578</td>
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#### First Quarter - 1957

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<tr>
<th>Country</th>
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<tr>
<td>Canada</td>
<td>563</td>
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<td>Guatemala</td>
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<td>El Salvador</td>
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<td>Cuba</td>
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<td>Dominican Republic</td>
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<tr>
<td>Leeward &amp; Windward Islands</td>
<td>7</td>
<td>501</td>
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<tr>
<td>Barbados</td>
<td>4</td>
<td>560</td>
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<tr>
<td>Netherlands Antilles</td>
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<tr>
<td>Trinidad &amp; Tobago</td>
<td>2</td>
<td>1,540</td>
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<tr>
<td>Jamaica</td>
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<tr>
<td>Totals</td>
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<tr>
<td><strong>South America</strong></td>
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<tr>
<td>Colombia</td>
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<tr>
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<tr>
<td>Totals</td>
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<td><strong>Europe</strong></td>
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<tr>
<td>Sweden</td>
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<tr>
<td>Greece</td>
<td>5</td>
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<tr>
<td>Norway</td>
<td>4</td>
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<tr>
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<td>20</td>
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<tr>
<td>Malta</td>
<td>1</td>
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<tr>
<td>Turkey</td>
<td>1</td>
<td>928</td>
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<tr>
<td>Ireland</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portugal</td>
<td></td>
<td></td>
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<tr>
<td>Totals</td>
<td>3,444</td>
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<tr>
<td><strong>Asia</strong></td>
<td></td>
<td></td>
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<tr>
<td>Lebanon</td>
<td>19</td>
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<td>Kuwait</td>
<td>2</td>
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<td>102</td>
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<tr>
<td>Republic of the Philippines</td>
<td>93</td>
<td>69,469</td>
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<tr>
<td>Hong Kong</td>
<td>154</td>
<td>52,062</td>
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<tr>
<td>Japan</td>
<td>5</td>
<td>3,675</td>
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<tr>
<td>Nampo Island</td>
<td>13</td>
<td>8,666</td>
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<tr>
<td>Syria</td>
<td>2</td>
<td>1,098</td>
</tr>
<tr>
<td>Vietnam, Laos &amp; Cambodia</td>
<td>1</td>
<td>1,136</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td></td>
<td></td>
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<tr>
<td>India</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Republic of Korea</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td>391</td>
<td>$188,063</td>
</tr>
<tr>
<td><strong>Africa</strong></td>
<td></td>
<td></td>
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<tr>
<td>French Morocco</td>
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<td>$11,997</td>
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<tr>
<td>Libya</td>
<td>1</td>
<td>881</td>
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<td>Tangier</td>
<td></td>
<td></td>
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<tr>
<td>Totals</td>
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<tr>
<td><strong>Complete Totals</strong></td>
<td>6,285</td>
<td>$3,845,492</td>
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MEMBERSHIP OF THE 20 YEAR CLUB

(Ass Of June 30, 1957)

ASH, Joseph

ATKINS, W. S.
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Hialeah, Fla.

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Thomson, Ga.

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Stockton, Calif.

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Meridian, Miss.

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Westville, N. J.

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Huntsville, Ala.

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Denver, Colo.

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 Canton, Ohio

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Geddes, N. Y.

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Santa Monica, Calif.

BENNY, ANDY
Ironwood, Mich.

BENNETT, Paul
Chicago, III.

BENNETT, Robert R.
Lapeer, Mich.

BENNETT, ROY M.
Toledo, Ohio

BENSON, NAT
Peabody, N. Y.

BEDG, ARTHUR E.
Fairmount, Minn.

BERGAMAN, Alban
Buffalo, N. Y.

BERGQUIST, GEORGE W.
Grand Rapids, Mich.

BERK, HOWARD
Bayonne, N. J.

BERKOWITZ, EARL
Superior, Wis.

BERMAN, BERNARD S.
Louisville, Ky.

BERNATH, N. T.
Consolato, Fr. Mar.

BELEN, D.
Fresno, Calif.

BEHM, Paul
Los Angeles, Calif.

BEIJER, ANTHONY
Bloomfield, Conn.

BESS, Jack C.
Richmond, Va.

BETTS, Edward
Union City, N. J.

BETT, HUMBERT
Unique City, N. J.

BETZ, WILLIAM
St. Louis, Mo.

BEIDERMAN, Horace
Silver Spring, Md.

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Carlisle, Iowa

BENNETT, Anthony J.
Kenosha, Wis.

BILotta, John
Newark, N. Y.

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Lansing, Mich.

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Miami, Fla.

BLAY, THEODORE
Brooklyn, N. Y.

BLAY, WILLIAM
Miami, Fla.

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New York, N. Y.

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Chicago, Ill.

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Bay City, Tex.

BLUM, M. Y.
White, Iowa

BLOUMENFELD, IRVIN
Baltimore, Md.

BROADGEO, LOUIS
New Orleans, La.

BRODKIN, AL
Ferris Hills, L. I., N. Y.

BOSTCHEK, NORSER B.
Great Bay, Wis.

BOUGIE, LESLIE
Lexington, Ky.

BOYDKIN, Josaphat
Montreal, Que., Can.

BOULOS, William P.
Kenmore, N. Y.

BOND, DAVID
Bison, Mass.

BOOKER, CLAYTON
Green Bay, Wis.

BOSCH, W. E.
Katon, N. M.

BOTTOGER, Cecil A.
Kechi, Iowa

BOU-LIMAN, JOHN J.
Parma, Ohio

BOUNDS, Jimmie
Mexico, Texas

BOYCE, CASEY
Grand Rapids, Mich.

BOYD, LESLIE C.
New York, N. Y.

BOYTON, MARSHALL
Benton Harbor, Mich.

BRACKLE, A. VAN
Defiance, Ohio

BRANCALONE, STEVE
Detroit, Mich.

BREASON, FRANCIS
Brentwood, N. Y.

BRENNER, W. C.
Evansville, Ind.

BROOKS, C. B.
Canton, Ohio

BROUILLITE, T. L.
Viscovich, Ind.

BROWER, O. A.
Redwood City, Wash.

BROWN, Ed
Dallas, Tex.

BROWN, Ellen M.
Chicago, Ill.

BROWN, George A.
Santa Monica, Calif.

BROWN, Lyn
Studio City, Calif.

BROWN, Paul M.
Chicago, Ill.

BROWN, R. L.
Covington, Va.

BRADLEY, JOSEPH
Freehold, N. J.

BRADLEY, G. T.
Cambridge, Md.

BRAGG, R. C.
Denville, N. J.

BRANDT, Peter
St. Louis, Mo.

BRANSON, NY
Louisville, Ky.

BRAUN, Milton M.
Savannah, Ga.

BRAY, A. J.
Miami, Fla.

BRETTELEIN, Chas.
Chicago, Ill.

BRENNER, Robert
Chicago, Ill.

BRIELE, Joseph
Detroit, Mich.

BROADBENT, Joe
Anchorage, Alaska

BROMLEY, MARTIN J.
Hinsdale, Hawaii

BROWN, Winton
Middletown, Tenn.

BRINING, E. J.
Oklahoma City, Okla.

BUCKETT, Louis
Nashville, Tenn.

BUCKETT, Patrick J.
Chicago, Ill.

BUCKETT, Robert
New Orleans, La.

BULLOCK, John
Lockeford, N. Y.

BUNCH, Joe
Chattanooga, Tenn.

BURKE, Palmer F.
Youngstown, Ohio

BURRE, JAMES A.
Houston, Tex.

BURNSIDE, Deleous
New Castle, Pa.

BURROWS, George
New Haven, Conn.

Burt, Harold F.
Wilmette, Ill.

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231 WINDSOR ST., HARTFORD, CONN.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
## U. S. AMUSE. GAMES EXPORTS

**TOTAL AMUSEMENT MACHINE EXPORTS - 1956**

<table>
<thead>
<tr>
<th>NORTH AND CENTRAL AMERICA</th>
<th>NUMBER OF UNITS</th>
<th>DOLLAR VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>1,356</td>
<td>$262,225</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>2,927</td>
<td>280,330</td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>1,908</td>
<td>223,063</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>2,007</td>
<td>182,836</td>
</tr>
<tr>
<td>Totals</td>
<td>8,088</td>
<td>$1,064,137</td>
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</table>

<table>
<thead>
<tr>
<th>SOUTH AMERICA</th>
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<tbody>
<tr>
<td>1st Quarter</td>
<td>16</td>
<td>$3,175</td>
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<tr>
<td>2nd Quarter</td>
<td>31</td>
<td>39,610</td>
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<td>3rd Quarter</td>
<td>657</td>
<td>58,591</td>
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<tr>
<td>4th Quarter</td>
<td>527</td>
<td>54,736</td>
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<tr>
<td>Totals</td>
<td>1,351</td>
<td>$155,521</td>
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<table>
<thead>
<tr>
<th>EUROPE</th>
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<tbody>
<tr>
<td>1st Quarter</td>
<td>2,345</td>
<td>$386,208</td>
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<tr>
<td>2nd Quarter</td>
<td>3,268</td>
<td>438,274</td>
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<td>3rd Quarter</td>
<td>5,112</td>
<td>604,094</td>
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<tr>
<td>4th Quarter</td>
<td>5,582</td>
<td>694,613</td>
</tr>
<tr>
<td>Totals</td>
<td>14,024</td>
<td>$1,924,029</td>
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<table>
<thead>
<tr>
<th>AFRICA AND AUSTRALIA</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>119</td>
<td>$35,455</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>154</td>
<td>42,789</td>
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<tr>
<td>3rd Quarter</td>
<td>137</td>
<td>35,183</td>
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<tr>
<td>4th Quarter</td>
<td>108</td>
<td>35,278</td>
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<tr>
<td>Totals</td>
<td>510</td>
<td>$146,805</td>
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</table>

<table>
<thead>
<tr>
<th>ASIA</th>
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</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>435</td>
<td>$103,781</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>797</td>
<td>164,920</td>
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<tr>
<td>3rd Quarter</td>
<td>729</td>
<td>153,392</td>
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<tr>
<td>4th Quarter</td>
<td>571</td>
<td>145,274</td>
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<tr>
<td>Totals</td>
<td>2,582</td>
<td>$560,334</td>
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**GRAND TOTAL**            | 26,895          | $3,840,315   |

**25 LEADING IMPORT COUNTRIES - 1956**

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>NUMBER OF UNITS</th>
<th>DOLLAR VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Belgium</td>
<td>7,545</td>
<td>$441,854</td>
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<tr>
<td>2 - Canada</td>
<td>3,339</td>
<td>752,965</td>
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<tr>
<td>3 - Mexico</td>
<td>3,928</td>
<td>144,597</td>
</tr>
<tr>
<td>4 - Italy</td>
<td>2,184</td>
<td>478,140</td>
</tr>
<tr>
<td>5 - Cuba</td>
<td>2,086</td>
<td>160,918</td>
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<tr>
<td>6 - Western Germany</td>
<td>1,024</td>
<td>412,827</td>
</tr>
<tr>
<td>7 - Venezuela</td>
<td>1,210</td>
<td>163,202</td>
</tr>
<tr>
<td>8 - Hong Kong</td>
<td>972</td>
<td>170,382</td>
</tr>
<tr>
<td>9 - Netherlands</td>
<td>775</td>
<td>159,901</td>
</tr>
<tr>
<td>10 - Sweden</td>
<td>764</td>
<td>77,115</td>
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<tr>
<td>11 - France</td>
<td>752</td>
<td>215,037</td>
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<tr>
<td>12 - Japan</td>
<td>614</td>
<td>162,158</td>
</tr>
<tr>
<td>13 - Morocco</td>
<td>481</td>
<td>135,365</td>
</tr>
<tr>
<td>14 - Nampo Islands</td>
<td>301</td>
<td>63,771</td>
</tr>
<tr>
<td>15 - Korea</td>
<td>252</td>
<td>63,670</td>
</tr>
<tr>
<td>16 - Philippines</td>
<td>205</td>
<td>55,941</td>
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<tr>
<td>17 - Vietnam</td>
<td>179</td>
<td>32,015</td>
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<tr>
<td>18 - Macao</td>
<td>112</td>
<td>16,236</td>
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<tr>
<td>19 - Lebanon</td>
<td>100</td>
<td>19,116</td>
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<td>20 - Panama</td>
<td>66</td>
<td>18,877</td>
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<tr>
<td>21 - Portugal</td>
<td>42</td>
<td>9,906</td>
</tr>
<tr>
<td>22 - El Salvador</td>
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<td>17,856</td>
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<tr>
<td>23 - Malaya</td>
<td>30</td>
<td>6,165</td>
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<tr>
<td>24 - Finland</td>
<td>25</td>
<td>1,445</td>
</tr>
<tr>
<td>25 - South Africa</td>
<td>19</td>
<td>8,456</td>
</tr>
</tbody>
</table>

**ASIA**                   |                 |              |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lebanon</td>
<td>112</td>
<td>$2,160</td>
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<tr>
<td>Republic of the Philippines</td>
<td>1,231</td>
<td>34,618</td>
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<tr>
<td>Hong Kong</td>
<td>19</td>
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<tr>
<td>Taiwan</td>
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<td>9,097</td>
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<tr>
<td>Japan</td>
<td>81</td>
<td>34,563</td>
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<tr>
<td>Nampo Islands</td>
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<td>11,785</td>
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<tr>
<td>Ceylon</td>
<td>10</td>
<td>3,900</td>
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<tr>
<td>Republic of Korea</td>
<td></td>
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</tr>
<tr>
<td>Syria</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Macao</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td>182</td>
<td>$56,784</td>
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</table>

**AFRICA**                  |                 |              |
<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>French Morocco</td>
<td>42</td>
<td>$8,700</td>
</tr>
<tr>
<td>Union of South Africa</td>
<td>25</td>
<td>3,793</td>
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<tr>
<td>Ethiopia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td>67</td>
<td>$12,493</td>
</tr>
</tbody>
</table>

**COMPLETE TOTALS**         | 10,040          | $1,033,931   

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Washington, D.C.

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Carbondale, Ill.

BUCHER, T. O., Sr.
Carbondale, Ill.

BUCKET, RAYMOND B.
Baltimore, Md.

BUTLAR, John M.
Hobbing, Minn.

BYBE, E. C. (GENE)
San Antonio, Tex.

BYE, BILL
Kansas City, Kan.

CABANISH, C.
Chicago, Ill.

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Hannover, N.Y.

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Galveston, Tex.

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Colorado Springs, Colo.

CARR, HARVEY
Chicago, Ill.

CARR, ELENAH
Hillsboro, O.

CARTWRIGHT, J. M.
Nashville, Tenn.

CASANTA, FRANK
Chicago, Ill.

CASHION, E. H.
Nashville, Tenn.

CASS, CASS
Hammond, Ind.

CASAOLA, JOHN
Chicago, Ill.

CASOLA, LON
Rockford, Ill.

CASSINI, R.
Little Rock, Ark.

CATE, CLIFFORD
Baltimore, Md.

CATE, EW
Baltimore, Md.

CENEY, J.
New Orleans, La.

CHAPMAN, H.
Los Angeles, Calif.

CHAPMAN, LESTE R.
Carroll, Iowa

CHARLE, C. S.
Springfield, Mo.

CHARLES, BOB
Binghamton, N. Y.

CHRISTOPHER, VIRGIL
Baltimore, Md.

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Boston Market, Mich.

CLARK, WALTER
Waukegan, Ill.

CLER, CLARENCE A.
Fort Worth, Texas

CLEMENTS, JOHN
Crawfordsville, Ind.

CLEW, L. C.
Crawfordsville, Ind.

CLIDER, T. M.
Springfield, Mo.

COBB, M. WALTER
St. Joseph, Mo.

COHEN, HAROLD
New Orleans, La.

COHEN, J.
Montgomery, Ala.

COHEN, MRS. SAM
Atlanta, Ga.

COWART, MASON L.
Chicago, Ill.

COWLING, C. L.
Mobile, Ala.

COLE, C. F.
Adelphi, Ind.

COLOCCI, JOHN S.
Waltzburg, Conn.

COOLICCI, RALPH
Montgomery, Conn.

COVIN, J.
Waltzburg, Conn.

COVAN, BENJAMIN I.
Chicago, Ill.

COUGHLIN, W.
Green Bay, Wis.

COULTER, ALBERT

COULTER, MAXWELL
Waterloo, Mass.

COUCH, C. B.
Dallas, Tex.

COVET, JOHNNY
Nashville, Tenn.

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Germany, Allemagone, Alemania, Deutschland

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
# U.S. VENDING MACH. EXPORTS

## TOTAL VENDING MACHINE EXPORTS - 1956

### NORTH AND CENTRAL AMERICA

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>1,263</td>
<td>$2,986,497</td>
</tr>
<tr>
<td>2nd</td>
<td>2,125</td>
<td>3,717,722</td>
</tr>
<tr>
<td>3rd</td>
<td>2,390</td>
<td>233,926</td>
</tr>
<tr>
<td>4th</td>
<td>3,040</td>
<td>526,647</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>9,358</strong></td>
<td><strong>$1,160,692</strong></td>
</tr>
</tbody>
</table>

### SOUTH AMERICA

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td>2nd</td>
<td>417</td>
<td>38,171</td>
</tr>
<tr>
<td>3rd</td>
<td>665</td>
<td>125,557</td>
</tr>
<tr>
<td>4th</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>1,177</strong></td>
<td><strong>$172,952</strong></td>
</tr>
</tbody>
</table>

### EUROPE

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>684</td>
<td>97,260</td>
</tr>
<tr>
<td>2nd</td>
<td>1,181</td>
<td>180,905</td>
</tr>
<tr>
<td>3rd</td>
<td>326</td>
<td>109,766</td>
</tr>
<tr>
<td>4th</td>
<td>2,263</td>
<td>117,188</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>4,464</strong></td>
<td><strong>$496,119</strong></td>
</tr>
</tbody>
</table>

### ASIA

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2nd</td>
<td>149</td>
<td>9,847</td>
</tr>
<tr>
<td>3rd</td>
<td>214</td>
<td>15,133</td>
</tr>
<tr>
<td>4th</td>
<td>3</td>
<td>1,555</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>357</strong></td>
<td><strong>$26,253</strong></td>
</tr>
</tbody>
</table>

### AFRICA AND AUSTRALIA

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2nd</td>
<td>1</td>
<td>410</td>
</tr>
<tr>
<td>3rd</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4th</td>
<td>5</td>
<td>2,300</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>6</strong></td>
<td><strong>2,719</strong></td>
</tr>
</tbody>
</table>

**GRAND TOTAL**: 15,362  $1,858,737

## 15 LEADING IMPORT COUNTRIES - 1956

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Canada</td>
<td>8,573</td>
<td>$1,255,007</td>
</tr>
<tr>
<td>2. Belgium</td>
<td>3,252</td>
<td>32,888</td>
</tr>
<tr>
<td>3. Venezuela</td>
<td>1,126</td>
<td>171,831</td>
</tr>
<tr>
<td>4. Western Germany</td>
<td>451</td>
<td>97,899</td>
</tr>
<tr>
<td>5. France</td>
<td>413</td>
<td>249,449</td>
</tr>
<tr>
<td>6. Switzerland</td>
<td>336</td>
<td>37,465</td>
</tr>
<tr>
<td>7. Mexico</td>
<td>335</td>
<td>12,570</td>
</tr>
<tr>
<td>8. Cuba</td>
<td>304</td>
<td>12,576</td>
</tr>
<tr>
<td>9. Hong Kong</td>
<td>179</td>
<td>21,155</td>
</tr>
<tr>
<td>10. Malaya</td>
<td>180</td>
<td>3,238</td>
</tr>
<tr>
<td>11. Guatemala</td>
<td>81</td>
<td>3,004</td>
</tr>
<tr>
<td>12. Sweden</td>
<td>36</td>
<td>22,999</td>
</tr>
<tr>
<td>13. Netherlands</td>
<td>57</td>
<td>26,422</td>
</tr>
<tr>
<td>14. Peru</td>
<td>51</td>
<td>1,121</td>
</tr>
<tr>
<td>15. Italy</td>
<td>15</td>
<td>14,790</td>
</tr>
</tbody>
</table>

**COMPLET TOTALS**: 6,323 $584,722

---

**FIRST QUARTER - 1957**

### NORTH AND CENTRAL AMERICA

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>3,735</td>
<td>$438,475</td>
</tr>
<tr>
<td>Cuba</td>
<td>56</td>
<td>4,161</td>
</tr>
<tr>
<td>Mexico</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Panama</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guatemala</td>
<td>2</td>
<td>580</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>3,790</strong></td>
<td><strong>$443,216</strong></td>
</tr>
</tbody>
</table>

### SOUTH AMERICA

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venezuela</td>
<td>57</td>
<td>16,948</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>57</strong></td>
<td><strong>$16,948</strong></td>
</tr>
</tbody>
</table>

### EUROPE

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>6</td>
<td>810</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1</td>
<td>530</td>
</tr>
<tr>
<td>Norway</td>
<td>1</td>
<td>654</td>
</tr>
<tr>
<td>Ireland</td>
<td>9</td>
<td>3,000</td>
</tr>
<tr>
<td>Netherlands</td>
<td>9</td>
<td>4,701</td>
</tr>
<tr>
<td>Belgium</td>
<td>210</td>
<td>20,550</td>
</tr>
<tr>
<td>France</td>
<td>185</td>
<td>51,841</td>
</tr>
<tr>
<td>West Germany</td>
<td>102</td>
<td>24,470</td>
</tr>
<tr>
<td>Sweden</td>
<td>43</td>
<td>7,625</td>
</tr>
<tr>
<td>Austria</td>
<td>5</td>
<td>4,563</td>
</tr>
<tr>
<td>Italy</td>
<td>3</td>
<td>2,594</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>2,464</strong></td>
<td><strong>$121,338</strong></td>
</tr>
</tbody>
</table>

### ASIA

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
<td>9</td>
<td>3,220</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>9</strong></td>
<td><strong>3,220</strong></td>
</tr>
</tbody>
</table>

### AFRICA

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Union of South Africa</td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>
| **COMPLET TOTALS**: 6,323 $584,722

---

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**SARI**

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"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY!"
Sincerest Congratulations of Our Entire Organization to
“The Cash Box”
On Your 15th Anniversary

IT IS EXTREMELY PLEASANT TO COMPLIMENT
A PUBLICATION THAT HAS BEEN SO PROGRESSIVE
AND SO HELPFUL TO ALL IN OUR INDUSTRY.

Romeo Laniel

MEMBERSHIP OF THE
20 YEAR CLUB

(AS OF JUNE 30, 1957)

COX, WILLIAM A.
(a) Cox, Mathias, Ind.
COX, J. B.
San Francisco, Calif.
CRABTREE, CHAPIN
Edinburgh, Ind.
CRAWFORD, FRED C.
Kirkville, Mo.
CRESWELL, H. C.
Alien, Texas
CRESWELL, H. C., JR.
Alien, Texas
CRESWELL, H. J.
Los Angeles, Calif.
CROYER, JAMES A.
Paris, Arkansas, N. J.
CROW, W. M.
Houston, Texas
CROWL, GLEN J.
Ft. Wayne, Ind.
CUMMINGS, R. S.
Ohio, City, Ohio
CUNNINGHAM, C.
Ft. Worth, Texas

D
DADDIS, ART
Palm Beach, Fla.
DADDIS, GENE
Pequenbuck, N. J.
DAHL, FORREST N.
Fergus Falls, Minn.
DAHL, RALPH A.
Omaha, Neb.
DAILY, HAROLD W.
Houston R. Tex.
DAHNWIAN, F. F.
Umea, Sweden
DAUL, HARRY
Green Bay, Wis.

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MONTREAL 3, QUEBEC, CANADA
(Phone: WE 1124)

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20 YEAR CLUB

(AS OF JUNE 30, 1957)

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Chicago, Ill.
DAVIDSON, FRANK W.
Spokane, Wash.
DAVIES, H. W.
St. Louis, Mo.
DAVIES, ARTHUR
Knoxville, Tenn.
DAVIES, E. T., JR.
Atlanta, Ga.
DAVIES, G. F.
Silver Spring, Md.
DAVIS, W. H.
Nashville, Tenn.
DECKER, F. H.
Fond du Lac, Wis.
DU CROS, LEON C.
Kalamazoo, Ind.
DE FAZIO, BEN
Muscat, Pa.
DELANEY, LIONEL K.
Defiance, Ohio
DE LA VIEZ, HIRSH
Washington, D. C.
DE LEUR, ALBERT
New York, N. Y.
DEL SIGNORE, G. J.
Fort Edward, N. Y.
DE MARE, JAMES
Highland, Utica
DE ROLLING, MAURICE
Bremerton, Texas
DERPIEST, BOB
Dulles, Tex.
DUROR, JAMES
Springfield, Ill.
DE SELIA, BILL
Chicago, Ill.

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on your 15th Year
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A.B.T.

Makers of precision Coin Chutes . . .
standard of the Coin Machine Industry
for over 25 years . . . Complete line
of quality coin mechanisms.

A. B. T. MANUFACTURING CORP.
715 NO. KEDZIE AVENUE
CHICAGO 21, ILL.
It is very interesting, especially for those importers who want to correctly arrange their purchasing programs for 1957 as well as for the future to carefully study what the U.S. manufacturers are now producing.

Activities of the manufacturers during the past quarter (April, May, June)

AMI, Inc, Grand Rapids, Michigan, introduced its "H" model phonographs in 200, 120 and 100 selections. These machines immediately became a "hit" in this country.

Auto-Bell Manufacturing Company, Chicago, Illinois, still producing "Circus" and "County Fair."

Auto-Photo Company, Los Angeles, Calif., had a busy time of its new automatic phonograph machine, model "12," and was swamped with orders.

American Shuffleboard Company, Utica, N.Y., now making standard shuffle games for many years, produced a new 2-piece top for its board.

Bally Manufacturing Company, Chicago, Illinois, continues to be one of the busiest of all game manufacturers, introducing a new in-line game "Show Time!"; a new 6-pocket pool "Official City" billiard game; "ABC Bowling Lanes" as well as supplying the trade with its line of Kiddie Rides, including a new one "Toonerville Trolley."

Bally Vending Corporation, Chicago, Illinois, expanded its operation to meet demands for its 8-selection hot and cold beverage vender. Chicago Coin Machine Company, Chicago, Illinois, kept so busy supplying the trade with its "Bowling League" sizes: 20 ft. 8 in.; 14 ft.; and 12 ft.; that the only other machine introduced this period was "Skee-Ball League" a 14-ft. bowling game.

Exhibit Supply Company, Chicago, Illinois, busier this past quarter than for quite some time. Company bought out a 6-pocket pool game; a duck pin bowler "Tru-Bowler"; and several arcade type machines: 6 Peck Barrels, "Nudist Colony" (Ant Colony) and 6 Sea-A-Vista Houses; and continued production of its Card Venders and cards.


Genco Manufacturing & Sales Company, Chicago, Illinois, brought out two new machines during this period. "Pappy Grandpa" a fortune telling machine, and "Sweet Twenty One" a roll-down game for either one or two players.

D. Gottlieb & Company, Chicago, Illinois, specialists in pinball games, brought out "Majestic" a 4-player pinball game, and "Royal Flush" a five player game.

International Mutoscope Corporation, Long Island City, N. Y., busy supplying the trade with its "2-D Photograph," which records and renders either a 45 rpm or 78 rpm record, still had time to introduce "Bang-O-Rama" a table top.
UNITED MUSIC CORPORATION

is rapidly expanding its production facilities to meet the terrific demand for the sensational new, simplified phonograph — featuring many new major engineering developments.

Write for complete information.

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(AS OF JUNE 30, 1957)

EISENHARD, EMANUEL

POSSLER, N. J.

EISENBERG, MAX

Baltimore, Md.

ELEFANTHE, RALPH

BROOKLYN, N. Y.

ELLS, EDDIE

New York, N. Y.

ELLS, HOWARD N.

Omaha, Neb.

ELMS, JOHN

New Orleans, La.

ELM, JOSEPH T.

Reno, Nev., Canada

EMBARR, WILLIAM J.

Lebanon, Pa.

ENGEL, DAVE

Miami, Fla.

ENGELMART, H. C.

Fleet J., Mich.

ENGELMAN, SAMUEL

New York, N. Y.

ENGELHART, H.

Mrs.

Flint, Mich.

ENGEL, AL

Nashville, Tenn.

ERNICK, JOHN H.

Lawrence, Kan.

ERVIN, C. B.

Tula, Tex.

EVANS, ALBERT C.

South Bend, Ind.

EVANS, FRED C.


EVANS, JOHN R.

Gettysburg, Mich.

EVETS, ALBERT

Nashville, Tenn.

EWING, CHARLES

Evansville, Ind.

EWING, Paul

Evansville, Ind.

FARRELL, ROBERT E.

Oak Harbor, Wash.

FARRIS, C. B.

Guthrie, Okla.

FARRIS, J. D.

Vicksburg, Miss.

FAULKNER, THOMAS

Jacksonville, Fla.

FECRO, ROBERT

Lexington, Ky.

FEIGL, FRANK P.

Chicago, Ill.

FEINBERG, BEN

Flushing, N. Y.

FELDMAN, A. D.

Brooklyn, N. Y.

FELDMAN, STANLEY D.

Brooklyn, N. Y.

FEDJIAN, SUREN D.

New York, N. Y.

FICCA, JOSEPH

Fort Worth, Texas

FIELDING, ANDY

Springfield, Ill.

FINE, BENJAMIN J.

Baltimore, Md.

FISH, Abe

Hartford, Conn.

FISHER, CHARLES CALVIN

Chicago, Ill.

FISHER, Charles

Hartford, Conn.

FLANAGAN, JOSEPH

Jamaica, L. I., N. Y.

FLAX, ARTHUR

Dallas, Tex.

FLATH, HERBERT E.

Escanaba, Mich.

FLOW, L. M.

Dunbar, Springs, Pa.

FLOW, J. M., Sr.

Greenwood, S. C.

FLOW, J. M., Jr.

Greenwood, S. C.

FLOY, Joe F.

Anderson, S. C.

FOAKIS, John H.

Hartford, Conn.

FOAKIS, NICHOLAS J.

Hartford, Conn.

FOOTE, Donald W.

Rochelle, Ill.

FORD, NEAL

Truckee, Calif.

FOREST, C. M.

Muncie, Ind.

FORTNER, D. C.

Pensacola, Fla.

FOSTER, RAY

Stowe Falls, S. D.

FRANCO, David

Albany, N. Y.

FRANK, Cameron W.

Fort Worth, Texas

FRANKE, Larry

Rock Island, Ill.

FRANKLIN, HAMILTON

Baltimore, Md.

FREDERICK, J. J.

Detroit, Mich.

FREIBERG, St. Louis, Mo.

FRIENDMAN, David

Miami, Fla.

FRIENDMAN, Jake

Atlanta, Ga.

FRIENDMAN, J.

New York, N. Y.

FRIEND, ROBERT E.

Cincinnati, Ohio.

FRENZ, WILFRED

Glenolden, Pa.

FROST, J. ALBERT

Fremont, Ohio

FULCO, DOMINICK

Hartford, Conn.

FULLER, FLATCHER

Ocoee, Fla.

FULLER, JOHN

Albany, N. Y.

FULTZ, ED. N.

New Pelham, L. I.

FURROW, ED

Dollas, Tex.

GAGE, OTTO (TORE)

Fayetteville, Ark.

GAINS, WILLIE

New York, N. Y.

GARDENIA, Fred A.

Detroit, Mich.

GARDNER, L. R.

Huston, Tex.

GARRAMAN, J. L.

Kingston, Penn.

GARETT, D. F.

Temple, Texas

GARETT, HAROLD

Schenevuctdy, N. Y.

GARETT, TED

Albuquerque, N. M.

GARRISON, Roy E.

Phoenix, Ariz.

GASKIN, Tom R.

Knoxville, Tenn.

GAUNT, Harry

Longbrush, Miss.

GAUNT, Fred

Los Angeles, Calif.

GREATKYE, GLENN C.

So. Milwaukee, Wis.

GEIB, ORVILLE

Blackwood, S. Dak.

GEE, BILL

Centreville, Va.

GEIST, GILBERT C.

Hollis, N. Y.

GEIST, C. C.

Hollis, N. Y.

GLICKMAN, CY

Pensauken, N. J.

GLICKMAN, L. S.

Glenside, Pa.

GLICKMAN, J. J. (JOE)

Gelston, N. Y.

GOLDEN, Cy

Pensauken, N. J.

GOLDENBERG, ALEX

White Plains, L. I., N. Y.

GOLDENBERG, HARRY

Miami, Fla.

GOLDBERG, Paul

Chicago, Ill.

GERARDIN, L. W.

Baltimore, Md.

GERGOS, SAM

Cincinnati, Ohio

GERSH, BILL

Chicago, III.

Giacomini, Charles

Liberty, N. Y.

GILBERT, AL.

New York, N. Y.

GILBERT, BOYD, A.

Sacramento, Calif.

GILBERT, ROBERT C.

Montgomery, Ala.

GILLETTE, MARY H.

Chicago, Ill.

GILMORE, EDWARD F.

Chicago, Ill.

GINSBERG, BENJ.

New York, N. Y.

GINSBERG, EDDIE

Chicago, Ill.

GINSBURG, MORRIS

Chicago, III.

GIPSON, MORRIS

Chicago, Ill.

GISSER, MORRIS

Cleveland, Ohio

GLASEMAN, WILLIAM

Cleveland, Ohio

GLASS, LOUIS S.

Madison, Wis.

GLAVASIA, C. C. (JOE)

Gelston, N. Y.

GOLEN, ED

Waukegan, Ill.

GORDON, J.


GORE, R. V.

St. Augustine, Fla.

GORE, E. P.

New Orleans, La.

GROOVER, W. L.

Atlanta, Ga.

GROSS, JOHN


GROVES, LEON C.

Coppell, Mich.

GUALANDO, CARL A.

Chicago, III.

GUILLAUME, ROSE M.

Jeoffrey, S. Dak.

GULLETTE, LUTHER

Lexington, Ky.

GUPTON, LEE

Laurelville, Ky.

GUTOWSKI, THEO.

San Francisco, Calif.

GUUTHAL, JACK

Corona, Calif.

HACKLEY, L.

Savoy, Md.

HAGEMANN, RALPH

Peoria, III.

HAGERTY, JAMES

Chicago, Ill.

HALEY, GERALD

Chicago, III.

HALL, CHARLES W.

Meridian, Miss.

HALPER, SAUL

Cincinnati 2, Ohio

HALPERIN, HERMAN

Elkhart, Ind.

HAMMERMER, M. G.

Chicago, Ill.

GROENTHEN, SAL

N. Y.

HANDEL, JOHN

Fort Wayne, Ind.

HANSEN, MARK

St. Louis, Mo.

HARMS, JOHN

Baltimore, Md.


Die amerikanische Exporteure—

Die Tätigkeit der Hersteller während des letzten Vierteljahres
(April, Mai, Juni)


Die Auto-Bell Manufacturing Company, Chicago, Illinois, stellt auch her, "Civic" und "County Fair" her.

Die Auto-Photo Company, Los Angeles, besitzt, einen kleinen Werkzeugautomaten für eine Nummernautomaten, mit dem das Unternehmen in dem Geschäftsfeld der Automobilindustrie. Es gibt eine Vielzahl von kleineren Automaten, die in den USA produziert werden.


Die Rock-Ola Manufacturing Corporation, Chicago, Illinois, brachte im April, Mai und Juni neue Modelle auf den Markt, einschließlich "ABC Bowling-Spiele" und "Shuffleboard"-Spielautomaten.

Die Firma F. P. Sreeb, Chicago, Illinois, brachte auf einem neuen Markt mit "Cash Register"-Spielautomaten, Modell "1405" (200 Auswahlstücken) und Modell "1425" (50 Auswahlstücken) auf den Markt.


Die Bally Vending Company, Chicago, Illinois, bietet eine großartige Auswahl an Spielautomaten, einschließlich "Roll-down" -Spiele und "Shuffleboard"-Spielautomaten.


Die United Manufacturing Company, Chicago, Illinois, stieß auf eine große Akzeptanz ihres "Cash Register"-Spielautomaten, Modell "UPA-100", mit 100 Auswahlstücken.


Die Wurlitzer Company, North Tonawanda, N.Y., (seit dem Juni der neue Firmennamen der früheren The Wurlitzer Company) arbeitet mit Vorschalt mit Volldruck: sie liefert ihren Kunden "Cash Register"-Spielautomaten und "2010" (200 Auswahlstücken); Modell "2104" (104 Auswahlstücken) und "2105" (200 Auswahlstücken) spezialisierte Spielautomaten für die Unterhaltungsautomatenindustrie.

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Ainsi qu'il avait été prévu dans l'Édition Trimestrielle Exportation de cette édition, le 30 Mars 1957, le premier trimestre d'affaires (Janvier, Février et Mars 1957) serait certainement l'un des meilleurs et les plus fructueux de tous temps pour les affaires.

Maintenant que les derniers chiffres sont compilés pour ce trimestre 1957, on voit que cette prédiction était exacte (Ces chiffres ont été publiés dans cette issue du "Cash Box Quarterly Export Edition," "une revue complète de toutes les exportations durant 1956.

L'analyse des affaires du premier trimestre 1957 fait ressortir les faits suivants :

1) Les exportations de phonographes, de machines et de secondes-main, d'elles-
entre-faites 24,5, de plus que le nombre envoyé en 1956, pour une valeur totale de $3,854,492, furent exportées des États-Unis vers des pays mondiaux par les fabricants et distributeurs de machines pendant le premier trimestre 1957. L'importance de cette vente de têche, achettant 3,444 phonographes neufs et de secondes-main pour une valeur de $1,103,011, est indéniable.

2) Les exportations de machines de jeux montrèrent même une plus grande augmentation durant le premier trimestre 1957 et atteignirent 5,604 machines exportées pour une valeur totale de $1,653,011. Ceci est plus que le tiers de la quantité, et est égal à deux fois l'importation de dollars, de toutes les machines de jeux étrangeres. Les exportations de ces machines durant l'année de 1956 furent de 3,071, soit une augmentation de 80%.

Quand les rapports complets seront disponibles pour le second trimestre (Avril, Mai et Juin, 1957), et qu'il aura été complétés par les fabricants de machines, cette publication pesera qu'une fois encore, un réel accomplissement montrant un très grand progrès. En fait, d'après les rapports reçus des fabricants de machines, les exportations de machines durant les six premiers mois de 1957, furent de 8,474, soit une augmentation de 40,6% de plus de machines pendant ces six premiers mois comparé avec l'année précédente.

Le grand nombre de machines distribuées dans le premier trimestre de 1957, Tandis qu'il y avait 15,563 machines distribuées expédiées durant le premier trimestre de 1956, pour une valeur totale de $1,053,600, les premiers trois mois de 1957 furent à un total de 6,262 machines expédiées pour une valeur totale de $384,722. En résumé, la branche de l'industrie de la machine distributrice expédiée a un pourcentage de 40,6% de plus de machines pendant les premiers trois mois par rapport avec l'année précédente.

Les exportateurs américains et distributeurs sont enthousiasmés par les affaires enregistrées pendant ces trois premiers mois de 1957. Cela signifie qu'une plus grande propagation de machines américaines et des produits américains s'apprêtera encore plus à distribuer à l'avenir.

Activités des fabricants durant le dernier trimestre (Avril, Mai, Juin, 1957)

AMI, Inc., Grand Rapids, Michigan, a introduit ses modèles "Hi1 de photographies," avec une vente de $41,450. Ces machines ont eu un très grand succès dans ce pays.


American Shashboard Company, Union City, N. J., fabricants de jeux de billards d'élites depuis de nombreuses années, a fabriqué un nouveau jeu de deux pièces.

Bally Manufacturing Company, Chi-

Bally Vending Corporation, Chicago, Illinois, a développé sa production pour faire face à la demande de ses machines distributrices de boissons chaudes et froides à 8 choix.


Exhibit Supply Company, Chicago, Illinois, plus occupé durant ce premier trimestre que depuis assez longtemps, a porté un jeu de pool à 6 boulées, un jeu de boulées "Tru Bowler," et plusieurs machines de jeux types par amusements: 6 Peak Barrels, Quad Colony (collaboration de Regina-A.O.) et continua la production de ses machines vendue des cartes, et cartes.

J. F. Prantz, Manufacturing Company, Chicago, Illinois, fut occupé à remplir les commandes de ses machines très populaires: "A.B.T. Gues-
ser Scale," "A.B.T. Rifle Sports Gal-

D. Gottlieb & Company, Chicago, Illinois, spécialisés dans les jeux pin-
bull ont sorti "Magenta," jeu de pin-
bull, et "Royal Flush" à 5 balles.

International Mutoscope Corporation, Chicago, Illinois, occupé à fournir son nouveau modèle appelé "Voice-O-Graph," qui enregistre et joue des disques de soit 45, soit 78 temps. Elle cependant le premier de toutes les machines de tir, "Bang-O-Rama.

The Irving Kaye Company, Brook-


Rock-Ola Manufacturing Corpora-


United Manufacturing Company, Chicago, Illinois, la première compa-
nie qui ait sorti un jeu type "Ball Pool," et est active dans la production de leur jeu "5-hole Alley" en trois dimensions: 18 ft. 14 ft., et 12 ft., et qui se trouve être la seule autre machine qui introduisit pendant cette période a été "Super Bowling Le-
ague," un jeu de boulées de 14 ft. et également beaucoup d'others "Hi-

United Music Corporation, Chicago, Illinois, introduit son premier phonog-
Phono-appareil à 100, un phonog-
appareil à 100 disques.

Walling Manufacturing Company, Chicago, Illinois, est restée très active en production de son "Penni Fortune Scale.

Williams Manufacturing Company, Chicago, Illinois, est restée active durant cette période, trois jeux à cinq balles: "Cue Ball," "Gay Fare," et "Hi-
Score," les deux à 6 boulées, une édition de 1957 de son "American Infield de baseball," et un jeu "Crossfire.

The Wurlitzer Company, North Tonawanda, N. Y. (la firme a change de nom, "Wurlitzer") lui continuait l'année précédente avec sa série de phonographes "2100"—modèle "100" (104 disques), et modèle "2150" (200 disques, phonographe de prix moyen.).

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<td>12 G-200</td>
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<td>595</td>
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Phili"
Según se pronosticó en la "Edición Trimestral para la Exportación del 30 de marzo de 1957", la exportación de las máquinas y artículos realizadas en el primer trimestre del año (en enero, febrero y marzo de 1957) fue mucho menor que la del año anterior, pero sobresalieron en lo que respecta a los negocios de exportación en todo importante.

Este pronóstico ha resultado autónomo por todos los aspectos ahora que se ha dado sólo una visión de frutos correspondientes a los negocios afectados durante el primer trimestre de 1957. Se ha debido a que en estos países se dan a conocer en este número de "La Revista Automática" los resultados obtenidos, tanto nuevos como usados. Más de los 4.000 máquinas y equipos nuevos y usados que se exportaron al primer trimestre de 1957 fueron des- chados en los Estados Unidos, y al mismo tiempo, también los exportadores de los Estados Unidos. Se da a conocer, sin duda alguna, la importancia de las máquinas automáticas producidas en los diversos países; la importancia de los negocios para la exportación logrando aumentar sus negocios considerabilmente.

El continente europeo sigue siendo el más importante importador de fábricas de automática, no sólo en los países de Europa, sino también en los países de América Central, tanto nuevo como usado. Más del 70% de todos los equipos que se exportaron al primer trimestre de 1957 fueron des- chados en los Estados Unidos, y al mismo tiempo, también los exportadores de los Estados Unidos. Se da a conocer, sin duda alguna, la importancia de las máquinas automáticas producidas en los diversos países; la importancia de los negocios para la exportación logrando aumentar sus negocios considerablemente.

Uno de los negocios más importantes para las exportaciones de automática durante el primer trimestre de 1957 se realizó con los Estados Unidos, y al mismo tiempo, también los exportadores de los Estados Unidos. Se da a conocer, sin duda alguna, la importancia de las máquinas automáticas producidas en los diversos países; la importancia de los negocios para la exportación logrando aumentar sus negocios considerablemente.

El primero de los negocios más importantes para las exportaciones de automática durante el primer trimestre de 1957 se realizó con los Estados Unidos, y al mismo tiempo, también los exportadores de los Estados Unidos. Se da a conocer, sin duda alguna, la importancia de las máquinas automáticas producidas en los diversos países; la importancia de los negocios para la exportación logrando aumentar sus negocios considerablemente.

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(ENERO, FEBRERO, MARZO, 1957)

(Continued from Page 30)

Williams Manufacturing Company, Chicago, Illinois, esta firma produce en este periodo tres juegos de "Cue Ball", "Gay Paree" y "Hi-Hand"; una mesa de trucos con 6 bolsas; la edicion de 1957 de su famoso juego de Belisario; y el fusil o escopeta "Crossfire".

The Wurlitzer Company, North Tonawanda, N. Y. (El nuevo nombre de la firma que hasta junio era The Rudolph Wurlitzer Company), esta empresa ha seguido trabajando a plena capacidad y suministrando a sus clientes los fonografos de la serie "2100"— modelo "2100" (selecciones 200); así como el modelo "2104" (selecciones 104); y el modelo "2150" (selecciones 200, fonógrafo de premio medio).

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<td>PADEREX, S.A.</td>
<td>42. Avenue Dapples</td>
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<td>LAUSANNE, SWITZERLAND</td>
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<td>Turkey</td>
<td>AKUN COMMERCIAL AND INDUSTRIAL COMPANY</td>
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<td>ISTANBUL TURKEY</td>
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<td>Venezuela</td>
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<td>EL TIGRE, VENEZUELA</td>
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<td>E. BOSCHETTI &amp; CIA.</td>
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<td>CARUPANO, VENEZUELA</td>
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<td>COMMERCIAL CESTARI</td>
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<td>PUERTO LaCRUZ, VENEZUELA</td>
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<td>COMPANIA ANONIMA PISENIAS</td>
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<td>CARA, VENEZUELA</td>
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<td>CASA LUIAN, S.A.</td>
<td>Maderero a Ruperto #148</td>
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<td>CABAÇAS, VENEZUELA</td>
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<td>DISTRIBUIDORA JASALCO C.A.</td>
<td>Apardito 2607</td>
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<td>MERCANTIL LARA, S.A.</td>
<td>Carrera 21, No. 25-81</td>
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<td>CARACAS, VENEZUELA</td>
<td>Apardito 561</td>
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<td>UNION MERCANTIL PACHECO</td>
<td>Apardito No. 75</td>
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<td>VALERA, VENEZUELA</td>
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<td>Virgin Islands</td>
<td>R.C. SPENCELEY</td>
<td>P.O. Box 455</td>
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<td>ST. THOMAS, VIRGIN ISLANDS</td>
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The Cash Box  Part II (Coin Machines) Page 37  July 20, 1957

Exclusive Factory Distributors

Lieberman MUSIC COMPANY
257 PLYMOUTH AVE., NO.
MINNEAPOLIS 11, MINN.
(Tel.: FEDeral 9-0031)

AMI, Incorporated
Bally Manufacturing Co.
Chicago Coin
Machine Co.
Exhibit Supply Co.
D. Gottlieb & Co.
Williams Manufacturing Co.

Bally Records
Coral Records
Cadence Records
Dot Records
Fraternity Records
London Records
Specialty Records

MUSIC GUILD OF NEBRASKA
1430 S. 13th ST., OMAHA, NEB.
(Tel.: ATLantic 0425)

WILL PRESENT
"THE MIDWEST JUKE BOX SHOW"
OCTOBER, 1957
(WATCH FOR THE EXACT DATES)
BLACKSTONE HOTEL, OMAHA, NEB. WITH SOUTH DAKOTA, MISSOURI, KANSAS, IOWA AND OTHER STATES PARTICIPATING

Congratulations "Cash Box" on Your 15th Anniversary

Mary Gillette
GILLETTE PHONOGRAPH SERVICE
2436 N. CICERO AVE., CHICAGO 39, ILL.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
MANUFACTURERS
And Their Distributors

PHONOGRAPHs
(continued)

ROCK-OLA MANUFACTURING
CORP.
800 North Edgewater Ave.
CHICAGO, ILL.
(Distributor)

AMUSEMENT DISTRIBUTORS, INC.
1615 St. Emanuel
HOUSTON, TEX.

ASSOCIATED AMUSEMENTS, INC.
8 Pussy Road
ALLSTON (BOSTON), MASS.

AUTOMATIC GAMES SUPPLY CO.
302 University Ave.
ST. PAUL, MINN.

AUTOMATIC MUSIC CO.
1214 W. Archer St.
TULSA, OKLA.

BADGER NOVELTY COMPANY
3446 North 30th St.
MILWAUKEE 16, WISC.

BORDER SUNSHINE NOVELTY CO.
3307 Fourth St. N.W.
ALBUQUERQUE, N. MEX.

H. M. BRANSON DISTRIBUTING CO.
111 E. Broadway
LOUISVILLE 4, KY.

BRILLIANT MUSIC CO.
2963 Livermore Ave.
DETROIT 31, MICH.

H. B. BRINCK
925 East Front St.
SUITTLE, MONT.

CALDERON DISTRIBUTING CO., INC.
150 Massachusetts Ave.
INDIANAPOLIS, IND.

CAPITOL MUSIC DISTRIBUTING CO.
135 East Amsite St.
JACSON, MISS.

COIN AUTOMATIC MUSIC
341 W. Main St.
JOHNSON CITY, TENN.

COIN MACHINE SERVICE
222 Wilson St.
SANTA ROSA, CALIF.

FABIANO AMUSEMENT CO.
169 Liberty Ave.
BUCONAN, MICH.

FLOWER CITY AMUSE, CO., INC.
330 Main St., East
ROCHESTER, N. Y.

FRANCO DISTRIBUTING CO., INC.
74 North Perry
MONTGOMERY, ALA.

GILBERT MUSIC CO.
108 South Center
BLOOMINGTON, ILL.

HALLOGREN DISTRIBUTING, INC.
1606 3rd Ave.
MOLINE, ILL.

PAUL W. HAWKINS
329 East 7th St.
TUCSON, ARIZ.

HERMAN DISTRIBUTING CO.
1506 Conrey Island Ave.
BROOKLYN, N. Y.

HUYE DISTRIBUTING CO., INC.
235 Huyx P. Long Ave.
GETNA, LA.

H. Z. VENABLE & SALES CO.
1205 Douglas St.
OMAHA, NEB.

J. H. NOVELTY CO.
5555 Mahoning Ave.
YOUNGSTOWN, OHIO

LAKE CITY AMUSEMENT CO.
4333 Forme Ave.
CLEVELAND, O.

PAUL A. LAYMON, INC.
1429 W. Pico Blvd.
LOS ANGELES, CALIF.

B. D. LAZAR CO.
1626 Fifth Ave.
PITTSBURGH 18, PA.

LE STOURGEON DISTRIBUT., INC.,
3228 South Blvd.
CHARLOTTE, N.C.

MODERN DISTRIBUTING CO.
3223 Tejon St.
DENVER 11, COLO.

PAN AMERICAN SALES CO., INC.
323 S. Alamo St.
SAN ANTONIO, TEX.

PUGET SOUND NOVELTY CO.
114 Elliott Ave. West
SEATTLE 6, WASH.

ROBINSON DISTRIBUTING CO.
335 Edgewood Ave., S. E.
ATLANTA, GA.

J. ROSENFIELD CO.
4701 Washington Ave.
ST. LOUIS 5, MO.

ROSS DISTRIBUTING CO.
3401 N.W. 38th St.
MIAMI, FLA.

ROSS DISTRIBUTING CO.
90 Riverside Ave.
JACRESVILLE, FLA.

ROYAL DISTRIBUTING, INC.
3726 Kessen Ave.
CINCINNATI, O.

S & M SALES CO., INC.
1074 Union Ave.
MEMPHIS, TENN.

SANDERS DISTRIBUTING CO.
415 Fourth Ave., S.
NASHVILLE, TENN.

SCOTT CROSSO CO.
1423 Spring Garden St.
PHILADELPHIA, PA.

SEACOAST DISTRIBUTORS, INC.
1300 North Ave.
ELIZABETH, N. J.

DAN STEWART, INC.
140 East Second, South
SALT LAKE CITY, UTAH

UNI-COIN DISTRIBUTING CO.
3610 Main St.
KANSAS CITY 2, MO.

WALBOX DISTRIBUTING CO.
2509 Main Ave.
DALLAS, TEXAS

WESTERN DISTRIBUTORS
1228 Southwest 16th Ave.
PORTLAND, ORE.

WORLD WIDE DISTRIBUTORS, INC.
2230 North Western Ave.
CHICAGO 47, ILL.

Exclusive Factory Distributors For
THE TWO MANUFACTURERS WHO
BUILD THE BEST!

D. GOTTLIB & CO.
"Gottlieb Games Don't Cost—they PAY!"

CHICAGO COIN MACHINE CO.
"World's Finest Bowlers"
My Sincerest Thanks to Both Manufacturers

ABE SUSSMAN
STATE MUSIC DISTRIBUTORS
3100 MAIN STREET
(Dallas, Texas)

Congratulations "Cash Box"
from
"THE BEST IN THE MIDDLE WEST"
Theresa Burgess • Sam Solomons • Harry Stewart

UNIVERSITY COIN MACHINE EXCHANGE
858 N. HIGH STREET, COLUMBUS 8, OHIO

EXCLUSIVE FACTORY DISTRIBUTORS FOR
CHICAGO COIN • Genco • EXHIBIT

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
MINTHORNE MUSIC CO. 2918-20 W. Pico Blvd. LOS ANGELES, CALIF.

MINTHORNE MUSIC CO. 2517 N. Central Ave. PHOENIX, ARIZ.

MUSIC DISTRIBUTORS, INC. 212-15 Franklin St. FAYETTEVILLE, N.C.

MUSIC DISTRIBUTORS, INC. 801 S. Cedar St. CHARLOTTE, N.C.

MUSIC SYSTEMS, INC. 2800 Euclid Ave. CLEVELAND, O.

MUSIC SYSTEMS, INC. 1500 Jackson Ave. TOLEDO, O.

MUSIC SYSTEMS, INC. 14511 Livernois Ave. DETROIT, MICH.

THE MUSICAL SALES CO. 140 W. Royal Ave. BALTIMORE, MD.

R. J. NICHOL & ASSO. 414 Dolorosa SAN ANTONIO, TEXAS

SAMMONS-PENNINGTON CO. 1049 Union Ave. MEMPHIS, TENN.

SHAFFER MUSIC CO. 949 N. High St. COLUMBUS, O.

SHAFFER MUSIC CO. 1527 N. Capitol Ave. INDIANAPOLIS, IND.

SHAFFER MUSIC CO. 1200 Walnut St. CINCINNATI, O.

SPARKS SPECIALTY CO., INC. 104 Edgewood Ave., N.E. ATLANTA, GA.

SPARKS SPECIALTY CO. 7068 Main St. COLUMBIA, S.C.

S. L. STEBEL CO. 530 W. Main St. LOUISVILLE, KY.

S. L. STEBEL CO. 313 Seventh Ave. South NASHVILLE, TENN.

TRIMOUNT AUTOMATIC SALES CORP. 46 Wolfskin St. BOSTON, MASS.

W. B. DISTRIBUTORS, INC. 1012 Market St. ST. LOUIS, MO.

W. B. MUSIC COMPANY, INC. 2500 Main St. KANSAS CITY, MO.

WOLFE DISTRIBUTING COMPANY 459 Riverside Ave. JACKSONVILLE, FLA.

WOLFE DISTRIBUTING CO., INC. 2017 Sixth Ave., South BIRMINGHAM, ALA.

ATLANTIC NEW YORK CORP. 843 Tenth Ave. NEW YORK, N.Y.

ATLANTIC CONNECTICUT CORP. 171 High Ave. HARTFORD, CONN.

ATLANTA, COLUMBUS, DAVIS FOR BUFFALO.

ATLANTIC PENNSYLVANIA CO. (Division of Strauss-Duparquet, Inc.) 304 N. Broad St. PHILADELPHIA, PA.

ATLAS MUSIC CO. 2122 N. Western Ave. CHICAGO, ILL.

ATLAS MUSIC CO. OF IOWA Walnut at Twelfth St. DES MOINES, IA.

ATLAS MUSIC CO. 2131 Fifth Ave. PITTSBURGH, PA.

DAVIS DISTRIBUTING CORP. 738 Erie Blvd., East SYRACUSE, N.Y.

DAVIS DISTRIBUTING CORP. 1231 Main St. BUFFALO, N.Y.

DAVIS DISTRIBUTING CORP. 1054 Broadway ALBANY, N.Y.

DAVIS DISTRIBUTING CORP. 317-319 Alexander St. ROCHESTER, N.Y.

DICKSON DISTRIBUTING CO. 631 W. California Ave. OKLAHOMA CITY, OKLA.

GULF COAST MUSIC SYSTEMS 910 Coliseum St. HOUSTON, TEXAS

R. F. JONES CO. 1263 Mission St. SAN FRANCISCO, CALIF.

R. F. JONES CO. 127 East Second South SALT LAKE CITY, UTAH

R. F. JONES CO. 1314 Pearl St. DENVER, COLO.

R. F. JONES CO. 2400 Second Ave. SEATTLE, WASH.

R. F. JONES CO. 1200 S.E. Morrison St. PORTLAND, ORE.

R. F. JONES CO. 811 W. Second Ave. SPOKANE, WASH.

S. L. LONDON MUSIC CO., INC. 1135 W. Lisbon Ave. MILWAUKEE, WISC.

S. L. LONDON MUSIC CO., INC. OF MINNESOTA 2600-07 Hamargis Ave. MINNEAPOLIS, MINN.

S. H. LYNCH & CO., INC. 7900 Gaston Ave. DALLAS, TEXAS

LYNCH & ZANDER CO. 322 Baronne St. NEW ORLEANS, LA.
A “Salute”
to
BILL GERSH and JOE ORLECK
For Another Successful Year

Wurlitzer
Model
2150
Phonograph
with
200
Selections

BIOLTATA DISTRIBUTING CO.

Exclusive Wurlitzer Dealer

PHTNOGRAPHS — ORGANs — PIANOS
Complete Coin Operated Equipment Sales and Service
Main Office
224 N. Main St.
NEWARK, N. J.
(PHONE: Newark 941)

Branch Office
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(PHONE: Albany 82-5041)

WURLITZER — The name that means music to millions

Music Operators...
UNITED’S “UPA-100”
Is A Sound Investment
Plays More...
Pays More...

DOUBLE-U-SALES CORPORATION
922-24-26 PARK AVE.
Baltimore 1, Md.
Phones: 645-6707-64781-64791

Congratulations “Cash Box”
on your 15th Anniversary
from
TONY GALGANO
“The Music Operators’ Friend”

GALGANO DISTRIBUTING CO.
4142 W. Armitage Ave., Chicago 39, Ill.
(All Phones: Dickson 2-7060)

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

MANUFACTURERS
And Their Distributors

PHONOGRAPHS (continued)

J. P. SEEBURG CORP.
(Continued)

Export
AMERICAN STEEL EXPORT CO., INC.
947 Madison Ave.
NEW YORK, N. Y.

Canada
B. C. GILCHRIST (QUEBEC) LTD.
1316 Notre Dame St. W.
MONTREAL, QUEBEC, CANADA

R. C. GILCHRIST, LTD.
33 Dundas St. W.
TORONTO, ONTARIO, CANADA

UNITED MUSIC CORP.
3601 N. California Ave.
CHICAGO, ILL.
(Distributors)

BANNER SPECIALTY CO.
129 W. Girard Ave.
PHILADELPHIA, PA.

DOUBLE-U-SALES CORP.
925 Park Ave.
Baltimore, MD.

EMPIRE COIN MACHINE EXCH.
1012 Milwaukee Ave.
CHICAGO, ILL.

T. B. HOLLIDAY CO., INC.
515 E. Tredle St.
CHARLOTTE, N. C.

C. A. ROBINSON CO.
2301 W. Pico Blvd.
LOS ANGELES, CALIF.

DAVE SIMON, INC.
599 Tenth Ave.
NEW YORK, N. Y.

FOREIGN

HEINRICH HECKER
Kappelstrasse 4
BADENBORN, GERMANY

MONDIAL COMMERCIAL CORP.
350 Fifth Ave.
NEW YORK, N. Y.

PAJOMER
Avenida Caggles 42
LAUSANNE, SWITZERLAND

FRANZ SIMONS
Cit 관련대표자 50
ANTWERP, BELGIUM

THE WURLITZER CO.
NORTH TONAWANDA, N. Y.
(Distributors)

ACTIVE AMUSEMENT MACHINES CO.
655 N. Broad St.
PHILADELPHIA, PA.

ANGOTT DISTRIBUTING CO., INC.
2616 Parvin Ave.
DETROIT, Mich.

BIOLTATA DISTRIBUTING CO.
224 N. Main St.
NEWARK, N. Y.

BIOLTATA DISTRIBUTING CORP.
1226 Broadway
ALBANY, N. Y.

BRADY DISTRIBUTING CO.
522 E. Trade St.
CHARLOTTE, N. C.

BRANDT DISTRIBUTING CO., INC.
1899-11 Olive St.
ST. LOUIS, MO.

BUSH DISTRIBUTING CO.
236 N. W 23rd St.
MIAMI, Fla.

BUSH DISTRIBUTING CO.
60 Riverside Ave.
JACKSONVILLE, Fla.

BUSH DISTRIBUTING CO.
Cia Distribuidora Internacional de Muzio, S.A.
Calzada de Ayutamex No. 401
HAYANA, CUBA

CANYON STATES DIST. CO., INC.
1651 Van Buren
PHOENIX, Ariz.

CANYON STATES DIST. CO., INC.
901 E. Seventh St.
TUCSON, Ariz.

CENTRAL MUSIC DIST. CO., INC.
1009 Douglas St.
OMAHA, Neb.

CENTURY MUSIC INC.
425 W. Main St.
COLUMBUS, Ohio

CLEVELAND COIN MACH. EXCH.
2023 Prospect Ave.
CLEVELAND, Ohio

CLEVELAND COIN MACH. EXCH.
713 12th Ave.
TOLEDO, Ohio

COMMERCIAL MUSIC CO., INC.
1553 Ediston St.
DALLAS, Texas

CO-OPERATIVE DISTRIBUTING CO.
234 W. Jefferson St.
LOUISVILLE, Ky.

COVEN MUSIC CORP.
3181 N. Elson Ave.
CHICAGO, Ill.

CRUZE DISTRIBUTING CO., INC.
1101 W. Washington St.
CHARLESTON, W. V.

CULP DISTRIBUTING CO.
614 W. Grand Ave.
OKLAHOMA CITY, Okla.

DRAKO SALES CO.
2005 West Alameda
DENVER, Colo.

EMARY DISTRIBUTING CO.
348 Sixth St.
SAN FRANCISCO, Calif.

F. A. E. DISTRIBUTING CO., INC.
1019 Bourbon St.
NEW ORLEANS, La.

FAR NORTH DIST. CO.
645 Polkbanks St.
ANCHORAGE, ALASKA

FRANKLIN SALES CORP.
850 Franklin St.
BUFFALO, N. Y.

LEW JONES DIST. CO.
1301 N. Capital Ave.
WICHITA, Kan.

MID-WEST DISTRIBUTORS
701 Livestock Blvd.
KANSAS CITY, Mo.

MILLER DISTRIBUTING CO.
1945 Fifth Ave.
PITTSBURGH, Pa.

NORTHWEST SALES DISTRIBUT. CO.
153 Grant St.
WOODBURN, Ore.

NORTHWEST SALES CO.
1195 Elliott Ave.
SEATTLE, Wash.

O’CONNOR DISTRIBUTORS, INC.
2220 W. Main St.
RICHMOND, Va.
MANUFACTURERS
And Their Distributors

PHONOGRAPHs (continued)

THE RUDOLPH WURLITZER CO.
(Continued)
PEACH STATE MUSIC CO.
535 Pine St.
MACON, GA.
PEACH STATE MUSIC CO.
911 Gervais St.
COLUMBIA, S.C.
PEACH STATE MUSIC CO.
130 Boulevard, N.E.
ATLANTA, GA.
REDD DISTRIBUTING CO., INC.
298 Lincoln St.
ALLSTON (BOSTON), MASS.
ROCK CITY AMUSE CO.
208 Lafayette St.
NASHVILLE, TENN.
BOTH NOVELTY CO.
54 N. Pennsylvania Ave.
WILKES-BARRE, PA.
J. H. BUTLER, INC.
1901 S. Main
SALT LAKE CITY, UTAH
SANDLER DISTRIBUTING CO.
110 Eleventh St.
DES MOINES, IA.
SANDLER DISTRIBUTING CO.
403 Plymouth Ave. N.
MINNEAPOLIS, MINN.
STANDARD AUT. DIST. CO.
805 Broadway
LITTLE ROCK, ARK.

STEELE DISTRIBUTING CO., INC.
3300 Louisiana St.
HOUSTON, TEXAS
T & I DISTRIBUTING CO.
1663 Central Parkway
CINCINNATI, O.
UNITED, INC.
1101 W. Viter St.
MILWAUKEE, WISC.
UNITED DISTRIBUTORS, INC.
902 W. Second
WICHITA, KAN.
WINTERS DISTRIBUTING CO.
1715-15 Faraday Ave.
BALTIMORE, MD.
YOUNG DISTRIBUTING, INC.
575 Eleventh Ave.
NEW YORK, N.Y.

Canada
SIEGEL DIST. CO., LTD.
537 Yonge Street
TORONTO, ONTARIO, CANADA
SIEGEL DIST. CO., LTD.
735 Clifharn Street
MONTRÉAL, QUÉBEC, CANADA
SIEGEL DIST. CO., LTD.
689 B. Hastings St.
VANCOUVER, B.C., CANADA
SIEGEL DIST. CO., LTD.
Davis Drive
NEWMARKET, ON., CANADA
(Factory)

I WANT to personally and sincerely congratulate you on this anniversary of 15 years of presenting and representing we in the juke box industry who without you might have remained little known, quite often misrepresented and generally unappreciated.
You have been, actually, the hub of the wheel in an industry with a great many different spokes. Through promotion and publicity you have played a most vital part for all segments of the industry. We tiny spokes in the wheel, we lowly Juke Box Operators are finally and at last joining ourselves together with you in public relations programs. We are performing a public service that is in the public interest and it does serve a common good.
So here is to you "Bill" Gersh, may the "March of Time" treat you kindly and keep you fair, hearty and strong. May "The 54 Juke Box" keep on growing in its service to this rapidly growing industry of which I am happy to be a part.
Sincerely and Respectfully,
Gordon Stout

Congratulations to the one and only...
The Cash Box
On Your Fifteenth Anniversary
The Cash Box is the one publication which has proved invaluable to every operator.
It is the one publication on which we must completely depend to bring us the kind of constructive suggestions and information which we know will benefit us in every regard.
Phil Weisman

ANGOTT DISTRIBUTING CO., INC.
2616 PURITAN AVENUE, DETROIT 21, MICHIGAN
(All Phones: University 4-773)

Congratulations to Bill Gersh and "Cash Box"
"You've Certainly Done All Operators A Lot Of Good"
PAUL and ELLEN BROWN
WESTERN AUTOMATIC MUSIC CO.
4206 N. WESTERN AVE., CHICAGO 18, ILLINOIS

Congratulations "Cash Box" on your 15th Anniversary
YOU ARE THE VOICE OF THE INDUSTRY
JOE BECK
MITCHELL NOVELTY COMPANY
3506 W. NATIONAL AVE., MILWAUKEE 15, WISC.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
 MANUFACTURERS
And Their Distributors

AMUSEMENT GAMES

AMERICAN SHUFFLEBOARD CO.
216 Patterson Plank Rd.
UNION CITY, N.J.

AUTO-BELL MFG. CO.
29 W. Kinzie St.
CHICAGO, ILL.

AUTO-PHOTO CO.
1120 E. 32nd St.
LOS ANGELES, CALIF.

BALLY MANUFACTURING CO.
2640 Belmont Ave.
CHICAGO, ILL.
(Distributor list not available)

BUCKLEY MANUFACTURING CO.
4223 W. Lake St.
CHICAGO, ILL.

CAPITOL PROJECTORS CORP.
556 W. 52nd St.
NEW YORK, N.Y.

CHICAGO COIN MACHINE CO.
1725 Diversey Blvd.
CHICAGO, ILL.
(Distributor list not available)

EXHIBIT SUPPLY CO.
4218-30 W. Lake St.
CHICAGO, ILL.

J. F. FRANTZ MFG. CO.
1640 W. Lake St.
CHICAGO, ILL.

GAMES, INC.
681 N. Wall St.
CHICAGO, ILL.

GENCO SALES & MFG. CO.
2621 N. Ashland Ave.
CHICAGO, ILL.
(Distributor list not available)

D. GOTTLIEB & CO.
1140-50 N. Kentner Ave.
CHICAGO, ILL.
(Distributors)

ACTIVE AMUSEMENT MACHINES CO.
6680, Broad St.
PHILADELPHIA, PA.

ADVANCE AUTOMATIC SALES CO.
1360 Harvard St.
SAN FRANCISCO, CALIF.

ALL COIN AMUSEMENTS CO.
2909 N.W. 7th Ave.
MIAMI, FLA.

BADGER SALES CO.
2531 Pico Blvd.
LOS ANGELES, CALIF.

BILotta DIST. CO.
224 N. Main St.
NEWARK, N.J.

BIRMINGHAM VENDING CO.
549 2nd Ave. N.
BIRMINGHAM, ALA.

CENTRAL OHIO COIN MACH. EXCH.
535 S. High
COLUMBUS, O.

CLEVELAND COIN MACHINE EXCH.
2209 Prospect Ave.
CLEVELAND, O.

CULP DIST. CO.
614 W. Grand Ave.
OKLAHOMA CITY, OKLA.

GARRISON SALES CO.
1000 W. Washington
PHOENIX, ARIZ.

GENERAL VENDING SALES CORP.
245 W. Biddle St.
BALTIMORE, MD.

H. Z. VENDING & SALES CO.
1305 Douglas St.
OMAHA, NEB.

R. F. JONES CO.
1963 Mission St.
SAN FRANCISCO, CALIF.

R. F. JONES CO.
2800 Second Ave.
SEATTLE, WASH.

R. F. JONES CO.
1500 S.E. Morrison
PORTLAND, ORE.

R. F. JONES CO.
1914 Pearl St.
DENVER, COLO.

R. F. JONES CO.
127 E. Second South St.
SALT LAKE CITY, UTAH

B. D. LAZAR CO.
1635 Firth Ave.
PITTSBURGH, PA.

LIEBERMAN MUSIC CO.
227 Plymouth Ave., N.
MINNEAPOLIS, MINN.

S. L. LONDON MUSIC CO., INC.
3120 W. Lisbon
MILWAUKEE, WIS.

MILLER-NEWMARK DIST. CO.
5743 Grand River Ave.
DETROIT, MICH.

MILLER-NEWMARK DIST. CO.
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GRAND RAPIDS, MICH.

IRVING MORRIS, INC.
47 Stanton St.
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ST. LOUIS, MO.

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CHICAGO, ILL.

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NEW YORK, N.Y.
SEABOARD NEW YORK CORP.
790 Albany Ave.
HARTFORD, CONN.
SOUTHERN AMUSEMENT CO.
629 Madison Ave.
MEMPHIS, TENN.
SOUTHERN AUTOMATIC MUSIC CO.
755 S. Brook St.
LOUISVILLE, KY.
SOUTHERN AUTOMATIC MUSIC CO.
129 W. North
INDIANAPOLIS, IND.
SOUTHERN AUTOMATIC MUSIC CO.
1353 Delaware Ave.
LEXINGTON, KY.
STATE MUSIC DISTRIBUTORS
3100 Main St.
OMAHA, NEB.
S. L. STIEBEL CO.
313 Seventh Ave., So.
NASHVILLE, TENN.
TRI-MOUNT COIN MACHINE CO.
46 Waltham St.
BOSTON, MASS.
W. B. MUSIC CO.
2000 Main St.
KANSAS CITY, MO.
Export
RUDD DISTRIBUTING CO.
1194 N. 21st Ave.
CHICAGO, ILL.
(More at the end of this section)

INTERNATIONAL MUTOSCOPE CORP.
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LONG ISLAND CITY, N.Y.
(Distributor list not available)

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1537 Bergen St.
BROOKLYN, N.Y.

J. H. KEENEY & CO., INC.
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CHICAGO, ILL.
(Distributor list not available)

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CHICAGO, ILL.
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SAN FRANCISCO, CALIF.

BANNER SPECIALTY CO.
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PHILADELPHIA, PA.

BANNER SPECIALTY CO.
1508 Fifth Ave.
PITTSBURGH, PA.

CENTRAL DISTRIBUTORS, INC.
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ST. LOUIS, MO.

CENTRAL MUSIC DIST. CO.
1522 Douglas
OMAHA, NEB.

CENTRAL OHIO COIN MACH. EXCH.
595 S. High St.
COLUMBUS, O.

CLEVELAND COIN MACH. EXCH.
2029 Prospect Ave.
CLEVELAND, O.

CLEVELAND COIN MACH. EXCH.
1927 Adams St.
TOLEDO, OHIO

COIN AUTOMATIC MUSIC CO.
2541 W. State
tOCHSONE CITY, TENN.

COMMERCIAL MUSIC CO., INC.
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DALLAS, TEX.

COMMERCIAL MUSIC CO., INC.
1416 S. Flores St.
SAN ANTONIO, TEX.

CULP DISTRIBUTING CO.
514 W. Grand Ave.
OKLAHOMA CITY, OKLA.

DOUGLAS U SALES CORP.
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BALTIMORE, MD.

EMPIRE COIN MACHINE EXCH.
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CHICAGO, ILL.

T. B. HOLIDAY CO., INC.
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COLUMBIA, S. C.

T. B. HOLIDAY CO., INC.
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That's All!

Buy The Best! Buy Rock-Ola

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200, 120 and 50 Selection

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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
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DENVER, COLO.

PASTER DISTRIBUTING CO.
2606 W. Fond du Lac
MILWAUKEE, WISC.

ROCK CITY AMUSEMENT CO.
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NASHVILLE, TENN.

SAMMONS-PENNINGTON CO.
1049 Union Ave.
MEMPHIS, TENN.

SANDLER DISTRIBUTING CO.
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SANDLER DISTRIBUTING CO.
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TARAN DISTRIBUTING CO.
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PHOENIX, ARIZ.

ATLAS MUSIC CO.
221 Ninth St.
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BILOTTA DISTRIBUTING CO.
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BIRMINGHAM VENDING CO.
546 Second Ave. No.
BIRMINGHAM, ALA.

BRADY DISTRIBUTING CO.
552 E. Trade St.
CHARLOTTE, N. C.

CENTRAL DISTRIBUTORS
7215 Olive St.
ST. LOUIS, MO.

CENTRAL DISTRIBUTORS
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COMMERCIAL MUSIC CO.
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EMPIRE COIN MACH. EXCH.
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FRIEDMAN AMUSEMENT CO.
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MANUFACTURERS
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S. L. LONDON MUSIC CO.
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DETROIT, MICH.
MILLER NEWMARK DISTRIBUTING CO.
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MINTHORNE MUSIC CO.
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MOUNTAIN DISTRIBUTORS
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NEW ORLEANS NOVELTY CO.
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NEW YORK, N. Y.
SEABOARD N. Y. CORP.
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SOUTHERN AUTOMATIC MUSIC CO.
1535 Delavan Ave.
LEXINGTON, KY.
SOUTHERN AUTOMATIC MUSIC CO.
129 W. North St.
INDIANAPOLIS, IND.
SOUTHERN AUTOMATIC MUSIC CO.
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CINCINNATI, O.
TARAN DISTRIBUTING CO.
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MIAMI, FLA.
TARAN DISTRIBUTING CO.
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BROOKLYN, N. Y.
TRIMOUNT COIN MACHINE CO.
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UNI COIN DISTRIBUTING CO.
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WESTERN DISTRIBUTORS, INC.
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200, 120 and 50 Selection

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(All Phones: Hilltop 2-3030)

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
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Bally ABC BOWLING LANES
Keeney TRUESCORE
Bally ABC TOURNAMENT
United HI-SCORE
Bally JUMBO
United VOGUE
ChiCoin BOWLING LEAGUE
United BOWLING ALLEY
Bally MAGIC
ChiCoin DELUXE SKEE-ROLL
Keeney BOWL-O-RAMA
United TEAM BOWLING ALLEY
ChiCoin CHAMPIONSHIP
Exhibit RINGER BALL

SHUFFLE BOWLERS

Bally KING PIN
United HANDICAP
United TEAM BOWLING ALLEY
ChiCoin CHAMPIONSHIP
Exhibit RINGER BALL
AMUSEMENT MACHINES—JULY, 1956 Thru JUNE, 1957

SKEE BOWLERS

- Genco SKILL BALL
- Williams ROLL-A-BALL
- Genco DeLuxe SKILL BALL
- Bally SHOWTIME
- Genco OFFICIAL SKILLBALL
- Bally KEY WEST
- Keeney BOWLETTE
- Bally BIG SHOW

IN-LINES

- Bally DOUBLE HEADER
- Bally BIG TIME
- United BRAZIL
- United PLAYTIME
- ChiCoin CAPRI
- ChiCoin BLONDIE
- Gottlieb AUTO RACE
AMUSEMENT MACHINES—JULY, 1956 Thru JUNE, 1957

PINBALLS

Gottlieb FAIR LADY

Gottlieb SEA-BELLES

Gottlieb ROYAL FLUSH

Williams SUPERSCORE

Gottlieb FLAGSHIP

Gottlieb MAJESTIC

Williams HOT DIGGITY

Williams FUN HOUSE

Gottlieb RAINBOW

Gottlieb ACE HIGH

Williams STARFIRE

Williams CUE BALL

Gottlieb REGISTER

Gottlieb CLASSY BOWLER

Williams PERKY

Williams HI HAND
AMUSEMENT MACHINES—JULY, 1956 Thru JUNE, 1957

PINBALLS
- Williams ARROW HEAD
- Williams GAY PAREE
- Williams SHAMROCK

KIDDIE RIDES
- Bally BIKE
- Williams DELUXE 1957
- Exhibit JUNGLE HUNT

GUNS
- Genco STATE FAIR
- Genco DAVEY CROCKETT
- Genco CIRCUS
- United "PIRATE GUN"
- Williams CROSS FIRE
- Bally OFFICIAL POOL
- Exhibit 6 HOLE POOL

PHOTOS
- Auto Photo Model "12"
- Frontz RIFLE SPORT
- Mutoscope BANG-O-RAMA
We Extend to

"THE CASH BOX"

Our very sincere congratulations on your 15th Anniversary

We of the Westchester Operators Guild are very proud and happy to have The Cash Box as our friend.

Our Best Wishes For Your Continued Success.

Westchester Operators Guild Inc.

116 NORTH MAIN STREET
PORT CHESTER, NEW YORK

Congratulations on your Fifteenth Anniversary

May you continue to enjoy many, many more glorious and prosperous anniversaries. Your diligent efforts for the entire automatic music industry are to be congratulated and your tireless efforts in behalf of the automatic music operators will always be remembered.

MRS. M. ROBINSON, Pres.
M. J. PROFFIT, Sect'y.

SOUTH CENTRAL NOVELTY CO.

357 EAST 43rd STREET
CHICAGO, ILLINOIS

(Tel.: Atlantic 5-2840)

Congratulations on your 15th Anniversary

We wish you continued great progress and just as continued great help to everyone engaged in the automatic music industry. Keep up the good work.

Dan Gaines
GAINES MUSIC COMPANY
4245 Cottage Grove Ave., Chicago, Illinois

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
LEADERSHIP... THAT IS MOST COMPLETELY DESERVED IN EVERY REGARD... YOUR ASSURANCE OF THE FINEST SERVICE... CLOSEST COOPERATION... FINEST EQUIPMENT...

EVERY MACHINE GUARANTEED REGARDLESS OF PRICE...

R. B. WILLIAMS

COMMERCIAL MUSIC COMPANY, INC.

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Our Sincerest Congratulations to The Cash Box on your Fifteenth Anniversary

DISTRIBUTING CORPORATION OF ILLINOIS

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CHICAGO 22, ILLINOIS

Vic Comforte

Don Koren

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Friedman Amusement Co., 461 Edgewood Ave., S.E.

Peach State Music Co., 130 Boulevard, N.E.

Robinson Dist. Co., 1100 Edgewood Ave., S.E.

Sprigs Specialty Co., 304 Edgewood Ave., N.E.

Variety Dist. Co., 115 Grant St., S.E.

Macon

Heath Dist., 325 Vine St.

Peach State Music Co., 149 Pine St.

ILLINOIS

Bellefonte

Taylor Sales Co., 120 W. Main St.

Bloomington

Gilbert Amusement Co., 108 S. Center St.

Chicago

Acme-International, 3641 W. Montrose Ave.

Allied Coin Mach. Co., 266 Milwaukee Ave.

Arlin C. M. Bach, 860 N. Fullerton Ave.

Atlas Music Co., 212 E. Washington Ave.


Champion Dist., Co., 1811 W. Division St.

Crown Music Corp., 1111 Milton Ave.

Doman Dist., Co., 500 S. Keeler Ave.

Empire Coin Machine Ench., 3022 Milwaukee Ave.

First Dist., 1736 W. North Ave.


Logan Dist. Co., 627 Milwaukee Ave.

Marit Industries, 7112 S. Halsted St.

Monarch Coin Machine Co., 2357-59 N. Linn St.

Morton Coin Machine Ench., 1411-13 Diversey Ave.

National Coin Machine Ench., 1411-13 Diversey Ave.

Parvey Dist. Co., 430 N. Western Ave.

Texas-World Trading Corp., 165 N. Western Ave.

World Wide Dist., Inc., 2110 N. Western Ave.

Moline

Hillgren Distributors, Inc., 1626 Third Ave.

Ottawa

Wolfe Music Co., 1201 W. Main St.

Rockford

Midwest Dist. Co., 234 N. Madison St.

INDIANA

Evansville

Automatic Amusement Co., 1000 Pennsylvania St.

Carl J. Speis Co., 216 W. Columbia

Fort Wayne

General Sales Co., 1415 S. Calhoun St.

Lee Sales Co., Inc., 1313 S. Lafayette

Indianapolis

Associated Dist., Inc., 230 S. Meridian St.


Calhoun Dist., Inc., 400 Massachusetts Ave.

James Dist. Co., 130 N. Capital

Shaffer Music Co., 1327 North Capitol Ave.

Sinking Co., 1312 N. Capitol Ave.

Southern Automatic Music Co., 129 W. North St.

IOWA

Des Moines

Atlan Music Co. of Iowa, Walnut N. 12th

Sandler Dist. Co., 110 17th St.

Superior Sales Co., 1122 2nd Ave.

Dubuque

Dubuque Coin Machine Co., 1416 O'Hagen St.
BUY THE BEST! Buy ROCK-OLA

"Years Ahead Music"

200, 120 and 50 Selection

LAKE CITY AMUSEMENT CO.
4533 Payne Ave., Cleveland, Ohio

JOBBERS and DISTRIBUTORS
(LISTED BY STATES)

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Wichita
United Dist., Inc., 932 W. Second

KENTUCKY

Lexington
Southern Automatic Music Co., Inc., 1535 Delaware Ave.

Louisville
D. B. Novelty Co., Inc., 715 W. Main
Ohio Specialty Co., Inc., 139 S. 4th
Southern Automatic Music Co., Inc., 735 S. Brook St.
S. L. Silk Co., Inc., 625 W. Main St.

LOUISIANA

Gottlieb

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A. H. Amusement Co., 1049 Baronne St.
C. M. Specialty Co., 833 Camp St.
Crown Novelty Co., Inc., 130 Howard Ave.
Dixie Coin Machine Co., 122 N. Broad St.
The Double A Amuse. Co., 941 N. Ramp St.
General Dist. Co., 102 Orleans Ave.
K. B. Novelty Co., 300 Royal Ave.
New Orleans Novelty Co., 115 Magazine St.
J. H. Ferry Dist. Co., 122 Payot St.
Southern C. M. Exch., 712 Claiborne St.

Shreveport
Lee Novelty Co., 609/10 Airport Drive

St. Louis

MARYLAND

Annapolis
Arendt Amusement Co., 428 Third St.

Baltimore
A. & A. Coin Machine Co., 715 Kenor St.
Chris Novelty Co., 2100 Hollins St.
Double U Sales Corp., 922 Park ave.
East Coast Music Co., 700 S. Hanover St.
General Vend. Sales Corp., Howard and Biddle Sts.
Hub Enterprises, Inc., 32 S. Charles St.
Roy McHinney Co., 211 Cherry Ave.
Music Sales Co., 140 W. Mt. Royal Ave.
Norton Machine Co., 41 S. E. Howard St.
Premier Coin Machine Dist., Inc., 104 S. 4th

MASSACHUSETTS

Allston
Associated Amusement, & Bugie Rd.
Redd Dist. Co., Inc., 296 Lincoln St.

Boston
Alto Distributors, 1204 Commonwealth Ave.
Northwestern Sales & Service Co., 1204 Tremont St.
Ben D. Palmstrom, 71 Huntington Ave.
Trimmell Coin Machine Co., 40 Walnut St.

Fall River
Laval & Hillman, Inc., 135 East Main St.

Webster
Royal Music Co., 10 Park St.

MICHIGAN

Bochman

Detroit
Angst Dist. Co., 300 Puritan Ave.
Gay Coin Distributors, 5666 Woodward Ave.
Henry C. Lamb, Inc., 120 Enfield Blvd.
William Ryan, Inc., 818 E. Woodward Ave.

Grand Rapids
E. A. & E. Sales Co., 623 Monroe, N.W.

THE CASH BOX
On Its 15th Anniversary
MUSIC OPERATORS of NEW YORK, Inc.
NEW YORK, N. Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
MUSIC OPERATORS OF AMERICA

CONGRATULATES "THE CASH BOX"

ON ITS 15th ANNIVERSARY

Operators from all over the United States who are members of the National Association, M.O.A., feel that a trade publication of this kind is as necessary to the music business as is Music Operators of America to the automatic phonograph operators.

The increased membership in the National Association has proven that the national organization is held in high esteem and that its necessity to the average operator due to tax problems and legislative problems is a foregone conclusion.

We invite every music operator in America to become a member of M.O.A., either on an annual basis or a life membership basis. Dues in M.O.A. are $25.00 a year on a yearly basis. Life memberships in M.O.A. are $250.00 on a lifetime basis.

Anyone desiring an application may write to the Home Office in Oakland, California, 128 East 14th Street, or send a telegram and an application blank will be forwarded to them immediately.

A membership drive is on at the present time, and you should join today and become a member of M.O.A.

MUSIC OPERATORS OF AMERICA, INC.

128 East 14th Street

OAKLAND 6, CALIFORNIA

I am proud and happy to be associated with the greatest business in the world—The Coin Machine Industry... and I sincerely compliment The Cash Box on its 15th Anniversary and hope it continues for many, many years its unending efforts in behalf of the operator.

"Senator" AL BODKIN

Forest Hills Automatic Music

Forest Hills, N. Y.

Sincerest Congratulations

"Cash Box"

on your 15th Anniversary

and may you enjoy many more

Dan Levine

STANDARD AUTOMATIC DISTRIBUTING CO.

805 BROADWAY, LITTLE ROCK, ARK.

(ed. Franklin 5-2295)

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

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Lansing

Music Systems, Inc., 1224 Turner

Pontiac

Wolverine Entertainers, Inc., 88 Newberry St.

MINNESOTA

Duluth

Twin Ports Sales Co., 206 Lake Ave., So.

Faribault

Gopher Sales Co., 607-611 Central Ave.

Minneapolis

Atlas Sales Co., Inc., 728 6th St.

Lieberman Music Co., 257 First Ave., N.

S. L. London Music Co., Inc., 205 Hangen

Sendler Dist. Co., 402 Plymouth Ave., N.

St. Paul

Automatic Games Supply Co., 202 University Ave.

Mayflower Dist. Co., 2318 University Ave.

Midwest Novelties Sales Co., 777 University Ave.

MISSISSIPPI

Biloxi

United Novelty Co., Inc., Box 125

Jackson

Capital Music Co., 131 E. Amite St.


MISSOURI

Kansas City

Advance Music Co., 2996 Grand Ave.

Automatic Coin Machine Co., 922 Locust

Central Distributors of Kansas City, 2001

Main St.

Mid-West Dist., 2039 Linwood Blvd.

Mower Dist. Co., 382 Main St.

W. B. Music Co., Inc., 300 Main St.

St. Louis

Arrow Vv. Co., Inc., 201 36th St.

Brands Dist. Co., Inc., 350-351 Olive

Central Dist., 223 Olive St.

Gale Novelty Co., 201 Locust St.

McCall Novelty Co., 300 Olive St.

Midwest Dist., 200 Olive St.

J. S. Morris & Sons Novelty Co., 412 Delmar

Morris Novelty Co., Inc., 387-391 Olive St.

Mote Dist. Co., 413 Natural Bridge

Five-Way Distrib., 2518 Washington Ave.


W. B. Dolsky, Inc., 1312 Market St.

Washington

Buchner's Wholesale Co., Coin Machine Div.,

Main and Elm Sts.

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Helena

Capitol Music Co., 102 E. 6th Ave.

NEBRASKA

Omaha

Central Music Dist. Co., 1209 Douglas St.

H. Z. Vending & Novelty Co., 1206 Douglas St.

Lieberman Music Co., Inc., 305 So. 25th St.

WASHINGTON

Newark

Atlantic New York Corp., 777 High St.

Irving Morris, Inc., 47 Jefferson St.

Bumpus Sales Co., 212 Prentiss Ave.

R. & Y. 121 Clinton Ave.

"It's What's in THE CASH Box That Counts—INTERNATIONALLY"
Buy the Best! Buy Rock-Ola

"Years Ahead Music"

200, 120 and 50 Selection

International Scott Crosse Co.

SCOTT CROSSE COMPANY

1423 SPRING GARDEN STREET PHILADELPHIA 30, PA.

Rittenhouse 6-7712


JOBBERS and DISTRIBUTORS

(Listed by States)

Newark
Bilotta Dist. Co., 224 N. Main

New York
Atlantic New York Corp., 841 Tenth Ave.
Kappel Dist. Co., 577 Tenth Ave.
Dave Lowy & Co., 577 Tenth Ave.
Mike Messmer Corp., 577 Tenth Ave.
Northwestern Sales & Service Co., 446 W. 39th St.
Rutten Sales Co., 577 Tenth Ave.
Seaboard New York Corp., 577 Tenth Ave.
Albert Simon, Inc., 577 Tenth Ave.
Simon Sales, Inc., 577 Tenth Ave.
West Side Dist. Corp., 577 Tenth Ave.
Young Dist., Inc., 577 Eleventh Ave.

Rochester
Davis Dist. Corp., 577 Alexander St.
Flower City Amuse. Co., 618 Main St., E.

Syracuse
Davis Dist. Corp., 577 Alexander St.
Flower City Amuse. Co., 618 Main St., E.

Valley Stream
Natr Novelty Co., 604 W. Merrick Rd.

NORTH CAROLINA

Charlotte
Brady Dist. Co., 522 E. Trade St.
Music Distrib., Inc., 801 S. Cedar St.

Durham
Steel Music Co., 228 E. Parrish St.

Fayetteville
Music Dist., Inc., 213 Franklin St.

Raleigh
Bishop Music Co., 117-19 E. Morgan St.

The Members and Officers of Amusement Machine Operators ASS’N of Greater Baltimore Extend Their Best Wishes to THE CASH BOX on its 15th ANNIVERSARY

Congratulations "Cash Box" On Your 15th Anniversary

WE SINCERELY APPRECIATE ALL YOU HAVE DONE FOR OUR INDUSTRY

DIXIE COIN MACHINE CO.

122 NO. BROAD STREET NEW ORLEANS 22, LA.

"It’s What’s in THE CASH BOX That Counts — INTERNATIONALLY"
CONGRATULATIONS TO "THE CASH BOX" ON THEIR 15TH ANNIVERSARY

We here in California place The Cash Box Magazine in the same category as we do the California Music Merchants Association. The Cash Box is a necessity to the trade and the California Music Merchants Association is a necessity to every music operator and those affiliated with the music business throughout this great State of California.

Many operators have held membership in this organization since it was organized 26 years ago. Some of the major operators who are directors and officers of C.M.M.A., as well as others who are allied with the phonograph industry, namely: Joe Silla, Frank Morgan, Sam Tessler, Ralph Love, Ben Murillo, Larry Marvin, William Black, Wes Elster, Tom Farrell, Walter Hemple, Sam Ricklin, Ray Powers, Wayne Copeland, Paul Laymon, Rodney Pantages, Bill Happel, Jean Minthorne, Walter Huber, M. H. Rosenberg, L. B. McCready and Harold Newton have supported the California Music Merchants Association for many years with their time and money. They have credited C.M.M.A. with eliminating more licenses and unfair taxation than any other association in the United States.

We invite every music operator in California to become a member of the California Music Merchants Association and our Hospital and Health Plan. Every operator should avoid himself of these two worthy services. For further information write to:

George A. Miller
State President and Managing Director

CALIFORNIA MUSIC MERCHANTS ASSOCIATION
128 East 14th Street
OAKLAND 6, CALIFORNIA

Exclusive Factory Distributors in NEBRASKA and IOWA for ROCK-OLA "Years Ahead Music"
H. Z. VENDING & SALES CO., INC.
1205 DOUGLAS ST., OMAHA, NEBRASKA

To Bill Gersh-a Grand guy!
from Joe Filitti
BLACKSTONE MUSIC
10333 SO. CAMPBELL AVENUE
CHICAGO 43, ILL.

Congratulations Bill and Joe
On the 15th Anniversary of THE CASH BOX
from
NEW JERSEY'S LEADING COIN MACHINE DISTRIBUTOR

IRVING MORRIS, Inc.
47 Stanton Street
Newark 5, New Jersey
All Phones BI 3-4300

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

JOBBERS and DISTRIBUTORS (LISTED BY STATES)

OHIO

Bridgeport
Automatic Music Co., 203 Main St.

Byronville
V. Yates Sales Co.

Canton
Starr Novelty Co., 1736 11th, N.W.

Cincinnati
Globe Games Co., 1259 Walnut St.
Merman Dist. Co., 19 W. Court
Ohio Specialty Co., 29 Court St.
Royal Dist. Co., 1726 Keison Ave.
Shafter Music Co., 1200 Walnut St.
Southside Automatic Music Co., Inc., 1000 Broadway
T & L Dist. Co., 1601 Central Parkway
Westex Inc., 3226 Keason Ave.

Cleveland
Cleveland Coin Machine Exch., Inc., 209 Prospect Ave.
Lake City Amusement Co., 633 Payne Ave.
Morse Coin Machine Dist., Inc., 2928 Payne Ave.
Music Systems, Inc., 2600 Euclid Ave.
Northern Music, Inc., 3931 Cedar Brook Rd.

Columbus
Central Ohio Coin Machine Exch., 654 N. High St.
Century Music, Inc., 622 W. Broad St.
Shafter Music Co., 840 N. High St.
University C. M. Exch., 498 N. High St.

Toledo
Cleveland C. M. Exch., Inc., 1327 Adams St.
Toledo Coin Machine Exch., 854 Summit St.

Youngstown
J. M. Novely Co., 1555 Mahoning Ave.

OKLAHOMA

Oklahoma City
Akin Music Co., 211 S. W., 2nd St.
Automatic Music Dist., Inc., 600 N. Western Ave.
Bolte Amusement Co., 252 N. W., Third St.
Cary Dist. Co., Inc., 616 W. Grand
Dickerson Dist., Co., 611 W. California Ave.
Erie Music Co., 34 W. California

Tulsa
Automatic Music Co., 1314 W. Archer St.

OREGON

Portland
Davis Dist. Co., 100 N. W., Front St.
R. P. Jones Co., 120 S. E. Morrison
Western Dist., Inc., 1236 S. W., 16th St.

Woodburn
Northwest Sales Dist. Co., 131 Grant St.

PENNSYLVANIA

 Erie
Mickey Anderson, 314 E. 11th St.

Landorama
Roy Tier, 30 Rumsomede Ave.

Mosaic
Sterling Service, Rocky Glen Park

Philadelphia
Active Amusement Machine Co., 666 N. Broad St.
Atlantic Ex., Co., 214 N. Broad St.
Banner Specialty Co., 198 W. Grand Ave.
Belgian Amuse., Co., 214 N. Broad St.
Rock Music Co., 1424 N. Broad St.
General Coin Machine Co., 292 Spring Garden
International Amusement Co., 334 N. Broad St.

Lehigh Specialty Co., 826 N. Broad St.
Philo Coin Machine Exch., Inc., 484 N. Broad St.
Rake Coin Machine Exch., 503 Spring Garden

David Ross, Inc., 855 N. Broad St.
Scott-Oskey Co., 1242 Spring Garden St.
S & R Dist. Co., 603 W. Broad St.

Westend Sales Co., 2124 Market St.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
BUY THE BEST! Buy
ROCK-OLA
“Years Ahead
Music”

200, 120 and 50 Selection

UNI-CON DISTRIBUTING CO.
—Established 1932—
3410 MAIN STREET, KANSAS CITY 2, MISSOURI
(Tel.: Jefferson 1-1205)

JOBBERS and DISTRIBUTORS
(LISTED BY STATES)

Pittsburgh
Atlas Novelty Co., 2217-2219 Fifth Ave.
Banner Specialty Co., 1508 Fifth Ave.
Coin Machine Dist. Co., 100 N. Craig St.
B. D. Lazar Co., 1615 Fifth Ave.
Oak Sales Co., 2313 Fifth Ave.
Pittsburgh Coin Machine Exch., 2203 Fifth Ave.

Wilkes-Barre
Roth Novelty Co., 54 N. Pennsylvania Ave.

Williamsport
Williamsport Electronics and Television Co., 235-37 W. Third St.

SOUTH CAROLINA
Columbia
Friedman Amuse. Co., Inc., 2007 Main St.
T. B. Holliday Co., 727 Main St.
Peach State Music Co., 716 Hunger St.
Sparks Specialty Co., 2008 Main St.

Darlington
Darlington Music Co., 124 N. Main St.

TENNESSEE
Chattanooga
Chattanooga C. M. Co., 1806 Rossville Ave.
Dixie Amusement Co., 912 Houston St.
Sallkott Sales Co., 142 No. Market St.
Shawer Amusement Co., 11 West Peak

Johnson City
Coin AntiMusic Co., 241 W. Main St.

Memphis
Sammons-Pennington Co., 504 Union Ave.
Southern Amusement Co., 618 Madison Ave.
Williams Dist. Co., 1117 Union Ave.

Nashville
Hermitage Music Co., Box 7145
Parker Dist. Co., Box 1281
Rock City Amuse Co., 308 Lafayette St.
Sanford Dist. Co., 415 Fourth Ave. S.
S. L. Siegel Co., 313 7th Ave. S.
Frank Swartz Sales Co., 315-A Fourth Ave. S.

TEXAS
Dallas
Ed Brown, Inc., 2000 McKinney
Commercial Music Co., 1550 Edison
General Dist. Co., 2014 Main St.
State Music Dist., 3100 Main St.
Waxman Dist. Co., 3009 Main St.
R. Warncke Co., 1601 Lovers St.

Fort Worth
Fort Worth Amusement Co., 247 Forest Park Blvd.

Houston
Amusement Distributors, Inc., 1615 St.
Smuck Dist. & Co., 913 Calhoun St.
Sterling Dist. Co., Inc., 3300 Louisiana St.
Warncke Sales Corp., 3405 Legend Ave.

Mineral Wells
Wallace Dist. Co., Box 75

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3410 MAIN STREET, KANSAS CITY 2, MISSOURI
(Tel.: Jefferson 1-1205)

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We Have 20 Years’ Experience in Export Sales • Export Shipping • Export Financing

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• Wurlitzer Late Models
• Rifle Games — Gottlieb Games

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We Are Distributors For:
AMI, Genco, Bally, Keeney, Gottlieb
and other leading Manufacturers

Cable Address: BAGERSAL LOS ANGELES
BADGER SALES COMPANY, INC.
2251 WEST PICO BLVD.
LOS ANGELES 6, CALIFORNIA

BEFORE YOU BUY YOUR NEXT GAME WRITE—WIRE—PHONE
NICK CARBAJAL
CROWN NOVELTY CO.
920 HOWARD AVE., NEW ORLEANS, LA.
(All Phones: Canal 7137)

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
The Cash Box Part II (Coin Machines) Page 58 July 20, 1957

Bally

THAT'S ALL!

Al Calderon
CALDERON DISTRIBUTING
450 MASSACHUSETTS AVE., INDIANAPOLIS, INDIANA
(All Phones: MErose 4-8468)

Congratulations
“Cash Box”
ON YOUR 15 YEARS OF EFFORT TO HELP ELEVATE THE JUKE BOX INDUSTRY
ANTHRACITE MUSIC OPERATORS ASSN.
P.O. BOX 348, SCRANTON, PENNSYLVANIA
Hon. Ben Sterling, President
Joseph DeLuca, Vice-President
Skeets Aquilina, Secretary
Buddy Hoblak, Treasurer

Best Wishes and Congratulations to
BILL and JOE
On The 15th Anniversary of
THE CASH BOX
From Your Very Good Friend
SI MANES

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

BUY THE BEST! Buy ROCK-OLA

“Years Ahead Music”

200, 120 and 50 Selection

Al Calderon
CALDERON DISTRIBUTING
450 MASSACHUSETTS AVE., INDIANAPOLIS, INDIANA
(All Phones: MErose 4-8468)

JOBBERS and DISTRIBUTORS
(LISTED BY STATES)

San Antonio
Commercial Music Co., Inc., 1413 So. Flores St.
S. H. Lynch & Co., 441 Delores St.
Pan American Sales Co., Inc., 333 S. Alamo
Photo-Vend of Texas, 1023 East Rd.
United Amuse. Co., 440 N. Main St.
B. Warrinck Co., 111 Navarro St.

UtaH
Salt Lake City
R. E. Jones Co., 137 E. Second St.
J. H. Ritter, Inc., 136 S. Main
Dan Stewart Co., 140 E. Second South St.
Stewart Nov. Co., 2200 East St.
Western States Dist., 927 So. State St.

VIRGINIA
Bristol

Richmond
Allen Dist. Co., 430 W. Broad St.
Automatic Equip. Corp., 2911 E. Cary St.
Musical Sales Co., 612 W. Broad St.
O’Connor Vending Machine Co., 2118 W. Main St.
Roanoke Vend. Exch., Inc, 4900 W. Broad St.

WASHINGTON
Seattle
Dunis Dist. Co., 200 Elliott Ave., W.
Northwest Sales Co., 2575 Elliott Ave.
A. J. Stogdell Novelty Co., 314 Elliott Ave., W.
Western Dist., 3135 Elliott Ave.

Spokane
Dunis Dist. Co., West 902 W. Second Ave.
E. F. Jones Co., 831 W. Second Ave.

Tacoma
Pacific Kiddie Ride Dist. Co., 1223 S. Tacoma
State Amusement Co., 351 Broadway

WEST VIRGINIA
Charleston
Roanoke Vending Mach. Exch., 413 Ohio St.

MARTINSBURG

Wheeling
Allee Sales, Inc., 218 Market St.
Tri-State Amusement, 147 10th St., Rear
Wheeling Coin Machine Exch., 229 East 2nd St.

WISCONSIN
Beloit
Dan SavageNov. Co., 428 Third St.

Green Bay
Rockne Sales Co., 148 So. Chestnut St.
Yef Cohn Mach. Exch., 1604 Marrow St.
Union Sales Co., 409 N. Adams St.

Milwaukee
Badger Novelty Co., 204 N. 35th St.
General Novelty Co., 139 N. 16th St.
Hastings Dist. Co., 600 W. Blumhoud Rd.

Perrier Dist. Co., 301 W. Fond du Lac
United, Inc., 1101 W. North St.

Shreveport
Anthony Hsu, 240 N. 6th St.
CONGRATULATIONS...

BILL GERSH and CASH BOX
On Your 15th Anniversary
...... Our Sincere Good Wishes for Continued Success

chicago coin MACHINE COMPANY
1725 W. Diversey Chicago, Illinois

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

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN THE CASH BOX “20 YEAR CLUB,” FILL OUT THIS APPLICATION AND MAIL TODAY.

Bill Gersh
THE CASH BOX
32 W. Randolph Street
Chicago 1, III.
Dear Bill:
Please enter my name as a member and send me a membership card.
I have been connected with the Coin Machine Industry for 20 years or more, starting: Year . Month
Date of Birth
NAME
FIRM
ADDRESS
CITY ZONE STATE

Seeburg ALL-WAYS FIRST
ATLANTIC pennsylvania co.
334 N. BROAD ST., PHILADELPHIA 2, PA.
(PHONE: LOcust 4-4415)

Congratulations . . .
AND THANKS FOR 15 YEARS OF OUTSTANDING EFFORT IN BEHALF OF OUR INDUSTRY!
Les Montooth, President
Don Knott, Vice-President
John Bush, Secretary-Treasurer
CENTRAL STATES PHONOGRAPH OPERATORS ASSOCIATION, INC.
PEORIA, ILLINOIS

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
WHEN YOU WANT THE VERY BEST BUYS in all MACHINES with SERVICE and COOPERATION THAT CAN’T BE EQUALLED—THEN WRITE—WIRE—PHONE—OR CALL AT CULP DISTRIBUTING CO. 614 W. GRAND, OKLAHOMA CITY, OKLA. (All Phones: CEntral 2-8084)

LOOK At These PHONOGRAPH BUYS! 6-SEEBURG V-200—$695. EACH 3-WURLITZER 1800—$725. EACH 4-WURLITZER 1900—$895. EACH 3-AMI “G” 200 WRITE QUICK—COMPLETE LIST!

Complete Stock ON HAND Of All New And Used Games — Write For List! WE ARE EXCLUSIVE FACTORY DISTRIBUTORS FOR WURLITZER—UNITED—GOTTLIEB—WILLIAMS

* Serving manufacturers of vending machines and amusement games with individualized advertising campaigns since 1932

* KENNEDY & COMPANY

Advertising
100 East Ohio Street, Chicago 11, Illinois
(Tel.: Superior 7-5646)

MEHRANDISE and SERVICE MACHINE MANUFACTURERS
Manufacturers of vendors listed under the type of machine they produce.

BULK
Advance Machine Co.
W. 257 Main St.
Beloit, Wis.

Atlas Mfg. & Sales Corp.
1220 Western Ave.
Columbus, Ohio

Bordwin Mfg. Co., Inc.
122 S. Michigan Ave.
Chicago, Ill.

Bloyd Mfg. Co.
Vallejo Station, Ky.

Champion Vendors Supply Co.
210 E. 10th St.
Dallas, Texas

Colony Vending Corp.
250 E. Main St.
Columbus, Ohio

Ford Gum & Machine Corp.
P. O. Box 110
Leopold, N. Y.

Hawkins Novelty Co.
774 E. Grand
Des Moines, Ia.

Northwestern Vendors
Falls, Ill.

Oak Mfg. Co.
1910 W. Washington Ave.
Cedar City, Calif.

W. G. Farris
321 W. Ohio St.
Chicago, Ill.

Silver King Corp.
521 Evergreen Place
Chicago, Ill.

Victor Vendl, Mach. Co.
3720 Grand Ave.
Chicago, Ill.

CANDY BAR
Advance Machine Co.
440 N. Ravenswood Ave.
Chicago, Ill.

314 Natural Bridge St.
Columbus, Ohio

Conon Mfg. Co.
300 Helen St.
Mallin, Wis.

Arbor Vendors, Inc.
115 Hale St.
Haverhill, Mass.

National Vendors, Inc.
593 Natural Bridge Ave.
St. Louis, Mo.

Rowe Mfg. Co.
31 E. 15th St.
New York, N. Y.

Rowe Sporcor, Inc.
273 Fairfield Ave.
Stamford, Conn.

Sharon Mfg. Co.
125 S. Laredo St.
Los Angeles, Calif.

Stoffer Mfg. Corp.
319 Sheg St.
Avco, Ill.

CIGAR
Cigarette Mfg. Corp. of America
113 Wabash Ave.
Chicago, Ill.

Malbin-Ilion Co.
79 Cole St.
Lexington, N. J.

Zang's Modern Vendo, Service
411 S. Pearl St.
New London, Wis.

CIGARETTE
A & A Co., Inc.
1333 South Ave.
Fondal, N. Y.

Apco, Inc.
726 Broadway
New York, N. Y.

Coon Mfg. Co.
302 E. 72nd St.
Mallin, Wis.

Continental Vendo, Mach. Corp.
990 Brush Hall Rd.
Westbury, L. I., N. Y.

Arthur H. Graefner, Inc.
11 Hale St.
Haverhill, Mass.

Eastern Electric, Inc.
223 Prospect St.
New Bedford, Mass.

J. H. Kemper & Co.
390 W. 57th St.
Chicago, Ill.

Lahib Foundries, Inc.
1900 Longfellow Drive
Davenport, Pa.

Mercery Vendors, Inc.
3209 Euclid Ave.
Cleveland, O.

National Vendors, Inc.
290 Natural Bridge Ave.
St. Louis, Mo.

Rowe Mfg. Co., Inc.
31 E. 14th Ave.
New York, N. Y.

Rowe Sporcor, Inc.
273 Fairfield Ave.
Stamford, Conn.

Stower Mfg. Corp.
235 Sheg St.
Avco, Ill.

Superior Mfg. Co.
2414 Ashland Ave.
Evanston, Ill.

COFFEE
American National Dispensing Co. (powder)
4th St. & Cannon Ave.
Lombard, Ill.

Apco, Inc.
726 Broadway
New York, N. Y.

Chef-Way, Inc.
27 South 4th St.
Staten Island, N. Y.

Coca-Cola Mfg. Co.
1937 W. Kinzie St.
Chicago, Ill.

Coffman-Matt Corp.
214 Maloney St.
Hawre, N. J.

Cole Products Corp.
311 S. Laflin St.
Chicago, Ill.

Indiwurk.
36 W. Michigan St.
Chicago, Ill.

J. Haughey, Inc., Inc.
200 W. 34th St.
Chicago, Ill.

Mills Industries, Inc.
2917 N. South Ave.
Chicago, Ill.

Bulli Mills Co.
20 Silver, St., Charles, Ill.

Bundu Mills
159 N. Howard St.

S. L. Sales, Inc.
34 S. 2nd St.

Silver King Corp.
1212 N. Wabash Ave.
Chicago, Ill.

Square Mfg. Co.
335 Fairfield Ave.
Stamford, Conn.

Square Mfg. Co.
121 S. Hartford St.
Hullin, Ill.

Steel Products Co.
34 Rail Ave., S.W.
Dundee, Ill.

Strick Mfg. Co.
238 Gay St.
Austin, Ill.

COOKIE
Conon Mfg. Co.
300 Helen St.
Mallin, Wis.

Lahib Foundries, Inc.
3209 Euclid Ave.
Cleveland, O.

Wooster Mfg. Co.
200 Wonderland Ave.
Cincinnati, Ohio

Stage Mfg. Co.
221 Broadway
New York, N. Y.

Stower Mfg. Corp.
118 S. Hartford St.
Hullin, Ill.

Vend-Rite Mfg. Co.
171 S. Hartford St.
Chicago, Ill.

DRINK (bottle)
Atlas Metal Works
500 E. 52nd St.
Dallas, Tex.

273 E. 57th St.
Kansas City, Mo.

General Vending Machine Corp.
500 W. Washington Blvd.
Chicago, Ill.

Ideal Dispenser Co.
28 E. McClain St.
Bloomington, Ill.

S & B Products Co.
P. O. Box 149
Lima, O.

The Seaboard Corp.
1223 Waverly
Kansas City, Mo.

Vendo Co.
440 E. 35th St.
Kansas City, Mo.

230 N. Railroad Ave.
Plainview, Calif.

DRINK (can)
Apco, Inc.
726 Broadway
New York, N. Y.

Central Tool Co.
1112 Main St.
Springfield, Conn.

Dietz & Sons, Inc.
R. R. La Jolla St.
Chicago, Ill.

Dr. Pepper Co.
1190 N. McClain Blvd.
Dallas, Tex.

Ideal Dispenser Co.
28 E. McClain St.
Bloomington, Ill.

Lemon Mfg. Co.
300 E. Hartford St.
Hullin, Ill.

Lyon Industries, Inc.
500 W. Hartford St.
Hullin, Ill.

Napole Mfg. Co.
500 N. McClain Blvd.
Dallas, Tex.

Rowe Sporcor, Inc.
273 Fairfield Ave.
Stamford, Conn.

Sparcor, Inc.
273 Fairfield Ave.
Stamford, Conn.

Stower Mfg. Corp.
121 S. Hartford St.
Hullin, Ill.

DRINK (hot and cold)
Pepco, Inc.
726 Broadway
New York, N. Y.

Bally Vending Corp.
200 Boulevard Ave., Chicago, Ill.

“Service With A Smile” Congratulations CASH BOX REGAL MUSIC CO. 536 E. 43rd STREET CHICAGO Phone: Kennedy 6-04843

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
(continued)

COLA PRODUCTS CORP.
29 S. LaSalle St.
Chicago, Ill.

INDECOR, INC.
80 E. 141st St.
New York, N. Y.

RUDOLPH, INC.
364 N. Howard St.

SPARAC, INC.
911 Fairfield Ave.
Stamford, Conn.

FOOD ELECTRIC INC.
3745 W. 25th Ave.
Chicago, Ill.

MILLS, INC.
425 W. North Ave.
Chicago, Ill.

ROWE MFG. CO.
280 S. 14th St.
St. Louis, Mo.

ROWE SPARAC, INC.
779 Fairfield Ave.
Stamford, Conn.

FRUIT (refrigerated)

PRIDE FRUIT CO.
1055 S. 2nd Ave.
Ypsilanti, Mich.

FRUIT-O-MATIC MFG. CO.
250 W. 102nd St.
Los Angeles, Calif.

GUM (to stick)

ADVANCE MACHINE CO.
450 N. Ravenswood Ave.
Chicago, Ill.

NORTHEASTERN CORP.
999 Armstrong St.
Rochester, N. Y.

OAK MFG. CO.
2411 East Avenue.
Cleveland, Ohio

PAULY CO.
51 Central St.
Rochester, N. Y.

GUM (in package)

ADVANCE MACHINE CO.
445 N. Ravenswood Ave.
Chicago, Ill.

ARTHUR H. DUASLER, INC.
115 S. 2nd St.
St. Louis, Mo.

SHIPMAN MFG. CO.
136 S. Ewing St.
Los Angeles, Calif.

STONE MFG. CO.
239 Gale St.
Aurora, Ill.

HOSE RY

LEHSF FOUNDRIES, INC.
170 Lehigh Drive
Stamford, Conn.

RAW MFG. CO.
13 E. 35th St.
New York, N. Y.

ICE CREAM

ATLAS TTEAL & MFG. CO.
977 Natural Bridge Ave.
St. Louis, Mo.

BELLEVUE MFG. CO.
225 S. Milwaukee Ave.
Elgin, Ill.

FRED HAHN CORP.
1561 North Ave.
Addison, Ill.

RAW MFG. CO.
13 E. 35th St.
New York, N. Y.

RAW SPARAC, INC.
33 Fairfield Ave.
Stamford, Conn.

SALOON'S MAGNETIC VEND. CO.
204 W. Taylor St.
Chicago, Ill.

SOUTH Co.
56 Jefferson Blvd.
Chicago, Ill.

TURBINE MACH CO.
Lancaster, Pa.

VENDE CO.
720 E. 10th St.
Kansas City, Mo.

SUGAR

MILLS INDUSTRIES, INC.
421 W. North Ave.
Chicago, Ill.

ROTO-VELD

4911 Whipple Rd.
105 Angeles, Calif.

ROALD-MULHOLLAND, INC.
405 N. Howard St.
Philadelphia 29, Pa.

SHAW CROWE, INC.
117 E. 79th St.
Winter Haven, Fla.

SPEAR & SPEAR INC.
271 Fairfield Ave.
Stamford, Conn.

STELLER MFG. CORP.
371 Broadway
New York, N. Y.

THE WELCH CRANE JUICE CO., INC.
Westfield, N. Y.

MILK

AUTOMATIC PRODUCTS CO.
New York, N. Y.

CEDAR HILL FARMS, INC.
620 Madisonville Rd.
Cincinnati, O.

FOOD ENGINEERING CORP.
P.O. Box 350
Lebanon, N. H.

FRUIT-O-MATIC MFG. CO.
255 Whipple Rd.
Los Angeles, Calif.

IDEAL DESIGN CO.
99 S. McNicholls St.
Bloomington, Ill.

JENNINGS & CO.
425 W. 14th St.
Chicago, Ill.

MORRIS, ROBBINS, INC.
3 E. Grand Ave.
Chicago, Ill.

NORTH DISPENSERS, INC.
750 LIndale Ave.
Stamford, Conn.

REFRIGERATING ENG. CORP.
195 Kennedy St., N.E.
Montgomery, Minn.

ROWE MFG. CO., INC.
1 E. 12th St.
New York, N. Y.

VENDE CO.
720 E. 12th St.
Kansas City, Mo.

PENCIL

EMERY PENCIL CO.
Shadyside, Tenn.

KAYE & CO.
572 West High Ave.

SHIPMAN MFG. CO.
136 S. Ewing St.
Los Angeles, Calif.

PHOTO MACHINES

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(Standish Vendor)
Andrews Mfg. Co., Inc.
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(Bulk Vendors & Comb Vendors)
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(Bulk, Candy Bar, Ice Cream, and Soft Drink Vendor)
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Frigid Fruit Co.
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General Electric Co.
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Oak Mfg. Co. 1141 Keithbridge Ave., Culver City, Cal. (Bulk and Gum Vendors)

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U. S. Postage Stamp Mach. Co. 7400 N. Western Ave., Chicago, Ill. (Stamp Vendors)

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NAME
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Another year has rolled by and, once again, I want to thank all you grand gals who sent me letters congratulating The Cash Box on its 15th Anniversary. There were more such letters this year than ever before. In turn, I take this opportunity to wish each and every one of you on your birthday, a very healthy, happy, and successful year.

After this past hectic winter this torrid summer is, to some extent, a very grand relief. I am sure that all your little darlings are either away at camp or enjoying themselves immensely with the many summer sports.

Sylvia (Mrs. Leonard) Garwina, lovely wife and marvelous mother, and who works right with Lenny helping him to build up their distributing business, is vacationing at her summer home in Wisconsin. Both her handsome sons (and I do mean 'handsome') are with her. All the family are great golfers. I've played golf with Sylvia and all I can report is that she has that little, white pill actually hypnotized.

Am just wondering, as I type this, if I'll be lucky enough to get some of that delicious pickled watermelon this year from Ruth (Mrs. Ralph) Shedd. As I am also hoping that Juanita (Mrs. George) Miller has recovered from her illness and that next year we'll all see her at the MOA convention. Just can't get over Kaye (Mrs. Art) Weinand and her marvelous well mannered children. All three attended my daughter's (Grail's) confirmation and they were just what mothers dream about. If that gorgeous armful of femininity, Nickey (Mrs. Bill) O'Donnell, will phone Genoa city, Wisconsin: Browning 9-6405, would just love to talk to her. (Aside to Nickey: Tell Bill we've got marvelous tennis courts up here).

Say, have you seen Mary Gillette's dotter, Leslie? Isn't she just gorgeous? Mary's just bursting with pride over the grand young lady that resulted from her tomboy who still loves to play baseball and all the other many (?) sports. Wonder how Edith Davis is feeling these days? Won't someone let me know? Just sorry to teeney-weeny pieces that I didn't have time to spend with glamorous Sylvia (Mrs. Joe) Brilliant of Detroit when she was in Our Town.

Now that I'm in the heart of the Wisconsin country where all brag about their beautiful gardens, only wish I had a picture of Paul and Lucille Laymon's garden to show around. (Could that be arranged, Lucille?). Have been expecting Mollie (Mrs. Barnett) Sagerman to stop off in Chicago on her way to Minnesota. Isn't Ursula (Mrs. Tony) Galgano but a beautiful bowling champion. And Tony is just as proud of her as anyone ever could be.

Which reminds me, and from what I hear, Chicago's gals are already planning the finest of finery for the first annual dinner-dance to be given by the Recorded Music Service Assn. at the Morrison's Terrace Casino on Sept. 14. Better be there that evening if you think Chicago's gals can't dress to match the very best.
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**“No Compromise” On ASCAP Legislation States MOA**

**Letter to Sen. O’Mahoney By Miller and Levine Reveals Music Operators Position**

**Oakland, Calif.—**George A. Miller released the following document in letter form under the signatures of Sidney H. Levine, National Legal Counsel; and George A. Miller, National President; in answer to Senator O’Mahoney’s request that a compromise be made between ASCAP and the Music Operators of the Nation.

June 25, 1957

Hon. Joseph C. O’Mahoney,
Committee on Judiciary
Sub-Committee on Patents, Trademarks and Copyrights
Senate Office Building
Washington, D. C.

Dear Senator:

We have before us Senate Document #155 entitled “A REVIEW OF THE EVIDENCE RELATING TO THE COPYRIGHT LAW AS IT APPLIES TO JUKEBOXES IN CONNECTION WITH §590.”

As this report vitally bears upon the very existence of our coin operated music machine industry, it has received a through, painstaking and critical analysis by all the leaders in our industry and it has been published through various media among a great many of the music operators. We have devoted considerable time to a study of its contents and have discussed this with persons who are prominent in our industry.

We have collated, weighed and digested the various opinions which have been expressed concerning this report. In addition, Mr. Miller sent out a questionnaire to over 30 leaders in our industry who have their fingers on the pulse of the operators in their respective regions of the country. Of course, we do not pretend to speak for all the operators in the country, but the opinions of several thousand of them expressed directly or indirectly have been obtained. The results of those inquiries are included in this letter to you.

Generally, it is the consensus that you have presented a report which is the product of great diligence and considerable effort on your part. And we respectfully commend the obvious good will and attempt to get at the core of the problem which characterizes this study. The arguments, pro and con, have been carefully, if briefly, portrayed. However, we respectfully dissent from the statements of issues as formulated and the conclusions at which you arrived.

In our view the first sentence of the issues as framed, contains the heart of the controversy. That sentence reads as follows:

“Whether the jukebox exemption should or should not be repealed.”

For the rest, our view has been expressed in a joint statement released by us and which states in part that the issues generally, “a deal either without tangential matters or proceed on the completely unwarranted assumption that some compromise should be made and that what exists is merely a matter of negotiation and procedure.” A copy of this statement is enclosed herewith.

Since its publication, in whole or in part, in various trade papers, this statement has received an almost universal expression of approval from music machine operators throughout the country.

In all frankness, your conclusion that a compromise of some sort is indicated has proved to be a source of great embarrassment to our industry, and ASCAP and its fellows have made the most of it. It has put us in a position of appearing to be unreasonable for refusing to negotiate with the performance rights societies.

When the matter of entering into negotiations with ASCAP and others similarly situated was put to the operators by Music Operators of America, Inc.’s letter of inquiry, the overwhelming majority of responses indicated that there is nothing to negotiate and nothing to compromise and

(Continued on next page)

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―It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY"
that a meeting of any sort would prove futile. Notwithstanding the fact that the overwhelming majority of our officers and other leading figures in the industry advised us not to discuss compromise with ASCAP, we felt that this important decision should only be made after a thorough airing of the question among as wide a group of operators as was possible. An ideal opportunity arose during the Music Operators Convention just concluded. The issue was put before the general membership of Music Operators of America, Inc. at the Convention assembled in Chicago. We conducted a forum meeting concerning proposed adverse legislation and related matters to which many hundreds of individual publishers and songwriters were invited to participate. This discussion was held on Monday, May 20, 1957 at 8:15 P.M. Approximately 600 of these invitations had previously been sent in bulletin form. None of the individuals appeared at our meeting and hence, the ASCAP side of the story could not be effectively presented, although every opportunity to be heard would have been afforded to any of these publishers or songwriters who desired to speak. It is most unfortunate that they refused to avail themselves of this offer because there is no other time or place at which so many operators are assembled under one roof during the year.

At our general membership meeting held on the morning of May 22, 1957, which was well attended by hundreds of operators from all parts of the country, it was unanimously determined that the representatives of Music Operators of America, Inc. should not meet with the representatives of ASCAP for reasons more fully particularized below. Even if our personal views were to the contrary, as elected representatives of our organization, we would be compelled to honor the will of our membership, so overwhelmingly and emphatically expressed.

It is our desire to indicate to you why we believe that no compromise is necessary or possible. Our industry has grown, and thousands of small businessmen have invested in total, millions of dollars for almost 50 years, in reliance upon and with full awareness of the exemption contained in Section 1 (d) of the Copyright Act of 1909. That such investments have been made with specific knowledge of the exemption becomes evident when one realizes that ASCAP has been trying to remove this exemption for over 15 years and these various attempts have been fully publicized among the members of our industry on each and every occasion. Since the various Congresses, in their wisdom, have seen fit, after weighing the merits, to retain the exemption without any change, for better than three decades, it can hardly be said that our industry has not been justified in placing its confidence in the continued (Continued on next page)
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188 West Randolph Street • Room 1102
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"Successful Operators Are CIAA Members"

"No Compromise"—Miller and Levine

existence of the exemption in its orig-
inal form.

Let us be practical—what is there
to compromise? What can ASCAP
and its associates give us that has
not heretofore been granted to us?
What can they offer us in exchange
for our promise to pay untold millions
into their already vast coffers? If it is
anything, it is their withdrawal of
the threat to continue their perennial as-
sault upon us in Congress. The per-
formance rights societies cry that
they are being deprived of certain
rights which are theirs. This is very
wrong. It is we who have the rights
which they have been seeking to take
away from us and which they now
seek to have us compromise away.
Where is the mutuality in a compro-
mise of this type? We are to pay
and pay heavily, and all they can
promise us is a cessation of the legis-
lative harassments with which they
have plagued us for years. But, of
course, there would be no need for
them to go to Congress if they suc-
cceeded in their objectives through a
so-called "compromise".

To be blunt, it is clear that the per-
formance rights societies cannot suc-
ceed in Congress on the merits if we
are permitted to fully state our case
and so they have embarked upon the
device of compromise, seeking mean-
while to place us in bad light.
Their vast publicity machine has
not ceased operating since the time
of the hearings held before you in
February, 1956. A patently distorted
exposition of the issues appeared on
the front page of the "New York Times".

What appears to be obscured in the
total picture is the simple fact that
not every issue demands or is sus-
ceptible of compromise. Their per-
sistence in asking for one does not
create any greater equity for their
cause. If an utter stranger approaches
a small businessman and demands
half his income under threat of lobby-
ning against his legitimate interests,
does the constant insistence of the
stranger entitle him to any compro-
mise? Should not the temerity of such
a suggestion in all justice evoke a
swift, sure, and resentful rejection?

In sum then, it is the opinion of
those persons whom we represent in
this industry, both locally and nation-
ally, and it is the opinion of countless
others who have communicated
with us that no compromise is necessary
or possible, and that a conference
with the performance rights societies
can serve no useful end.

We are well aware that the refusal
of our industry to bargain away its
very existence will merely serve to
redouble the volume and fury of AS-
CAP's legislative onslaughts in this
Congress. All that we ask is a fair
opportunity to present our case in
open hearings upon the consideration
of any proposed legislation which is
introduced which may adversely affect
us. Whenever we have been permitted
to present the complete and accurate
picture of matters as they really are,
“No Compromise”—Miller and Levine

we have prevailed. This is so, simply because we are in the right. No tricks, no mirrors, only the facts. We merit a hearing because the merits are all with us, as Congress after Congress has determined.

Over these many years whenever ASCAP and its associates have appeared in favor of a bill seeking to alter, modify or remove the so-called "Jukebox exemption", they have cried bitter and copious tears over the plight of the poor, novice and average songwriter. They have stated that a removal of the exemption would be a great boon to this underprivileged class.

It has been our industry's contention at each such hearing that the overwhelming bulk of the revenue which would fall into the lap of ASCAP would be distributed to the rich, well established and firmly entrenched songwriter and the dominating dozen publishing firms.

Up to this point, we have based our position on a close examination of the patent unfair and inequitable distribution formula pursuant to which ASCAP has made its royalty distribution.

Our contention has now been proved to be fact by certain recent internal upheavals and dissension which is wrecking ASCAP from stem to stern. We have contended that ASCAP, an adjudicated monopoly is seeking to impose its iron grip on the thousands of small businessmen who are the backbone of our industry to enrich its ruling clique at the expense of their "smaller" members.

At long last, after rumblings and matters of discontent over an extended period of time, the "little man" in that organization is attempting a revolt against the system of questionable distribution, and this bitter fight has broken out publicly.

It is making headlines in every trade publication to the complete consternation and dismay of the ASCAP bosses. The facts which have developed completely substantiate our claims that this organization is not for the benefit of the average songwriter and that any distributions made are at the expense of the small songwriter.

The "elite" of ASCAP are very much concerned with the effects of this open wrangling upon its current drive against our industry. To quote the statement of Mr. Schlesinger, one of its members, as reported in "The Billboard", issue of January 19, 1957, at page 16:

"On the opposite pole, publisher Al Schlesinger, Keynote Music, Inc., declared that "While it was healthy for some area of disagreement to exist within the framework of an organization, it was regrettable that events had taken the turn they have especially at the time when the society is seeking to get favorable legislation."

(Continued on next page)
Schlesinger referred to the efforts of ASCAP to pass "juke box legislation", amid reports that congressional committees appeared ready to investigate the society's distribution formula.

Others joined Schlesinger's views, querying, "What hope can there be for us to pass the juke box bill when we openly agree we aren't democratic in running our present organization?"

There was little doubt in the minds of most Coast writers and publishers that a change was needed, and in the opinion of many, the best possible change at this stage of the proceedings would be a severe shake-up in the ASCAP board of directors. Several writers pointed to other industries and said, "When the stockholders aren't satisfied with management, we change the management."

It is inconceivable to us that all other considerations aside, that the small proprietors in our industry should be compelled or requested to pay hard earned millions to these monopolists.

We wish to comment briefly on the recently introduced S.1870, the latest in the series of bills which seek to remove the exemption in Section 1(e) of the Copyright Act of 1909. This bill is as objectionable to us as were all its predecessors, going back some 30 years. With one exception, not directly relevant to the basic issues, this bill is merely another inequitable, vague, unworkable and confiscatory piece of proposed legislation. It certainly indicates no softened or compromise attitude on the part of ASCAP, and its associates. On the contrary, it is another bold attempt at obtaining complete repeal of the exception without fixing any ceiling on the amount of royalties which might be demanded by the performance rights societies. ASCAP, as usual, is talking sweetly, but also, as usual, offers only a bitter pill to our industry. Under such circumstances all protestations of good faith are highly suspect.

On behalf of the coin operated music machine industry we wish to thank you for the patience and kind consideration which you have shown all interested parties and we wish to assure you that your efforts were very greatly appreciated.

Respectfully yours,

George A. Miller, President
Music Operators of America, Inc.

Sidney H. Levine, Counsel
Music Operators of America, Inc.
Through The Coin Chute
CALIFORNIA CLIPPINGS

The past year has been twelve months of great activity along Pico Boulevard. New phonographs, games, and records have made their appearances in the showrooms and one-stops to attract operators from near and far and make Pico Boulevard one of the busiest streets in the country. George Mulham reports sales continuing soaring on the Seeburg Jet “200” phonograph at Minthorne Music Company. Matt Nordberg visiting distributors and operators in the Long Beach area, Harry Orlovsky says he is having a hard time keeping a floor sample of Chicago Coin’s “Classic” Bowler in the showroom. Paul Vogel keeping Ernie Lundgren busy processing used pieces at Minthorne’s Used Equipment Department. Lucille and Paul Laymon of Norty’s “ABC Tournament” Bowlers are being delivered to and picked up by the operators as fast as they are uncrated at Paul A. Laymon, Inc. Ed Wilkes reports Bally’s new “Toonerville Trolley” Kiddie Ride is causing a stir with arcade operators. Charlie Daniels arranged for a Rock-Ola “200” phonograph to be used on the CBS Television “Climax” show. Norty Beckman took time off from Norty’s Music Center to enjoy a trip to San Francisco with his wife, Clarice, and their two daughters. The attractive new addition at Norty’s is “Beekey” Lafayette. Jan Graham says Elmer Bernstein’s “Ten Commandments” LP Album on Dot is one of his biggest sellers. Harold Goldfine predicts Larry Williams will have a hit with “Short, Fat Fanny” on Specialty. Bill Happel reports he has had to increase the factory orders on the AMI “H-200” phonograph to handle the initial and repeat orders coming in at Badger Sales Company, Inc. AMI Service School was conducted by Jene Watson, AMI factory service engineer and was well attended by local operators. Marshall Ames says used guns, games and arcade pieces are rapidly moving out of the showroom.

The employees of Sierra Distributors are enjoying their Saturdays during July and August with all departments closed on that day. Pete Lay complaining about leaving the heat in Bakersfield and hitting a hot spell in Los Angeles, split the load of Wurlitzer “1190” and “2100” phonographs arrived at Sierra which is keeping Wayne Copeland and Frank Davis busy filling orders. Ed Wisler reports a great deal of Wurlitzer activity in San Diego. Jim Crosby going to Kansas City where he will pick up his family and return to California. His many friends wishing Joe Durante great success with his new venture, Duarte International Sales Company, Inc., which will be located at 885 E. 31st Street, Los Angeles 11, California.

Sammy Ricklin’s son, Ronnie, is spending his summer working at California Music Company until he returns to his studies at Los Angeles City College where he is taking Business Administration. Gabe Orland says he is always happy to have someone “administer” a little “business” at California Music. Martha Delgado predicts another hit for Frankie Lymon with “Goody Goody” on Gee. Buddy Robinson believes Hank Snow’s “My Arms Are A House” on RCA Victor will go both C & W and Pop.

Charley Robinson is looking forward to a visit from William DeSelm, United sales manager, and Bob Bever, United fieldman, at C. A. Robinson & Company. Hank Tronick reports another shipment of the United “UPA-100” phonographs expected at Robinson’s automatically. At Bollerman says all used equipment is moving at a rapid pace. Ray Powers will be devoting more time to the northern territories. Jack Simon had barely gotten settled at his desk at Simon Distributing Company before he was off to Las Vegas on business. Sonny Lomberg is driving a new car back from Chicago and making calls on the trade on the way. John Freeman reports they had to replenish the arcade equipment supply after the big Fourth of July rush by the operators. Bill Laney introducing Chuck Devore to his brothers, Andy, Nick and Vinny, and the rest of the crew at American Coin Machine Service Company. Future plans for American call for having exchange units for all types of equipment, plus exchange mechanisms which will save operators a great deal of time. At Leuenhagen’s Record Bar, Mary, Kay and Claire Solle were recuperating from their week-end at Balboa where they had taken their Niece “Barbie” Chandler for her first visit. The girls say they had a wonderful time sailing and swimming, but did get a little fidgety when they went out in a motor launch and almost ran out of gas in the open sea. Kay says the Del-Vikings have a “comer” with “Whistle” on Det. Claire and “Barbie” agree “That Old Feeling” will be big for Ray Hamilton on Epic. Mary reports the operators are going for “Diana” by Paul Anka on ABC-Paramount.

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to deliver to the world’s markets promptly and precisely, at lowest possible prices, the finest in phonographs and amusement equipment.

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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
PREDICTION FOR THE NEXT 15 YEARS

In The Cash Box' 30th Anniversary Issue You'll Find The Following:—

Prices of all equipment will be up at least 50 per cent and, in most cases, much higher.

Inflation will continue and may even be accepted as a new business principle.

There will be far over 1,000,000 automatic musical instruments on locations in the U.S.

There will be 100 per cent more amusements and vending machines on locations in the U.S.

This will be due to the fact that there will be about 25 per cent increase in the number of small businesses in the U.S., surpassing the 5,000,000 mark.

There will be outstanding operations in suburbs that are now only barren fields miles from present urban centers.

Play will be on a 15¢, 2 for 25¢ basis. Commission will be 75% to the operator, 25% to the location.

Players without correct change will still be able to play the machines.

The amount they spend for play will be electronically computed and correctly registered.

They will pay the location owner as they leave, just as they now pay for their paper, cigar and candy bar.

Due to the four day week amusements will be entirely different than anything now even dreamed of to capture outdoor play action as well as to create a new type of indoor amusement competition.

U.S. operators will purchase machines manufactured in Canada, Germany, Japan, Sweden, Switzerland, England, France and other countries.

The operators in those countries will continue to import U.S. manufactured machines in triple the quantity they now purchase.

Manufacture will be on a competitive basis internationally due to the fact people will be able to fly by commercial jet liners from New York to London or Paris in just two hours.

Jet passenger plane flights from Seattle to Tokyo will take 4 hours.

It will be an era of competition for sales and operating as well as manufacture.

There will be about 50% more operators in the U.S. This will be brought about by the tremendous population increase, near the 200,000,000 mark.

The increased number of different type locations will easily accommodate this larger number of operators.

In view of the fact that the greatest portion of the U.S. population will be people under 20 and over 65, machines will be manufactured to accommodate these age groups.

People will have more money to spend. It is estimated that the $7,500 per year income families will increase over 400 per cent.

Population experts believe that Florida, California, the South and Southwest will enjoy the greatest population gains.

These same experts believe that greatest industrial growth will be in Michigan, Illinois, Indiana, Ohio and Wisconsin.

The area from Boston to Norfolk will be solidly industrial.

With automation and atomic power the juke box of 1987 won't even remotely resemble the juke box of today. Nor will records be used. A new music will be in effect.

Music will be able to be dispensed from a central source to cover many hundreds of miles, yet will be completely selective.

The picture of the vocalist actually singing the song, just as he or she made it, will appear with the choice of the tune.

Many games will be played by remote action. This will prove more thrilling and suspenseful than any play action ever known.

Players in many different locations, miles apart, will be able to compete against each other and actually see each other's scores, while watching each other play.

As far as the use of power is concerned, an atom battery that can fit into a baby's hand, and that will outlast the life of any type machine, will operate the game, vendor or musical instrument.

Tubes, bulbs, wire, and many other such present day needs will disappear.

Outdoor amusements, music and vendors will operate on their own tiny solar power plants.

Operations will be controlled from a central source.

Operators, as they are known today, will be entirely different type business men.

They will be able to conduct routes ranging hundreds of miles by visual telephone and remote atomic automatic controls.

Automobiles will be smaller, faster and more powerful.

Most operators will use freight carrying helicopters to move and place equipment.

There will be operators with routes in Chicago and New York (one hour apart by commercial jet airliner) and also in London and Paris (two hours from New York by commercial jet flight).

Similarly, British, French, German and men and women of other countries will operate in the U.S.

This industry will be truly internationalized.

If this sounds fantastic, or too far afield, just look back at the changes which have already taken place since the first 10 record juke boxes, the first pinball games and the first cast-iron and wood vending machines.

With a new era of electronic invention and development ahead, stimulated by the use of solar and atom power, the products of the industry that will be featured in THE CASH BOX 30th ANNIVERSARY ISSUE will be as different as today's multiple automatic, change-making merchandisers, compared to the cast-iron peanut vendors of 30 years ago.
"The Best Investment in the Coin Machine Field"

★ FOR SECURITY in your Coin Machine Equipment Investment!
★ FOR ABOVE AVERAGE INCOME, for longer period of time!
★ For greater alertness to future possibilities in the Coin Machine Field

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Write for literature and name of nearest distributor

Join "20 Year Club"

CHICAGO—The following were accepted for membership in "The Cash Box" "20 Year Club" this past week:
Harold Legendre, Ajo, Arizona, 20 years.
Arthur Velasquez, Chicago, Ill., 21 years.
John R. Workman, Chester, Pa., 22 years.
J. D. Lazar and B. D. Lazar, Pittsburgh, Pa., 25 years.
Carl Knippel, Chicago, Ill., 20 years.
John Williams Fisher, Columbus, S.C., 24 years.
Ruperte E. Ray, Columbus, S.C., 20 years.
Thomas S. Leitzsey, Columbus, S.C., 21 years.
George H. Reynolds, Columbus, S.C., 24 years.
R. F. Moore, Columbus, S.C., 22 years.
Dick Fraser, Greer, S.C., 27 years.
Joseph G. Boyle, Columbus, S.C., 23 years.
South H. Dixon, Johnson City, Tenn., 25 years.
A. D. Beard, Jacksonville, Fla., 20 years.
Fred W. Moore, Johnson City, Tenn., 21 years.
Frank N. Steil, Chattanooga, Tenn., 23 years.

Those who have been active in the coin machines industry 20 years or more can join the "20 Year Club," membership over 1,500, by writing to:
The Cash Box, 33 West Randolph Street, Chicago 1, Illinois.

Here's a "HELLO" from the U.M.O. of Michigan

An Association of Radio-TV, DJ's & Juke Box Owners

Michigan’s COMMITTEE OF 500

Is being organized by the following:

Paul Andre
Ando Music Co., Lansing

Carl Angott
Angott Dist. Co., Detroit

Joe Brilliant
Brilliant Music Co., Detroit

Edward Carlson
Carlson Music Co., Detroit

Frank Fabiano
Fabiano Amuse. Co., Buchanan

Roy French
Northeastern Music Co., Alpena

Art Hobert
Miller-Newmark Dist. Co., Detroit

Bill Hewitt
William F. Hewitt Co., Conway

Bill Miller
Miller-Newmark Dist. Co., Grand Rapids

Lou Namsch
Grand Music Co., Detroit

Richard V. O'Meara
Music Systems, Inc., Detroit

Jerry Snyder
Music Systems Co., Lansing

Herschel Trees
Wolverine Entertainers, Pontiac

Pat Yoe
AMI Distrib. Co., Grand Rapids

Roy Small, Detroit
Public Relations Counsel

United Music Operators of Michigan
Fort Wayne Hotel, Detroit 1, Michigan

Operators are invited to join and will receive an associate membership in the UNITED MUSIC OPERATORS OF MICHIGAN

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Congratulations "Cash Box"
AND TO HELP YOU CELEBRATE YOUR
15th Anniversary
WE'RE OFFERING THE TRADE THE
Best Buys of 1957

IN-LINE PINBALLS

BRAZIL .......................... $250.
SOUTH SEAS ..................... 125.
STAR DUST ...................... 150.
STARLET ........................ 125.
PIXIES .......................... 100.
TRIPLE PLAY .................... 100.
CARAVAN ....................... 150.
CAEBANA ....................... 20.
BRITE LITES ................... 25.
GATETY ......................... 50.
GETTIME ....................... 100.
SINGAPORE .................... 25.
HI-FI .......................... 25.
MIAMI BEACH .................. 125.
SPOT LITE ..................... 25.
SURF CLUB ..................... 25.
VARIETY ....................... 50.

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SEEBUG CHROME 100 SELECTION
WALL & BAR BOXES (Like New)
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"REX CONSOLETT" REPLACES 4 TO 8 WALL BOXES!!
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NOTICE!! We have the most complete line of used games, music, vendors or HANDS! Write or immediately, Tell us what you want. Get our price. You'll be surprised at the beautiful reconditioned quality and the low price!!! IMPORTERS—WE HAVE SPECIAL BARGAINS FOR YOU!!!

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TO ALL COINMEN who want to CASH IN on a BRAND NEW DEAL! Can be operated ANYPLACE ANYWHERE—and bring your collections UP REAL BIG. Phone or write us AT ONCE, and this NEW DEAL will be ready for delivery JULY 25.

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

Through The Coin Chute

NEW ENGLAND NIBBLES

Heat wave continues with outdoor coin machine biz hitting new all-time highs. Beaches, pools, parks and fun spots are packed with tourists and city dwellers escaping the heat. Rides, pool tables, guns, games and music are holding better all around the territory. Arcade equipment got a terrific boost from the weather this season and ops with outdoor routes are reporting great biz while distrubs are having difficulty keeping up with demand for fun spot equipment.

At Associated Amusements (Rock-Ola), Dick Mandell, gen. mgr., reports that the new United bowling alley "Hi-Score", 11-14-18 foot is going great. Arcade equipment is completely sold out here; only a few kiddie rides are left. Mr. and Mrs. Ed Ravreby and daughter, Mrs. Ruth Mae Mandell, vacationing at Hyannis, where they will remain during the summer months with Dick Mandell joining the gathering week-ends. Op Al Dollins of Hyannis is a frequent visitor at the Ravreby oceanfront post. At Atlas Distributors (AMJ), Louis Blatt back from vacation and fishing trip to Laurentide Park on the Canadian border. Barney Blatt convalescing at home. Business is normal for this time of year here. Demand for the new AMI models has been excellent throughout the territory, Louis reported. At Reed Distributors (Wurlitzer), Al Levine is home from the hospital where he had been for several weeks following a heart attack and is expected back at the plant shortly. Bally "ABC Tournament Bowler" and Exhibits' "True Bowler" are causing a great deal of excitement among ops here at the Lincoln St. plant and achieving great acceptance. Firm is now delivering Bally's "Sun Valley" Wurlitzer phony are was away of least year and music has been holding very good here. At Trimount Automatic Sales Corp. (Seeburg), Marshal Caras, sales, reports that arcade and outdoor equipment has reached a new high mark. Among outstanding items this season were "Go, Grandma!" and "Lord's Prayer" while demand for games, guns, pins and music has been at a constant high since beginning of the outdoor season. Demand for new Seeburg phony has been exceptionally big throughout the territory.

Distrib plants are on vacations schedules now and employees are taking vacations from now through September on stagger system. Pinball items in Vermont are now $125 a piece with new boxes, $25. Henry Factorett of Associated Amusements staff is vacationing in Hyannis. Dave Baker, Melo-Tone Music, week ending at Canolbe Lake, N.H., where he is taking to boating. Ops in visiting distrubs this week included: George Simard, Derry, N.H.; Ray Shea, Worcester; Al Dollins, Hyannis; Bill Hamel, Concord, N.H.; Joe Assal, York; H.; Erthy Casanta, Milton; George Lounsbury, Newton; Charles Tierman, Cambridge; Guy G'Venny, Allston; Teddy Rubinovitz, Chelsea; Bob Green, Randolph; Ray Faini, Framingham; Connie Pocius, South Boston; Dave Groppman, Boston; Phil Swartz, Brookline; Manny Angelman, Cambridge; Lake Levine, Boston; Cy Jacobs, Boston; Hary Grazzo, Quincy; George Chapelas, Malden; Summer Segall, Boston; Stan Cokas, Lynn; Arthur Sturgess, Jamaica Plain; Harry Dekowitz, Chelsea; George Campbell, Medford; Bill Brooks, Dover, N. H.; Bernie Smith, Berlin, N. H.; Pete Sama, Bristol, Conn.; Gene Sweezy, Buzards Bay; Elmer Laughton, York Beach, Me.; Ralph Ferettra, Concord, N. H.; Martin Oliver, Portland, Me.; Ben Gordon, New Britain, Conn.; Stan Skip, Warrant, Me.; Jerry Balboni, Springfield; Arthur Strahan, Greenfield; Charles Pometlans, Alpenridge; Fred Milnikoski, Chicopee. Ruth Cheneti, who left Mutual Distributors, where she was promoting Coral, Cadence, Dot and London, to open her own office, hospitalized with an eye infection. Lucille Dane, RCA recording chip, at the new Monticello in Framingham. Jerry Vale into the Frolic, Revere, for two weeks. Bob Lang in for a one nighter at Hampton Beach Casino. Ruby Boll and Pewie Russell at George Wein's Storyville. Duke of Iron into the Bradford Calypso Carousel Room, only Hub niter left operating this summer season.
Top Entertainment For Chi Phono Ops Banquet

CHICAGO — Both Earl Kien and Joe Filitti, who head the Entertainment Committee of Recorded Music Service Association, this city, are promising all who attend the first big dinner-dance of the organization at the Morrison Hotel Terrace Casino on Saturday, September 14, "The tops in entertainment."

"We've already received co-operation from some of the top recording artists," they report, "and tho we aren't as yet ready to release the names of these people we can advise that the entertainment which will be featured at this first annual dinner-dance will be the most outstanding in the history of Chicago's music industry."

Tickets are reported to be going at a very fast pace and many have made complete table reservations already.

The Cash Box will have its own table at this first annual dinner-dance with the entire staff of the Chicago offices of The Cash Box on hand.

In addition to operators from this area and all of Chicagoland, many requests for tickets have been received from out of town.

Entire delegations of operators and their wives are expected to enjoy this big dinner-dance at the Morrison Hotel from the outlying area as well as from many midwestern cities.

Reports have filtered thru to the members of the organization that they can expect complete tables from all the leading manufacturers as well as from association leaders from both coasts.

From all present indications there is no doubt that this first, annual dinner-dance of Recorded Music Service Association will be one of the most outstanding affairs in the history of Chicago's music industry.

Golf:

Garmisa vs Gersh

GENOA CITY, WIS. — Lenny Garmisa of Garmisa Distributors, well known for the line of records he handles, meets Bill Gersh of The Cash Box at 9 A.M., Sunday, July 14 in the semi-final playoff match for the golf championship of Nippersink Country Club, this city.

Garmisa stated, "I'll knock his brains out."

Gersh says, "They won't even be able to find Lenny anymore. I'll lose him somewhere out on the 13th hole."

Gallery tickets are on sale at $2 each for this golf battle of the century.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Chicago Coin Delivers New
“Classic Bowling League”
Features 4½” Duck-Pin Bowling Balls

CHICAGO—Edward E. Levin, director of sales, Chicago Coin Machine Company, this city, announced this past week that the new 1-player
“Classic Bowling League” is being delivered to the firm’s distributors.
The new game is played with duck-pin bowling balls made of Ebonite, de-
scribed as the same material used in the manufacture of regulation bowling balls.
Balls are 4½ inches in diameter and weigh 2½ pounds. Due to the size and weight, the balls are said to handle like the regulation bowling ball, al-
lowing the player to throw a hook ball, back-up ball or straight ball.
“The large ball,” Levin stated, “is just one of the many outstanding fea-
tures of this new game which provides players with all the thrills and enjoy-
ment of real bowling.

ED LEVIN

“Plan To Join:
“The Cash Box” International
Export-Import Council

CHICAGO — First U.S. export firms approached regarding “The Cash Box’ International Export-Import Council” report that they are absolutely thrilled to have such a

council come into being and definitely plan to join up.
In each case, these firms recognize the growing importance of export-import business as far as this industry is concerned.
“Not only the exportation of new machines hot,” as one noted distribu-
tor put it, “the exporting of recondi-
tioned equipment has reached to
new and greater volume than many in
the industry ever dreamed would be
the case.
There is no doubt in my mind,” he
continued, “that ‘The Cash Box’ has
once again, brought forth one of the
most progressive and logical pro-
grams for all who are interested in
export and import all over the world.
"I’m sure,” he added, “that ‘The Cash Box’ International Export
-Import Council’ being one of the
most important organizations yet in-
troduced into the industry.”

Other leaders of firms, interested in exportation of new and used machines
to world markets, indicated the same
belief in ‘The Cash Box’ International
Export-Import Council’.
Many of these men are hoping that a
meeting of the ‘International Ex-
port-Import Council’ will take place
early in 1958 so that they can become
better acquainted with the men from
cities all over the world markets.

Holyfield Builds
Export Business

NEW ORLEANS, LA.—Ed Holy-
field of Dixie Coin Machine Company, this city, is building up the firm’s ex-
port business and finds that there is
great interest in the reconditioned
games and music which he features.
“Seems to me,” Holyfield remarked, “that the exporting of used games and
music machines has grown to a more
tremendous volume than many ever
dreamed would come about.
Our firm has always been in the
forefront of any new developments
and we intend to be among the leaders
in the exportation of reconditioned
machines of all kinds.
“We’re especially favorably sit-
tuated here with the Port of New Or-
leans right at our front doorstep
so that we can place our machines right
aboard ships sailing for any and all
world ports.”
Ask “20 Year Club” For:

BEST “10c PLAY PLUS” METHOD

Coinbiz’ Old Timers To Give Their Experienced Opinions Of Which “10c Play Plus” System They Have Found Best For Ops

CHICAGO—As this issue goes to press the members of the outstanding “20 Year Club” are receiving a survey sheet asking for their opinions as to which “10c Play Plus” method they have found from their experience to be best suited to the needs of the operators.

The survey sheet which has been sent to these men and women contains the following methods now in use throughout the nation:

- 10¢ play plus 60%-40% commission basis.
- 10¢ play plus 65%-35% commission basis.
- 10¢ play plus 70%-30% commission basis.
- 10¢ play plus 75%-25% commission basis.
- 10¢ play plus no commission one week during the month.

The members are also asked to present their own method which they have found best if it is not listed in the many systems shown on the sheet which they receive.

They are also being asked why they chose the system which they believe is best for the operators.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
Gottlieb Shipping New Two-Player 5-Ball "Continental Cafe"

CHICAGO—Alvin Gottlieb of D. Gottlieb & Company, this city, announced this past week that the firm is making shipments to distributors all over the world of the new two players five-ball game, "Continental Cafe."

"We know in advance from test reports all around the world," Gottlieb stated, "that 'Continental Cafe' will earn more money for the owner than any other two player we've produced in the past."

"These location tests were made in all types of locations, in small towns and big cities, in the Eastern and Western Hemisphere—so that every buyer of Gottlieb pinball machines everywhere is assured of a wise investment."

The game features fast, competitive action, according to Gottlieb, with several exiting ways to build up points.

Each ball may go thru red and green rollovers to light red and green pop bumpers, thus scoring 10 points with every hit instead of one point.

Three holes in the center of the playfield light up in rotation to score 200 points instead of 50 points.

Two bulls-eye targets score 50 points when hit, five points when hit on the edge.

Ball is directed toward the bulls-eye targets by two cyclonic kickers.

Two super-powered flippers also direct the ball over four rollover buttons which score 1 point 10 points when hit.

Replays for high score can start at 900.

Number-Match feature provides final thrilling surprise. Matching last number in score to number that appears on backglass when game is over awards one replay.

Matching last number in both scores awards five replays for each player.

"'Continental Cafe' is available with twin chutes. Standard Gottlieb features are also included."

"This game is an international favorite for top collections," Alvin Gottlieb concluded.
“Committee Of 500” Formed In Detroit To Fight Unfair State Taxes, Licenses, Etc.

Detroit, Mich.—Roy Small, condilator and public relations counsel of the United Music Operators of Michigan, this city, released the text of a letter which will be sent to all music operators in Michigan.

Small announced the formation of a “Committee of 500” for the purpose of fighting “future state proposals that would be detrimental to your business, such as: unreasonable state taxes, licenses, etc.”


The letter, signed by the entire committee, stated, “The many pro-

possals of taxes and licenses on Music Machines would destroy your busi-

ness if allowed to go unchallenged.

“With the proposed state license of $10.00 per machine caught the music operators throughout the state by sur-

prise. The United Music Operators of Michigan were successful in bringing to Detroit several Senators for a public hearing on the $50.00 state license proposal. This hearing lasted several hours and the Senators were very courteous and open minded. They listened patiently to our claims and problems and assured us that they had a better understanding and opinion of the Juke-Box operators.

“We are pleased to inform you that the music machines were not included in the final bill this year although additional taxes were levied on ciga-

rettes and whiskey.”

The Committee urges Michigan operators to contact the organizing committee member nearest him, or the Detroit office of the U.M.O. The yearly membership fee of $10.00 entitles the operator to the help and advice of the officers and representatives of the organization and establishes a defense fund to fight unreasonable state proposals.

A state convention will be held in Detroit in the near future to elect a Board of Directors to handle finances, etc.

Coven Holds Schools And Showings Of Wurlitzer Phonos

Chicago—Ben Coven of Coven Music Machine Co., this city, reported this past week that he was “very pleased with sales and attendance” of the last two Wurlitzer schools and showings in Ft. Wayne, Ind. and Peoria, Ill.

The Wurlitzer school in Ft. Wayne was held at the Gerber-Haus Hotel, July 8 and 9.

On Thursday and Friday, July 11 and 12, the new Wurlitzer Models “2100,” “2150” and “2194” were shown to the operators at the Jefferson Hotel, Peoria, Ill.

Ried Whipple, factory service engineer, conducted both schools, ex-

plaining the simplicity of the Wurlitzer Carousel mechanism and the many other features of the phono-

graphs.

Bert Davidson, Wurlitzer regional sales manager, Herb Bidenkapp and Sid Paris of Coven Music were also present at the showings.

Ben Coven, reporting on the results of the schools, stated:

“In each of the cities, most of the operators and their servicemen in the immediate area were present. As usual, they were impressed with the ease with which the Wurlitzers can be serviced.

“We were all very pleased with the sales resulting from the showings in both cities,” added Coven.
United Music Plans Double Production

CHICAGO—The jammed backlog of orders for the "UPA-100" phone, caused by the annual two weeks vacation of United Music Corporation factory here, has brought on a condition where every effort will be made to double production the moment the employees return on July 22, according to Jack Mitnick.

"The backlog of orders has grown at such a rate," remarked Jack Mitnick, sales director of United Music Corporation, "that unless we double our present production I can see no way out of this jam for many weeks to come.

"We've been in daily conferences here with our engineers and production men and they are going to arrange for an entirely new production schedule which promises to meet our present requirements.

"This will necessitate the doubling of present production," Mitnick continued, "so that we can take care of the backlog we have and the promises we have made of larger volume deliveries."

The offices of United Music division of this outstanding factory have continued busy all thru the employees' vacation period.

Orders have continued to come in, and with Mitnick helpless to fill them, he has had to arrange for an entirely new production schedule so as to satisfy present demand while meeting the growing backlog from the firm's distributors.

Sheffield Has New Plan For Mechanics School

CHICAGO—In keeping with the suggestion which has been made by The Cash Box from almost the very first day of its inception, Ralph Sheffield of Geneo Manufacturing, this city, believes that he has the answer as to how the trade can start a "School for Mechanics."

The he hasn't as yet released the plan, Sheffield advised, he has been working on the details.

After a meeting with some of the men most interested he will present his idea to all the trade in co-operation with all leading factors in the field.

Those who have already heard the outline of this plan believe that Sheffield definitely has something that can work successfully.

Complete co-operation of the leaders of the industry will make possible the services of the finest trained mechanics yet known to the trade to operators.

Look Forward To:

Bill O'Donnell-Lou Boasberg Tennis Match

CHICAGO—Long overdue this year is the annual tennis match between Bill O'Donnell of Bally and Lou Boasberg of New Orleans. Friendly rivals over the years, Boasberg took a sound beating from O'Donnell last season which, many believe, has kept him from renewing his challenge this year. As all will recall, Boasberg claimed that no howling trained athlete could best him in any athletic endeavor, especially tennis. Boasberg's favorite sport.

The result of this challenge was a match in a suburb of Wilmette. The result proved that O'Donnell still had that whip of youth in him, sufficient to take Boasberg over the net for a sound defeat. Will there be a return match this year? "It's up to Boasberg," O'Donnell laconically remarked.
CONGRATULATIONS to CASH BOX on your ANNIVERSARY Issue!

Walter Tratsch To Visit With European Coinmen

CHICAGO—Walter Tratsch, former head of ABT Manufacturing Corporation, this city, who has made so many trips to Europe that he has lost count, is on his way to visit with his many friends in London and on the European continent.

Mrs. Tratsch is traveling right along with Walter since both are well known to many of the leading European coinmen.

Tho he is not active in the coin machines business anymore, Tratsch advises: “It’s still my favorite industry and I’ll always be with it in spirit, if nothing else.”

Walter phoned The Cash Box and advised that he would pay this publication’s respects to many of the European coinmen.
NEW YORK—Those operators who still unrealistically refuse to face the steady rise in the cost of living, who still operate games andphonographs at 5¢ per play instead of the accepted 10¢ per play and the current proposal by The Cash Box of “10¢ Play Plus,” should pick up a copy of this month’s U.S. News & World Report.

In a feature story, filled with charts, cartoons and illustrations, the U.S. News & World Report uses big, black headlines to concisely state, “Living Costs To Keep Going Up.”

For the operator who is barely keeping his head above water, the prediction that in the next year the cost of living will probably go up another 1.7 per cent may be just the incentive that is needed to swing him over to one of the plans that have been discussed in the recent issues of The Cash Box.

The article predicts prices will rise all along the line. Some of the items mentioned are food, clothing, housing, transportation, medical care, personal services, material services (plumber, carpenter, painter, mechanic, etc.), various forms of entertainment, recreation, etc. The quote, “Almost anywhere a housewife turns, she bumps up against a higher price.”

Utilizing an effective color illustration, U.S. News & World Report dramatically pounds home the story of the shrinking dollar from word of worth of 100 cents to its current value of 49.7 and its predicted value next year of 48.9.

“In the months ahead,” says U.S.N. & W.R., “it’s likely you will continue to see prices creeping up. The railroads are expected to get a freight-rate increase before long, and higher freight costs usually are translated quickly into higher prices. The mid-year rise in steel prices will not be felt widely, at first, but higher steel costs will lead eventually to increases of a nickel, dime, quarter, or dollar in the prices of many items made of steel.

“The upward trend in streetcar, bus and commuter fares shows no signs of halting. A number of railroads are considering higher fares even though a fare increase was allowed only last May 15.

“The price of new and used cars is expected to inch upward, as in the past, and higher prices are in prospect for oil and gasoline.”

The article also states that the official index of the cost of living, kept by the Bureau of Labor Statistics, has dipped only once in the last 15 months, and in the last nine months prices have advanced month by month to new highs.

“There are few signs that this trend is anywhere near an end,” says U.S. N. & W.R. “A year ago the consumer price index stood at 115.4 per cent of the 1947-49 average. Now the index is 119.6 per cent. A year hence it probably will reach 121.6 per cent.”

Ratajack One Busy Exec

Ben Levy In Hospital
Eight Weeks

CHICAGO—Ben Levy of National Popcorn Concessions, operators of kiosk business, is reported to have been in Billings Hospital these past eight weeks.

While his ailment is not serious, according to partner Dave Brody, it requires constant observation and treatment.

Levy stated that he does get mighty lonesome and that he would like to hear from friends in the industry.

Those who would like to drop him a line can write to Ben Levy, c/o Billings Hospital, Room W-444, this city.

Partner Dave Brody stated, “As soon as Ben gets out, I’m going in. With all the extra work I’ve had to do all these weeks, I’m long overdue for a rest.”

More Pics To Come
From Suter Of Morccin

CHICAGO — Letter just received from Bill Suter of Suter of Morccin, Limited, Manila, Philippines, to the effect that he has more pictures which he had taken on his last trip to Tokyo, Japan.

Most of these pictures concern themselves with the juke box biz in Japan as well as in other cities throughout the Far East.

“As soon as they’re developed,” Suter advised, “I’ll have them on the way to The Cash Box, the consumer magazine of all of us here in the Far East.”
CHAMPS ALL...

A Winner in Every Class!

J. A. (Art) Weinand

CHICAGO—J. A. (Art) Weinand, sales manager of Williams Manufacturing Company, announced this past week that "Naples", the firm's new two-player five-ball game, is being shipped to distributors in the U. S. and Europe.

"Many great features make this game an outstanding producer," Weinand declared. "We made 'Naples' fast and exciting. We provided many ways to score. The competitive appeal of this two-player game keeps players stoked up, makes them want to stay with it. Result is," continued Weinand, "that operators can enjoy a big increase in collections."

"Naples" features bonus scoring and four-digit high scores. Bonus score is advanced from values of 100 to 300. Bonus is collected when ball lands in center hole.

The game has several rollovers which advance score, increase scoring values and award "Specials" when hit.

Six kickout pockets accelerate the fast pace. At the same time, the kickout holes advance the score values from 10 to 50 points.

Addendum: valentines and animation are provided by two bumper bumpers, two cymbal kickers and two flippers. Colorful de luxe cabinet comes with metal legs. Like all Williams games, "Naples" is equipped with slug rejector coin mechanism. Twin chutes are available for 3, 4, or 5 plays for a quarter.

Game is adjustable for 3 or 5 ball play.

Weinand also pointed out that the double "Number-Match" feature provides players with a final moment of thrilling suspense to climax each swift performance at 'Naples'.

New Ruling:

Vendors Subject To 20% Cabaret Excise Tax

CHICAGO—Word has just reached here that the Internal Revenue Service has ruled that vending machines located in cabinets are subject to the 20% cabaret excise tax on all food, drink or other merchandise they dispense.

Op Switches Phonos To Benefit Summer Spots

CHICAGO—Sam Chambers of Music Time, Incorporated, this city, reported this past week that he is now in the process of interchanging phonographs to help booming summer spots.

Chambers pointed out that many locations, such as drive-ins, ice cream parlors, roadside stands and restaurants, enjoy greatly increased patronage during the summer months.

"These locations deserve later and better machines during their period of peak business", Chambers stated.

"At about the time the weather begins to break", Chambers explained, "we start switching our late jukes from spots that slow down for the summer season, and put the equipment into the booming spots where it will do the most good."

"It's a lot of work, but it always pays off in increased collections and better relations with the locations that do more business during hot weather days," Chambers concluded.

Stresses Location Visits

CHICAGO—Louis Arpaja of Music Time, this city, reported this past week that he makes it a habit to visit his locations as often as possible.

"Sometimes the location may have some complaint that is bothering him", Lou explained, "and a friendly visit enables me to take care of it in a very casual manner."

"This keeps the location happy, and he knows that we take a personal interest in him and his business."

Brother Mike Arpaja reports that "maintaining good clean machines and good programming are also essential for top earnings."

"Between the two of us", he said, "we manage to keep a nice route going."

"It's What's in the CASH BOX That Counts—INTERNATIONALLY"
Far East Enjoys Juke Box Boom

From Tokyo To Manila and Thruout The Islands Far Easterners Listening To Phonograph Music Featuring 80% American Records

CHICAGO—Reports from the far eastern countries, Japan, Formosa, Korea, Hong Kong, Malaya, Philippines and others, indicate that the Far East is enjoying a juke box boom. So outstanding has juke box music become that the Japanese are now exporting, in the manufacture of juke boxes. At least, according to reports, partial manufacture. Mechanisms are being sent from other countries while the Japanese build the cabinets. It is also believed that Japan will soon present its own juke box manufacturors to the world at large and will, as this country has always done in the past, try for sales all over the world.

It is impressive to note that Malaya, the Philippines, Korea, Hong Kong and other far eastern countries, as well as Japan, are continuing to increase imports of both new and used phonographs from the U.S. They believe that the year 1957 will see the first great influx of the American Juke box field into the Far East.

Very interesting is the fact that over 80 percent of the recordings used in the Far East are of American manufacture. These are America’s top pop tunes. The far eastern peoples appreciate the popular music of the U.S. just as much as do the people in America.

Canadian Growth Reflected In Greater Imports

PHONOS, GAMES, VENDORS BEING EXPORTED INTO CANADA IN LARGER NUMBERS

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May See More Ops’ Co-ops

Claim, “At Least We Know This Makes For More Efficient Operating. Cuts Overhead Expense. Allows Us To Agree On A More Equitable Share Of The Gross Intake.”

CHICAGO — There is every belief that there may arise more operator cooperatives throughout the U.S.

As one well known southern operator advises, “This is one sure way to cut down on servicing and general overhead expense while, at the same time, effecting an agreement which will allow for a more equitable share of the gross.”

Many believe that there is a much better chance to arrange for “104 play plus” a more equitable commission percentage than an operators’ cooperative than there is in trying to reach such an agreement between a number of individual operators in the same area.

“If it will help cut overhead expense and, at the same time, bring in more income”, one operator believes, “then there is no other alternative but that operators get together into cooperatives.”

The pros and cons of the operator-cooperative plan have been propounded ed thru this publication ever since The Cash Box proposed the plan many months ago. There are just as many who believe in the success, of operator cooperatives as there are those who don’t believe that any group of operators will ever stick together or get along with each other long enough to allow for an operators’ cooperative to prove successful.
Watling’s Been Weighing ’Em For 68 Years

No-Spring Watling Scales Located Everywhere In The World. Continue As Basic Coin Operated Investment

CHICAGO — Watling coin operated scales have been weighing the world’s millions of people for 68 years. They have become known throughout the industry as a “basic coin operated investment.”

In fact, many refer to them as, “The gold bonds of the industry.”

Since the days of the late Tom Watling, the Watling “No-Spring” weighing scales have won great acclaim all over the known world for their outstanding mechanical perfection and design.

As one of the scale operators remarked, “The 68 years that the Watling scales have been manufactured is, of itself, proof of the greatness of these marvelous weighing machines.”

John Watling, head of one of the best known personalities in the industry, reports that the Watling scales are still being shipped to every known spot in the world.

“We’ve always made the best coin operated scale and have done so for 68 years”, John Watling stated, “and we shall continue to do so.

“There is always room for more scales everywhere in the world,” he added.

Proof of this fact are the constant shipments from the Watling plant here in Chicago to operators everywhere in the world.

Co-operation Keynote

CLEVELAND, O.—“We believe the reason for our success as distributors”, reports Joe Abraham of Lake City Amusement Company, this city, “is the fact that we have made co-operation with every operator our keynote.

“We try at all times”, he continued, “regardless of the size of the order, or even if no order is given our firm, to help the operators in every possible fashion.

“In short”, Joe Abraham reports, “we co-operate with the operators to the fullest possible extent and, there by, make certain that the operators are started right, will continue to work correctly and will profit from whatever they purchase from our firm.

“This”, he staunchly stated, “will always remain the keynote of our firm—complete co-operation with all operators at all times.”

Operators Continue To Cry For “P. R. Bureau”

CHICAGO—More and more operators from all over the country continue to write The Cash Box:

“Keep up your campaign for the industry to create a ‘Public Relations Bureau’.

“‘I have been one of your subscribers from the very first issue of The Cash Box.

“You made some very marvelous suggestions to the industry. I’ll never forget your campaign on ‘2 minute playing records’ which were sorely needed at the time. On ‘Bime Play’. On creation of ‘Music Operators of America (MOA)’ and so on, may many other great ideas.

“But”, he adds, “I believe that the best idea you ever proposed to the industry and the one you should continue to crusade for in a most outstanding manner is a ‘Public Relations Bureau’.

“This operator goes on to advise that he does not believe that any of the problems now current in the field would even be around if there were an active ‘Public Relations Bureau’.

“One of the troubles we’ve encountered over the past few years”, he stated, “would never have even come about if there had been an active ‘Public Relations Bureau’ just as ‘The Cash Box’ has proposed for so many years.

“Every operator, believe me”, he concludes, “is with you.

“Keep up the good work. Keep on crusading for a ‘Public Relations Bureau’. One of these days it’ll actually come into being.’

Champion Distri. Ships New 6-Pocket Pool Conversion

CHICAGO—Mike Detzek of Champion Distributing Company, this city, announced this past week that he is shipping a new 6-pocket conversion kit.

Detzek stated that demands of operators seeking ways to convert bumper type pool games into 6-pocket models is so great that he must add this new conversion kit to his line of supplies.

The new top consists of a 22”x18” six-hole novetly top, covered with rubber-backed billiard cloth for resiliency and longer wear. Also included in the kit, according to Detzek, is a 4” extension to clear the cash box, a counting board, a set of Aramith balls with one oversize cue ball, peas and shake bottle, rack, rack cloth, cluse, hardwood and instructions.

“With this conversion kit”, Detzek said, “the operator can easily transform bumper pool games on location into a six pocket game within an hour. No special tools are necessary.”

Detzek also announced that, in addition, jumbo size tops are now being readied for shipment in response to demands for a conversion for larger size pool games.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
As Weather Settles:

BIIZ PICKUP NOTED

Air Conditioned Locations Continued
to do Good Business. Heat Slashed
Income of Other Indoor Spots With
Resort Biz in Pickup Thruout Country

CHICAGO—Reports from various
areas throughout the country are to the
effect that “business has picked up as
the weather settled down.”

The majority of ops advise that
their air conditioned locations con-
tinued to do good business and that no
slipoff of income was noted in such
spots.

Where the drop off was greatest,
they advise, was in the locations
where there was no air conditioning.

“These retailers”, one op says,
“suffered just as much as we did.

“Like all other storekeepers”, he
continued, these men have learned
that air conditioning is a business as-
sert and that it pays for itself.

“The income these men lost”, he
adds, “has convinced many of them
that they had best air condition their
places if they want to be able to com-
pete during the torrid weather.”

In other areas where windstorms,
fools and tornadoes created havoc,
and where there are now past “Our-
lines has picked up and continues to
get over”, are the general reports.

“All in all”, as one noted leader
stated, “where the weather has settled
down to normal business has picked up.”

AMI Appoints Knowles Bailey, Ltd.

AMI Distribs For Major Portion

Of Ontario

GRAND RAPIDS, MICH.—The ap-
pointment by Arthur Duddis, AMI
western district sales representative,
of Knowles Bailey, Ltd. as AMI dis-
tributor for the major portion of the
Province of Ontario is announced by
E. E. Ratajack, director of sales for
AMI. The new AMI distributor will
cover the Province of Ontario, except
for the Counties of Prescott, Stor-
mont, Russell, Dundas, Grenville and
kens, also excluded are the twin
cities of Fort Williams and Port Ar-
thor and that territory lying west of
approximately 85 degrees longitude.

Knowles Bailey, Ltd. has been in
business in Toronto for 25 years and
is well known to Ontario operators
through his long association with the
coin machine industry. Knowles Bailey
is president of the firm; Howard
Bailey is secretary-treasure; C. W.
Godfrey, office manager; Fred Marti-
novic, service manager; Harvey
Springer, sales; and Henry Dousi,
service department.

Knowles Bailey, Ltd. has its head-
quarters in a new, modern building
at 281 Davenport Road, Toronto,
where the firm maintains a showroom,
complete parts stock and full shop fa-
cilities to insure prompt delivery and
factory approved service procedures.

The site features excellent parking
accommodations for the convenience
of customers and visitors.

“We’re pleased to have this mod-
er, service-minded firm representing
AMI in Ontario,” said Ratajack, “Op-

erators will find Knowles Bailey as

conscientious in working with them
on their music needs as they have
always been in supplying other coin
operated equipment. Bailey and his
staff extended a cordial invitation
for operators to drop in to see, hear
and examine the profit possibilities
of the terrific ‘Model H’ that’s causing
a sensation throughout the world,”
Ratajack concluded.

CANYON STATES
DISTRIBUTING COMPANY, INC.
301 East 7th Street
TUCSON, ARIZONA

Phone: MAIN 3-8687

LIKE NEW

Wurlitzer
Model 2000 $990
Wurlitzer
Model 1900 $80

Seeburg
Model V-200 $70

AMERICAN MACHINES

All I WANT TO SAY IS...

“God Bless ‘The Cash Box’ and keep it in busi-
ness for another 100 years!”

Willie (Little Napoleon) Blatt

SUPREME DISTRIBUTORS, INC.
416 S.W. 8th Avenue
MIAMI, FLORIDA

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”

Phonograph Exports

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Amuse Game Exports

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AMI Trade Paper Ad Wins 1st Place Award

GRAND RAPIDS, MICH.—An AMI
trade paper advertisement and a sales
promotion brochure have won a First
Place Award and a Merit Award, re-
spectively, in competition with hun-
dreds of other entries at the Fourth
Annual Exhibit of Advertising and
Editorial Art in Milwaukee sponsored
by the Art Directors Club of Mil-
waukee. Entries were judged on the
beats of how well the design and ap-
pearance of the pieces contributed to
their over all effectiveness. Both
Award winners were prepared by Ed-
ward H. Weiss & Company of Chi-
rage, one of AMI’s advertising
agencies.

The AMI 1956 Annual Report also
has been selected to receive a Merit
Award for excellence by Financial
World magazine, The AMI Annual
Report, by winning this award, quali-
ifies for judging for the coveted “Osc-
ar of Industry” award given each
fall by the magazine for the best re-
port in each industry classification.
The James Phillip Reed Agency of
Grand Rapids prepared the AMI
Annual Report.

W. E. FitzGerald, AMI’s advertis-

ing & sales promotion manager, super-
vised preparation of the winning
entries.
Penny Games
Click For Frantz

CHICAGO—Due to continuing sales volume of penny counter games and scales, John Frantz of J. F. Frantz Manufacturing Company is reported to have become well established in the industry as the "Penny King".

John stated this past week that his sales of penny counter games are continuing to increase.

"One week 'Kicker & Catcher' takes the lead", John discloses.

"Then the orders flock in for quantities of our 'Challenger'!"

Scales, according to John "Penny King" Frantz, seems to go along at a steady pace, "except when we get a large order." Our best seller in the scale line is the 'Aristo' model. John reveals, "mainly because it is the least expensive of the scales."

John stresses to operators that there is a definite need everywhere, at counters, near cash registers or on stands, for penny counter games to provide amusement when small change is handed over the counter. "The penny games are fast", John advises, and operators tell me how amazed they are at how the pennies quickly mount up to dollars."

Monarch Converts Bumper Pool Games

CHICAGO—Charles Pieri of Monarch Coin Machine, Inc., this city reported this past week that the firm is now converting all bumper pool tables into six pocket pool games.

"Up till now", Pieri stated, "we have converted over forty bumper pool tables for local operators."

"The chan evers have been received with such enthusiasm," Pieri added, "that we will soon have conversion kits available for shipment all over the country."

Pieri pointed out that there is a tremendous amount of bumper pool games still being operated.

"Many of these tables are in need of repairs", he said. "They also require pepping up to put them on a profitable basis."

"Operators have been asking for a conversion kit that will rejuvenate the play by making the old table into a six pocket", Pieri concluded, "so we decided to supply the conversions to all the trade."

Advises Mechanics Needed By Many

Thousands Of Machines Idle Because Of Lack Of Skilled Mechanics

JACKSON, TENN. — Jessie Odis Porter of McDaniel Amusement, this city, advises that the acute lack of good mechanics is making itself felt all down the line.

"Today", he advises, "there are thousands of machines idle because someone, who happened to be an auto mechanic or a clock tinkerer, thought he could master the electro-mechanics of the average coin operated machine."

"But", adds Porter, "when he opened the machine and saw what it contained, he was astonished."

"To the point", Porter says, "where the machine was, in most cases, harmed instead of fixed."

Porter agrees that there should be a "School For Mechanics" (as has been long recommended by The Cash Box) to bring men into the field who can master the machines" so that operators will feel sure that they can give the very best service to their locations.

Our Sincerest and Warmest Congratulation to our industry's most outstanding and most faithful publication

The Cash Box from the entire membership of the PHONOGRAPH MERCHANTS ASSN. HOLLENDEN HOTEL • CLEVELAND, OHIO

"Growing Profits" With "Lucky Horoscope"

CHICAGO—Ted Rubenstein of Marvel Manufacturing Company reported this past week that he has been receiving many letters from operators of the firm's "Lucky Horoscope Ticket Vendors", stating that "profits continue to grow as the weeks roll on."

Rubenstein pointed to several letters on his desk. "Each one of these not only praises the horoscope machine," he says, "but also tells of steady increases in profits and collections."

"Here's a letter from one customer", Rubenstein continued, "who started with two vendors about four weeks ago. After two weeks this operator was so amazed with his collections that he ordered ten more for a thorough test."

"Today he's ordering in quantity. And this is typical of all the letters we've been getting."

Rubenstein also reported that the operators are very satisfied with the double-thickness tickets which are said to vend more freely in all models of "Lucky Horoscope.""

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
This Is Your LUCKY Day!

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

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Congratulations to The Cash Box on its 15th Anniversary

PAUL A. LAYMON, INC.
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Bally Distributor Rock-Ola Distributor
So. Calif., So. Nevada Southern California

First 43 States To Complete Budgets Show Increased Spending Next Year

The Cash Box Again Urges National Organization To Protect Operator From Excessive Taxes and License Fees

NEW YORK—Are there more woes just ahead for the coin machine operator? A recent study of the budgets completed by 43 states show that all 43 states will spend more in the year to come. State spending will be nearly 2 billion dollars more in the year ahead than in the year just past and will hit a new record of about 22.5 billion dollars.

This means the states will be looking in all directions for new sources to tax to raise their budget monies. Favorite whipping boys of most counties, cities and states have heretofore been gasoline, cigarettes and coin machines. It is naive to think that these same sources will be overlooked in the careful search for more tax dollars.

Most states will be spending huge sums for schools, highways, public welfare, health programs, mental hospitals, law enforcement, construction, veterans' bonus, etc.

This picture puts the finger right where The Cash Box has been hitting hard with its editorials on organizations to fight unreasonable tax and license assessments.

“SUBSCRIBE TODAY"

FOR OVER 18 YEARS

WITHOUT EVER MISSING A SINGLE ISSUE FOR MORE THAN 928 CONSECUTIVE WEEKS’ ISSUES . . .

“The Cash Box Price Lists”

HAVE BEEN GRANTED INTERNATIONAL RECOGNITION AND ACCEPTANCE!!

All prices of new and used machines are carefully compiled and just as carefully guided by men who each have been actively engaged in the industry for over 25 years.

“The Cash Box Price Lists” bring all international subscribers the important price information that is absolutely vital to the future progress and well being of their businesses.

“The Cash Box Price Lists” are officially recognized and accepted by Customs all over the world.

“The Cash Box Price Lists” are the ORIGINAL and completely accepted prices of “The Cash Box” magazine, internationally recognized for their authoritative quotations.

But—this is only one of the many, many features that has won international acclaim and world renown for The Cash Box—known as “The Bible of the Industry”.

NEWS and ADVERTISEMENTS of all the leading manufacturers appear in each week’s issue of The Cash Box along with much other invaluable information.

THE CASH BOX
1721 BROADWAY, NEW YORK 19, N. Y., U. S. A.

Gentlemen: Please enter my subscription for one full year (52 weeks’ issues) of The Cash Box. Enclosed find my check for the following:

U.S. AND POSSESSIONS SUBSCRIPTION—$15.00 □
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AIRMAIL INTERNATIONAL SUBSCRIPTION—$45.00 □

(Excluding Canada and all U.S. Territories)

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ADDRESS ___________________________
CITY ___________________________
COUNTRY ___________________________

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY!”
More "Dime Play Plus"

CHICAGO—According to one well known roadman who has just returned from an extensive tour of the mid-west:

"Every association meeting I attended, sooner or later, brought about the discussion of '10¢ play plus' that you people of The Cash Box are urging.

"What's more", he continued, "reaction is remarkably favorable everywhere for operators to not only get 10¢ per play, 3 plays for 25¢, but, to also obtain a more equitable share of the gross intake, just as your '10¢ play plus' plan advocated.

"Up in Wisconsin the music operators are gradually working to the 100% point on 10¢ play and now discussions at their meetings are all on '10¢ play plus'.

"Many of the Wisconsin operators, very quietly and on their own, have changed over to '10¢ play plus' and find that, for once, they are actually seeing some profit daylight."

"The same is true", this roadman stated, "in other states I covered.

"Operators at their regular meetings actually brought with them editorial from The Cash Box on '10¢ play plus' to open discussions on a more equitable commission arrangement."

Logan Distrib Intros "Slugger" New Baseball Ball Gum Vender

CHICAGO—Jack Nelson, Jr., of Logan Distributing Company, this city, announced the introduction of "Slugger", a new ball gum vender with baseball action.

Upon insertion of a coin, a lever is released to propel a ball of gum into a basket for a home run. Whether or not a home run is "hit", the ball gum drops into the chute. Six straight homers makes the buyer a "Home Run King".

Nelson explained that the venders can be placed on counters, stands or wall brackets by the operators.

"Our tests have proved", Nelson stated, "that combining the skill action of baseball with the vending of desired merchandise results in multiplying the profits for the operators. Nelson recommended "Slugger" venders to music and game operators seeking diversification of routes."

Wisc. Music Ops To Meet On July 15

BEAVER DAM, WISC.—Edward G. Dowe, secretary of the Wisconsin Music Merchants Association, Inc., this city, announced the July meeting will be held on Monday, July 15, at Schmitz-Gazeboos at Bailey Harbor.

Dowe, in a letter to the members, advised them that directors and officers for the 1957-58 season will be elected at this meeting. The latest developments on the Washington hearings on the box juke will also be discussed.

Mrs. Oliver Williams, one of the music merchants members, has invited all the Wisconsin music merchants to Baileys Harbor for the meeting. Baileys Harbor is in the heart of Wisconsin's vacation land and operators have been advised to plan on a weekend of good fishing, boating, and the wonderful Wisconsin atmosphere.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
New York State Operators Guild To Hold 5th Annual Dinner Sept. 7

Arrangements Made To Take Over Greenwood Inn, So Guests Can Stay For Week-End

BEACON, N.Y.—Thomas Greco, president, New York State Operators Guild, with headquarters in this city, announced this week that the organization had set the date for its 5th Annual Banquet for Saturday night, September 7. The site selected is the Greenwood Inn, four miles above Ellenville in the Catskill Mountains.

For the past several years this association has been holding its banquets during the week, and now it is set for Saturday night again, it is expected that more guests will be on hand, with a number of out-of-towners making a week-end of it.

"Yet," he stated, "when comparing sales over the same period of time with former models, we're far, far ahead with the AMI 'HI'.

The one big reason in our estimation for this great sales action", Mike claims, "is because the location owners as well as the public acclaim the beauty and total quality of the AMI model 'HI'.

"And", he concluded, "when both the storekeepers as well as the public agree on a juke box, that juke box is a hit."

This has been a most hectic week for all at The Cash Box, as the final effort was put into preparing our 15th Anniversary issue. To everyone as you leaf thru this issue, you will find it's a wonderful publication, full of necessary information and advertisements which will serve the trade as a discussion and correspondence center.

We want to thank our many friends most sincerely for making it possible to produce this tremendous 15th Anniversary—the biggest single issue ever published in the coin machine industry—enlarged and more complete than our previous Anniversary Issue. Once again, thanks, from the bottom of our heart.

Through The Coin Chute

EASTERN FLashes

Activity along coinrow continued at a good pace, with some wholesalers reporting a sport in sales. One of those, who was looking for a breather, is Mike Munves—but, if anything, Mike says, he's being pressured for more and faster deliveries. "Looks like it'll last thru the entire summer", he states. Not that he's moaning, but more for a hint up for a moment...

With school out, a number of operators are bringing their kids down to the row while they shop. And do these kids have themselves a time—playing all the equipment with apparently the ball bowlers...! Dave Tomchin, Bay Ridge Amuse., Brooklyn, became the proud papa of a boy on Monday, July 8... Barry (Shagy) Sagemann, Bally sales, smilingly states he'll have to pass up a summer vacation. He advances two reasons: sales of AMI, Bally and Kenney products; and vacations of key personnel. Mertz that he was Friday, left for his week end at Lake George taking every Monday off. Lou has a bungalow in Loch Sheldrake, in the Catskillis, and takes his family up there every week-end... Harry and Hynnie Koeppel, Koeppel Distributing, one of the widest firms to deliver reconditioned equipment, "Biz took a decided upswing this past week", said Harry. Dick D'Azirillo, Albert Simon, Inc., report continued good sales of Chicoin's new "Classic Bowling Alley", and Genco's "Sweet Twenty One—Number Roll."

Arcade owners and operators with equipment in shore and vacation areas, who had reported exception, report "the business is up to the standard of all time". Weather was ideal. All in all, this spring and summer of 1957 on the No. Game of the month was "Bingo"... It is bound to be a record breaker, even if they run into a few bad weather breaks. Tom Greco, pres., N. Y. State Operators Guild, advises the assn. will hold next banquet on Sat., Oct. 7th, at the Excelsior, 4 miles above Ellenville, in the Catskill Mts. Big attendance expected, as week-end date makes it possible for many out-of-towners to join the festivities.

Jack Wilson, chairman of the entertainment and souvenir committee, on the promotion and event, and getting ads from the wholesalers. Joe Young and Abe Lipsky, Young Distributing, and sales manager phones good. "Don't even have a floor sample", smiles Joe. "But, we have a good order in at the factory for 2100's", and we expect the factory to ship before they close down for vacation." Joe summering at the Clearview Beach Club, Whistestone, L. L.—fishing, boating and swimming... Claire Morano, Associated Machine Operators of N. Y. (games assn.) advises several new members joined, Jack Wilson, Harry Koeppel, Alfred Beutz, Julius Reiner, Raymond Rosen, Ben Fish and George Nogel, Claire, by the way looking like a week for a European vacation... Meyer Parkoff and Murray Kaye, Atlantic New York, report sales of new Seeburg phonio brash, with their export biz of reconditioned machines very big. The big problem, Parkoff explains, is getting enough machines to fill orders.

Mike Spagnola Reports Biz Ahead Of Last Year

CHICAGO—"We are far ahead of sales, compared to the same period last year when we had the AMI model 'G'," reported Mike Spagnola, manager of Automatic Phonograph Distributing Company, this city.

"With more time and energy, "if business continues at this present pace we believe that the AMI model 'H' is sure to set a new sales record for our firm.

"The operators tell us that the AMI 'H' is the greatest phonograph they have ever placed on location."

"Remember", Mike reminded, "we have only had the 'H' for about two and a half months."

"Yet", he stated, "when comparing sales over the same period of time with former models, we're far, far ahead with the AMI 'H'.

"The one big reason in our estimation for this great sales action", Mike claims, "is because the location owners as well as the public acclaim the beauty and total quality of the AMI model 'H'.

"And", he concluded, "when both the storekeepers as well as the public agree on a juke box, that juke box is a hit."

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**America’s Leading Export Specialists!**

- Write for new illustrated Catalog J-4.
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- Cable Address: "EMCOMACH", Chicago, Ill.

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**Through The Coin Chute**

**CHICAGO CHATTER**

**Growth!**
**Progress!**
**Leadership!**

These are the qualities most evident in this week's 15th Anniversary Issue of The Cash Box.

Remember the few mimeographed pages of The Cash Box that first greeted the coin machine world in the dark years of 1942? Manufacturing of coin machines had been halted. America had to build up an arsenal for its Allies. Gas, machinery, steel, paper, transportation—everything was in a state of priority.

But a hard-driving salesman named Bill Gersh felt that the coin machine industry would survive and even thrive during the war years, then continue to grow ever greater during the post-war period.

Beginning with half a dozen sheets of paper, Bill Gersh optimistically demonstrated his faith and confidence in this industry.

The Cash Box grew. The Cash Box dedicated itself—completely, sincerely and constantly—to this industry and to the individuals who earned their livelihood therein. The Cash Box continued to grow through thirty years because it reflected the optimistic spirit of the industry which it serves.

Today—on its fiftieth anniversary—The Cash Box presents to the trade its greatest array of stimulating features, informative news items, practical articles, helpful pictures, special reports, and many other features the reader will want to refer to week by week.

This 15th Anniversary Issue is also the largest in number of ads from leading operators, jobbers, distributors and manufacturers all over the world.

To this industry, to the firms and people who are part of it, The Cash Box expresses its grateful thanks for its rapid and continued growth. We deeply appreciate that the progress we have made is only possible because the firms in the trade have also progressed on ahead these past fifteen years.

The Cash Box will continue its many programs for the future good and well-being of the industry. Among the programs originated, sponsored and pioneered by The Cash Box during these past years were "National Public Relations" Bureau, "School For Mechanics", "Dime Play", "Minimum Guarantees", "National Credit Bureaus", "A Day Of Dimes For The March Of Dimes", "Teenage Canteens", "Location Lease Agreements", "M.O.A.", and many others.

Growing in importance, because "Dime Play" was judged obsolete about a year ago by many leading operators, is the proposal submitted by The Cash Box for a "More Equitable Commission Basis". It is firmly believed that this extended proposal is the best answer to inflation, higher costs and increased overhead expenses now being encountered by the nation's operators in all phases of running their businesses.

Operators now are nodding in agreement at "Dime Play PLUS", and many are using effort and salesmanship in the face of short-sighted competition to persuade businesses on the more equitable basis.

And just two weeks ago, The Cash Box submitted a new idea to operators who are encountering resistance from locations: "No Commission One Week During Each Month". The comment from many operators since was "Why didn't I think of that??"

The "20 Year Club" is more and more being recognized as a vital source of information to help benefit all the industry. Opinions and statements will be presented freely in future issues of The Cash Box so that all may be guided toward a secure future by the practices of the leaders—the men and women who have been successful in it for over twenty years. With membership now extended to coinmen who have been in business 10 years or more, the "20 Year Club" is expected to prove of greater importance during the coming years.

The Cash Box Price Lists are a basis, permanent feature now over 18 years old, and in its 929th consecutive week's issue. Acclaimed internationally as the one unequalled guide for buying, selling, custom's declarations, depreciation, etc.

There were times when things weren't so rosy. Sure, there were adversities. But the industry created new, better products and went on to grow and expand. There was the time when garages, warehouses and storage spaces bulged with old equipment. Until exports took up the slack. Now we cannot supply world markets with all the late games and phonographs they need.

When sales went into a tailspin, The Cash Box pointed out ways to make sales soar to new highs.

The near future shows up as a period of fierce competition, higher costs and rapid adjustments. Every sales tool will have to be employed to keep going and stay with the leaders.

The long-range prospects show that population will grow 1/2. People are moving into cities, suburbs and new areas. Enjoying better living standards. Shorter work week, automation and more leisure time means bigger demand for more playtime products.

The industry will meet the demand with new amusements. It will grow greater. It will be better accepted and respected. It will gain its rightful recognition for providing America and all the world with the finest, most economical, most entertaining amusements ever devised.

But beyond the limits of space, this column wants to thank all of its readers most sincerely for their loyalty, support, good wishes and, most of all, for their deeply cherished friendship.

It is the hope of The Cash Box that we may all proceed with faith and confidence in the future of our industry.

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

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**NOTICE**

If you are interested in Bally SHOW TIMES, KEY WESTS and BIG SHOWS beautifully refinished, then contact the firm that sells the finest used games in the U. S.

**NEW ORLEANS NOVELTY CO.**

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BIGGEST
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NEW YORK
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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
THE BALL IS THE REASON IT FEELS LIKE BOWLING SHOULD!

"THIS REALLY FEELS LIKE BOWLING SHOULD. IT'S TERRIFIC!"

"I LOVE TO THROW THIS BIG BALL!"

"PAYS MY RENT EVERY WEEK. IT'S GOOD!"

"AND AT A PRICE I CAN AFFORD. WHY IT PAYS FOR ITSELF. IT'S GREAT!"

EXHIBIT’S TRU-BOWLER
TRANSFORMS ANY SHUFFLE ALLEY INTO A PROFIT-MAKER

You can transform any bowler by
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THE EXHIBIT SUPPLY COMPANY
Creators of Coin Operated Amusement Equipment Since 1901
4218 W. LAKE ST. CHICAGO 24, ILLINOIS Phone: VA 6-3100

Club Specialty Moves To Larger Quarters

CHICAGO — Harry and Stanley Brown, Club Specialty, Inc., announced this past week that the firm has moved to new and greatly enlarged quarters.

The new location is at 1801 W. Irving Park Road, this city.

Firm handles a general line of advertising gift items, which they imprint with the users’ name.

Harry Brown stated that, in his new and more convenient location, there will be better facilities for shipping, including a dock.

"We now have 7000 square feet of space for offices and displays in our showrooms", Harry stated. "In addition, we have an extra 5,000 square feet of space for storage."

The Browns revealed that Club Specialty will be ready to announce a new merchandising plan for the coin machines trade by July 25.

"The phones have been buzzing constantly", Harry said with enthusiasm, "ever since information leaked out that our new deal yields a handsome profit to the operator."

Happy Birthday This Week

TO:


Anniversary Specials!

NEW
SHOW-TIMES
HANDBICAPS
STEAM SHOVELS
POOL ALLEYS

USED
KEY WEST
NITE CLUB
BIG SHOW
BROADWAY

For Best Prices — Call or Write — Now!

STAN LEVIN
VINCE SHAY

ALL-STATE COIN MACH. EXCH.
4407 W. Fullerton Ave., Chicago 39, III.
(All Phones: §7-4370)

Congratulations “Cash Box”

BONNETT’S MUSIC DISTRIBUTORS
4844 S. Damen Ave., Chicago 36, III.

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
WANT—Nickelodeons, violanos, player pianos, organs and other mechanical musical instruments in working condition or as is. Send description and lowest price to ADMIRAL MUSIC CO., 3246 NO. FULFARI ROAD, CHICAGO 41, I1L. (Tel: Kateake 3-3555).

WANT— Phonographs made before 1940. Dealers or juke box stock. I'll pay the highest prices. Some labels wanted are Bremen, Vanguard, Paramount, Rhythm, Melotone. JACOB S. SCHNEIDER, 109 WEST 83rd ST, NEW YORK 24, N. Y. (Tel: Trafalgur 7-1947).

WANT—Rock-Ola 120 Wall and 1438 Comets. H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, I1L. (Tel: 4-6703).

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10 blues we pay freight. 30% on SINGLES, MAIN STREET, PROVIDENCE, R. I. (Tel: Union 1-7500).

WANT—Used records, 45's or 78's. All types—Pop, Hillbilly, Blues. We have complete library of 78's. We can provide shipping cartons if needed. Write or phone. JALEN AMUSEMENT CO., INC., 14 E. 21ST STREET, NEW YORK 15, N. Y. (Tel: Elizabeth 2-2081).

WANT—Late Model 2 Player Pims, Big Time, Broadways, other late models, cash or will trade 6 slightly used Popperite 10c Pop Corn Venders, 4 3 type Shuffleboard Electric Scoreboards. PACIFIC KIDDIE RIDE DIST., CO., 1212 S. TACOMA AVE., TACOMA, WASH. (Tel: 21 MA 217).

WANT—AM1 80, 120, 200 selection Wall Boxes, Beldows, upper over head units, 3. Late 2 Player Pinballs. Write stating condition, number and best cash price. THOMAS ENT. SALES LTD., ST. THOMAS, ONT., CANADA (Tel: 2648).

WANT—Used American 12 ft. Rebound Shuffle Boards or other late models. State prefered prices. WESTERN DISTRIBUTORS, 312 ELLIOTT AVE., SEATTLE, WASH. (Tel: Garfield 3385).

WANT—45 RPM Records, new or used. No quantity too large or too small. Highest prices paid. Write stating quantity and condition. TOM CALANO, CALANO DIST. CO., 142 ARMITAGE, CHICAGO 39, I1L. (Tel: Dickson 2-7000).

WANT—Will Pay $888 Cash Entire Inventory, Large Operators, Distributors. Please send complete list—Gunn, Arcade, Music, Shuffle, Ball 1948 Model Pinball "Hot Rod" and Ball 1949 Model Pinball "Hot Rod" and Ball Distributing Co., INC, 286 LINCOLN ST, ALLSTON, MASS. (Tel: Algonquin 1-0464).

WANT—To Purchase 5,000,000 Surplus Records, All Speeds. We Prefer Large Quantities and Will Buy For Cash, Top Prices Offered. Write, Phone, Collect—RANSEL TRADING CO., 10440 W. 95th BLVD., ISLAND PARK, N. Y. (Tel: General 2-1650), JESSE SELLER PRES.

WANT—Used Bally Bings; Gottlieb and Williams Pfl's; Game and Photographs. Send complete list. Highest prices paid. Representatives of Wurlitzer and Gottlieb Games. CABI FOUNDS, AND SANDBOARD, YOUNG DISTRIBUTING L. I. CORP., 240 E. MERRICK RD., FREEPORT, L. I.

WANT—Used Records. High prices paid for 78's and 45's. No quantity too large or too small. We buy late LP's (33-1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 16, N. Y. (Tel: Judson 6-4586).

WANT—Used BINGO reconditioned or not, also Seeburgs M1004, M100B. Are also interested in agencies for new games for Belgium, Luxembourg, Aixenloffs including seaworthy packing f.o.a. New York and catalogues to: ETS, SONI-BEL, 30 AVE. DU PORT, BRUSSELS, BELGIUM.

WANT—Gimmicks, Screeching, Howling—They are no substitute for talent. Survey reports Michael Anthony Great Bartineo Gresoner. Salt Music is coming back. Write or Post Card for free Michael Anthony Sample Record. H.R.C. RECORD PROMOTIONS, 214 HOLLYWOOD WAY, BURBANK, CALIF.

WANT—Round The World Travelers—Drive mobiles, Other Arcade Equipment. Quote lowest price and condition. DONAN DIST. CO., 5007 N. KEDZIE AVE., CHICAGO 25, I1L. (Tel: JU 5-5211).

WANT—Late model Shooting Gal leries; Round World Travelers; Drive mobiles; other late arcade machines. State condition and lowest price first letter. ECONOMIC SUPPLY CO., 577 TENTH AVE., NEW YORK, N. Y. (Tel: Chickerick 4-8628).

WANT—Literature on any type of coin machine—Merchandising, Amusement, Skill, Rides, Music—anything that takes a coin for any purpose. WITHAM ENTERPRISES AND ASSOCIATES, 20-22 CUNNINGHAM AVE., GLENS FALLS, N. Y.

WANT—Attention Everyone in the Coin Business. We want Arcade Equipment and All the Bally and United Bingo you have. Plenty of $$$$ waiting. Don't Write or Wire but call us collect—Loeast 4-4415.

BELGIAN AMUSEMENT CO., 334 NORTH BROAD ST, PHILADELPHIA, PA.

WANT—To Buy—Used Pin Game & Bingo Legs, Bally & United. Please advise how many you have and price. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029 PROSPECT, CLEVELAND, OHIO. (Tel: Tower 1-6715).

WANT—Latest Model Music Machines. Quote Price in First Letter. KOPPEL DIST. CO., 607 TENTH AVE., NEW YORK 16, N. Y. (Tel: Doug- acred 3-4028 x 9).

WANT—To buy for cash 1436 Fireball, 45 RPM and 1438 Comet. SEA COAST DIST. INC., 1200 NORTH AVE., ELIZABETH, NEW JERSEY (Tel: BI 8-3524).

WANT—Used 12 Ft. American Cushion Shuffle-boards. Also Used Center Pads. Write Michael ENCE ARNOLD, 1605 N. 175, SEATTLE, WASH. (Tel: Lincoln 4681, EVENINGS).

WANT—Used Gottlieb and Williams 5 Ball PINs. High prices paid for Model 1954 on. Call collect—United 3-8574; (Nion 3-6627, H. Betti & Sons, 1706 MANHATTAN AVE., UNION CITY, N. J.

WANT—Used Records! 45's, 78's and LP's. No amount too small or too large. Write stating amount on hand. We pay premium price for proper merchandising. PEP NOVELTIES, 1404 N. AMERICA BLVD., CHICAGO 40, I1L. (Tel: UpTown 5-9600).

WANT—Vending Machines, late model, all types. Must be in A Condition, ready for location. Candy, Cigarettes, Coffee, etc., RE LIALE COIN MACHINE CO., 184 WINDSOR ST, HARTFORD, Conn. (Tel: 6-3553).

FOR SALE—Hi-Speed Super Fast Shuttle Board wax. 24 one-pound cans per case. $8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. Distributor for D. Gottlieb, CHICAGO 6-3555. State. STATE MUSIC DISTRIBUTORS, INC., 3109 MAIN ST, DALLAS, TEXAS.

FOR SALE—Bowlers: ABC Bally 14' and 11'; Deluxe Congress, DeluxE Airmail Bally Bings; Star Times; Key West, Big Shows, Big Times, all models, GLOBE DISTRIBUTING CO., 1625 NO. CALIFORNIA AVE., CHICAGO 47, I1L (AR 0730).

FOR SALE—All types of used Pool Tables, jhumo and regular. Also late shuffle Allers. Will trade for AMI Jukes or Seeburg. Special price on ultra modern speaker and Ralls (1 inch speaker). $7.50. GATEWAY DISTRIBUTING CO., 3622 W. NORTH AVE, CHICAGO 47, I1L (Tel: Dickens 2-1214).

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

FOR SALE—New modern wall speakers, $11.95 each; C.G. Band Box (used), $95; 5206 (48 selv) Wall Boxes, $29.50; Seeburg 100 sel Wall Boxes, $49.50, BIOLITTA DIST. CO., 224 N. MAIN STREET, NEWARK, N. Y. (Tel: Newark 593).

FOR SALE—Games: Genoa's State Fair; Exhibit's Sporland Shooting Gal lery, Bings; United's Picnic, Singers and Cabana. SALINA MUSIC AND AMUSEMENT CO., 121 NORTH 7th, SALINA, KANSAS.

FOR SALE—United Hawaiis, $45; C. Chicago Coin, Tournament Skill Bowls (Like New), $395; Blondie (Like New), $250. Write or call, DOUGLAS DIST. CO., 4701 WASHINGTON BLVD., ST. LOUIS, MO (Tel: Forest 7-6730).

FOR SALE—Double Header, like new, A1 condition, $475. LEWIS & FOLLETTE MUSIC CO., SOUTH BAKERS, $29.50; Seeburg 100 sel, $350. 4701 WASHINGTON BLVD., ST. LOUIS, MO (Tel: Forest 7-6730).

FOR SALE—Used machines of all models, is as is shopped and ready for location. AUTOMATIC MUSIC DISTRIBUTORS, INC., 900 NORTH WESLEY, GLENDALE, ARIZONA, 6, 6KLA. (Tel: Forest 5-3450).

FOR SALE—Eight assorted 14 foot bowlers — Bally, United, Chicago Coin. Write, ready for location. I & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. (Tel.: Main 1-8751).

FOR SALE—14 and 11 foot Bowler Parts Specials; Back glass protector, $11.95 ea. Flexiglass Fin Panel protector, 12½" x 23", $5.55 ea. Noodle rubber balls, 3".  $1.95 ea. WICO CORP., 2913 N. PULASKI RD., CHICAGO 41, ILL. (Tel.: Mulberry 5-3000).

FOR SALE—Rio, $35; Tahiti, $25; Tropics, $25; Chicago Coin Six Player Super Match Bowler, $45. Terms—One-Third Deposit, Balance Sight Draft. GENERAL DISTRIBUTING CO., 1609 ORLEANS AVE., NEW ORLEANS, La. (Tel.: Tulane 6729).

FOR SALE—100 Telequiz, with film. Reconditioned, refurbished ready for location. 5c or 10c play. Special price, $99.90. Write for quantity prices and list of other equipment. C O R SALES, 5216 N. LECLAIRE AVE., CHICAGO, ILL. (Tel.: Ave nue 3-6818).

FOR SALE—Bally Brite Spot; Bally Frolics, cleaned and checked. Will accept any reasonable offer. Abo Genco State Fair Rifle; Williams King O'Swath; Six Pocket Pools—ANTHONY HIRT, 2420 NO. 8TH ST., SHEBOYGAN, Wis. (Tel.: GL 7-5197).

FOR SALE—Wurlitzer 2000, $900; Wurlitzer 1900, $852; Seeburg M-100A, $225; United Handicaps, used, $435. WANT—All 45 rpm phonographs, especially Seeburg Bs, Co., Recond., and Pa. NATIONAL NOVELTY Co., 640 W. MERRICK ROAD, VALLEY STREAM, L. I., N. Y. (Tel.: Locust 1-6770 and 6771).

FOR SALE—Reconditioned Seeburg 106 Selection Wall-O-Matic, Model 3W1, Chrome Covers, New Selection Buttons, New Aluminum Instruction Plates, $57.50. Telephone: or wire collect, Yvonne 75-1631, DAVIS DISTRIBUTING CORP., 738 ERIE BLVD., E., SYRACUSE 3, N. Y.

FOR SALE—Seeburg M100A, $225; M100C, $575; M100G, $700; M100W, $800; M100R, $800; 3W1 Chrome, $55; Wurlitzer 1800, $750; 1900, Write, AMI DB0, $300; 40, $175; Evans Century, $275. MUSICAL SALES, 2534-36 OLIVE STREET, ST. LOUIS 5, MO. (Tel.: CH 1-8561).

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

NOTICE—Phonograph and Game Mechanic and Collector, Married, 10 years experience. Wants to relocate on West Coast. Bonafide, Excellent references. Looking for shop space and stock. SIMPSON #248, c/o THE CASH BOX, 1721 BROADWAY, NEW YORK, N. Y.

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.: Veron 5-7976).

NOTICE—It's your business to know THE FACTS! How can operator-cooperators affect you? How can you get your locations' cooperation? How can "10c Play Plus" help you? What percentage of the nation's juke boxes feature 10c play? What percentage of U. S. amusements feature 10c play? All this and more 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 officially accepted The Cash Box is the publication that conceived the idea for MOA (Music Operators of America). The Cash Box originated and has constantly crusaded for: "National Public Relations Bureau," "Play Time," "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 Ency clopedia Edition plus its Anniver sary issue is accepted as "The Year Book of the Industry." When you send $15 for a full year's (52 weeks) subscription to The Cash Box (just about two bits a week) you are 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 19, N. Y.

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

NOTICE—That idea you have can become a new coin-operated game. Contact Bob Young for Development and Engineering advice. BOB YOUNG'S SERVICE, 3427 BEN LOMOND PL., SAN LEANDRO 57, CALIF. (Tel.: No 2-3254).

NOTICE—Attention Operators: It pays to diversify your source of income! Place your names on the Point Pen machines and others in your present or new locations. Write for free booklet. NATIONAL SANITARY SALES, INC., 6640 N. WESTERN, DEPT. CB, CHICAGO 45, ILL.
This is the only juke box that gives you every advance—and every advantage known to modern coin machine engineering.
This is the only juke box ever to combine mechanical superiority with all that is known of music merchandising on location.
This is the only juke box ever to incorporate the skill and knowledge of top operators all over America, in its design and mechanism.
This is the ShowBox "H-200."
See it! Hear it! Profit with it!

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Originators of the automatic selective juke box in 1927 . . . known by operators for coin-operated music instruments of unrivaled dependability since 1909.
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REGARDING SELLING PRICES
IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, in many cases, pay any price offered in the lower 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 cost of removing all parts for reconditioning. Purchasers of such priced categories should take these facts into consideration and, at the same time, should realize that many buyers today are repairing and reconditioning machines as well as experienced mechanics, such buyers will purchase machines "as is", at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.
Manufacturers New Equipment

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

J. H. KEENEY & CO., INC.
Bowl-O-Rama (6 Player) $1,000
14 Foot
11 Foot
10 Foot

Tommy (6 Player) $1,000
14 Foot

Super Big Tent $250

Super Hot Coffee Vendor $150

DeLuxe Coffee & Hot Chocolate Combo Vendor $90

Various Models of above...

ROCK-OLA MFG. CORP.
Model 1455, 200 Sel. $1,850
Model 1542, 50 Sel. $2,750
Model 1540—Player, Base $375
Model 1546, Chrome Wall Box, 120 Sel. $1,850
Model 1548, 50 Sel, Wall Box 167—Hi-Fi Wall Speaker $1,850

J. P. SEEBOURG CORP.
KD200 Photophone $2,250

L100 Photophone $1,850

DW-A-Wall-O-Matic 200 HI-FI Speakeriking $1,900

HD54—Volume Control $1,850

HFCV1—High-Fidelity Wall Speaker $1,850

HFCV1—High-Fidelity Speaker $1,850

PSSLZ-Power Supply $1,850

UNITED MFG. CO.
Hi-Score Bowling Alley (6 Player) $1,150

14 Foot $1,750

Play Time (In-Line Game) $825

Bowling Alley (6 Player) $1,750

11 Foot $1,150

18 Foot $1,375

Team Play Bowling Alley (6 Player) $1,850

11 Foot $1,240

14 Foot $1,265

20 Foot

Available in 25 Play, also available in 2 Plays—$25 with Credit Unit—

UNITED MUSIC CORP.
UPA-100 100-Sel. Photophone $300

No List Price

Authorized for Publication

WILLIAMS MFG. CO.
Gay Parade (4 Player, 5 Ball) $1,000
HiHand (Single Player, Straight Novelties 5-Ball) $1,000

 Revelation (6 Player)

DeLuxe 1957 Baseball 6-Pocket Pool Table $1,000

Crosby (Regular Model)

DeLuxe Crosby (Match Model) $1,000

Pac-Man $1,000

Cradle Crane $900

No List Price

Authorized for Publication

THE RUDOLPH WURTLIZER CORP.
Model 2100 Phonograph $1,000

Model 2104 Phonograph, 100 Sel. $1,150

Model 2150 Phonograph, 200 Sel. $1,850

Model 5210 Wall Box, 200 Sel., 3-Wire $1,850

Model 5210 Wall Box, 100 Sel., 3-Wire $1,850

Model 5210 Wall Box, 50 Sel., 3-Wire $1,850

Model 5210 Wall Box, 25 Sel., 3-Wire $1,850

Model 5210 Wall Box, 15 Sel., 3-Wire $1,850

Model 5115 Hi-Fi Corner Speaker $1,850

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THIS BALL "Makes the Game!"

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Shipped in sections!
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Genuine Gutters!
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NEW PROFIT MAKING FEATURE!
2 Games for 25c
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Convertible to regular 10c play!
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