Charlie Gracie receives one of show business' honors by having his hand and footprints placed in the cement in front of the 500 Club in Atlantic City. A copy of Gracie's million selling Cameo record "Butterfly" was also placed there. Standing behind Gracie, watching the ceremony are (left to right): Paul D'Amato, owner of the 500 Club; Sam Gracie, father of Charlie; theatrical agent Bernie Rothbard; and Bemie Lowe, president of Cameo Records. Charlie's current disk on Cameo is "I Love You So Much It Hurts" and "Wanderin' Eyes."
Taking the country by STORM!

Introducing RCA VICTOR’s newest recording star

MILTON ALLEN!

Love A, Love A Lover c/w Just Look, Don’t Touch, She’s Mine
47/20-6994

Now on NBC-TV every Monday 7:30-7:45 pm (EDT) “Million Record Show,” starring Georgia Gibbs

America’s favorite speed… 45 RPM RCA VICTOR
The sale of classical records has boomed in recent years. Along with all other record categories, the classical field has experienced a tremendous increase in sales. The development of the 33 1/3 speed can be marked as the turning point in the upward trend of classical sales; and the nation's prosperity, the increased importance of records as a medium of entertainment, and the skyrocketing interest in hi-fi equipment have been the continuing factors in classical record sales.

However, great as has been the increase in this field, the potential market has probably not even been tapped as yet.

Perhaps one of the main reasons for this is that probably nowhere else in the entire record field is there such a tendency to be ponderous and pretentious in approach. Too many people who are missing the joys of classical music and who would probably be avid buyers of it, have no understanding of the field and fear to approach it because their experience with it has often been one of pompousness and condescension on the part of those who are "in the know".

Yet this doesn't necessarily have to be so. Classical music can be conveyed to large audiences of people with varying tastes and be made understandable and desirable to all of them. A magnificent example of this unpretentious approach was demonstrated last week by David Oppenheim, Columbia's Director of Classical A&R, at the Columbia convention in Miami, in his explanation to the dealers present of forthcoming classical catalogue.

Oppenheim approached his subject with such singular lucidity, with such an obvious delight in the product, and with such humor and yet seriousness, that no one in the entire audience could have felt for a moment that he was being talked down to. As a matter of fact the way the audience felt about his talk was well demonstrated by the standing ovation he received when it was over.

What we would like to point out by this is that classical material can win a multitude of new adherents by a more up-to-date merchandising approach, one which combines lightness which won't scare potential customers away, with an educational factor which can convey to these future buyers of classical music the joys and delights that are in store for them—again without repelling them by telling them they are educated.

In other words, merchandising classical records should be treated in the same manner in which any other product is merchandised. The old professor approach is not the way.
THE NATION'S
Top Ten
JUKE BOX TUNES
(PLUS THE NEXT 25)

1  TEDDY BEAR
    ELVIS PRESLEY
    VT-7000—Elvis Presley

2  BYE, BYE LOVE
    EVERLY BROTHERS
    CD-1335—Everly Brothers

3  I'M GONNA SIT RIGHT DOWN
    BILLY WILLIAMS
    CR-61830—Billy Williams

4  IT'S NOT FOR ME TO SAY
    JOHNNY MATHIS
    CD-40491—Johnny Mathis

5  LOVE LETTERS IN THE SAND
    PAT BOONE
    DO-15570—Pat Boone

6  OLD CAPE COD
    PATI PAGE
    ME-71101—Patti Page

7  SO RARE
    JIMMY DORSEY
    FS-755—Jimmy Dorsey

8  AROUND THE WORLD
    VICTOR YOUNG—MANTOVANI (TIE)
    AP-9775—Don Costa
    CS-61741—Lawrence Welk O.

9  SEARCHIN'
    THE COASTERS
    AC-4097—The Coasters

10 SEND FOR ME
    NAT "KING" COLE
    CA-3711—Nat "King" Cole

1) WHITE SILVER SANDS. 2) I LIKE YOUR KIND OF LOVE. 3) TAMMY.
4) WHISPERING BELLS. 5) SHORT FAT FANNIE. 6) A WHITE SPORT COAT.
7) STAR DUST. 8) SHANGRI-LA. 9) DARK MOON. 10) WONDERFUL! WONDERFUL!
11) RAINBOW. 22) START MovIN'. 23) OVER THE MOUNTAIN.
ACROSS THE SEA. 24) DIANA. 25) WITH ALL MY HEART. 26) ALL
SHOOK UP. 27) MY PERSONAL POSSESSION. 28) GONNA FIND ME A BLUE-
BIRD. 29) IN THE MIDDLE OF AN ISLAND. 30) JENNY, JENNY. 31) LOVING
YOU. 32) A TEENAGER'S ROMANCE. 33) GOODY GOODY. 34) A FALLEN
STAR. 35) YOUNG BLOOD.

C O D E

A—Abbott
AC—Atco
AD—Adalbert
AO—Appaloosa
AP—ARC
AT—Atmosphere
BT—Biltmore
BY—Bally
CA—Capital
CD—Colcord
CH—Chess
CJ—Columbia
CK—Checker
CL—Clematis
CO—Columbia
CR—Coral
CT—Crest
DA—Decca
DI—Diamond
DJ—Duke
DO—Dot
DR—Drake
ES—Excello
FE—Farah
FL—Fiesta
FO—Field
FR—Franklin
F—Frampton
G—Gang
GE—Gee
GL—Glory
GR—Groove
EP—Epic
HE—Herd
IM—Imperial
KB—Kapp
LI—Liberty
LO—London
ME—Mercury
MG—MGM
MD—Modern
MO—Modern
NE—Nargen
NI—Nippon
NO—Norgran
PE—Prestige
PG—Progress
PL—Parlophone
PM—Prestige
PT—Prestige
R—RCA
RE—RCA
RG—RCA
RH—RCA
RM—RCA
RN—RCA
RS—RCA
RJ—RCA
SA—Sax
SC—Scepter
SEA—Savoy
VF—Violet
VS—Violet
WP—Wig
UY—Vogue
V—Victor
VE—Vogue
VC—Vogue
VL—Vogue
VO—Vogue
VT—Vogue
W—Wax
Y—Yankee
Z—Zink

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
BUDDY KNOX
"HULA LOVE"
b/w "DEVIL WOMAN"
R-4018

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
JOHNNY NASH
(ABC-Paramount 2944)

B+ "THE LADDER OF LOVE" (2:50) [Kahn BMI—Knox]
Young Johnny Nash, one of ABC's most talented young performers, makes a tremendous showing here as he belts out an overpowering inspirational love song. Lad has a great voice and would take off via this performance.

B+ "I WALK ALONE" (2:28) [Mayfair ASCAP—Styne, Chinn]
The versatile lad takes hold of a top drawer oldie and treats it to a beautiful reading on this side. Pretty arrangement. There's a bright future in store for this boy. Watch both sides of this platter.

LARRY MARTIN
(DeWitt 110)

B "A MAN" (2:37) [Desty BMI—Martin] Larry Martin debuts on the DeWitt label with a wonderful inspirational song that builds in intensity as the side progresses. Strong lyric and melody carefully handled by the young performer.

C+ "WERE ONCE IN YOUR TEENS" (2:36) [Desty BMI—Martin, Martin] Here the warbler drone has been replaced by a general romancer about today's teenage lassies.

ROBERT ASHLEY
(MGM 12318)

B "FRISKY (PANE AMORE FANTASIA)" (2:36) [Holisi BMI—Nisa, Cini] Ashley, an MGM mood package maestro, is happily represented here as he and his orchestra deliver a cute creation from the "Bread, Love and Dreams" film. Excellent saxophone and prominent waxing deejays will take to this.

C+ "MAMBO BACAN" (2:45) [Holisi BMI—Giordano, Vatro] Scintillating rhythms by Ashley and the song on another movie melody ("Women of Desire") makes for inviting orchestral color.

THE TWO MORROWS
(Cadence 1327)

B+ "WHO, WHY, WHEN, WHAT" (2:20) [Sylvia BMI—Boone, Walker] Wordless vocal shenanigans by the female vocal duo gives the waxing a unique quality. Gall is filled with several lyrics to sing along, perform with vitality, and rhythm. Could catch on.

C+ "HANDS OFF" (2:25) [Sylvia BMI—Boone, Mauro] Individual blend of the twoosome aids this conventional rock-styled, talented team.

EILEEN BARTON
(Epic 9225)

B+ "GOODNIGHT, MY LOVE" [Robbins ASCAP—Gordon, Revel] The chirp bounces through a clean-cut rock and roll romancer on this side. Excellent arrangement and accompanying on a good tune. Side has hit ingredients.

B+ "EVERYBODY'S BUDDY" [Soda ASCAP—Chappell, Chappell] A cute rhythm item about a chick who's everybody's gal but nobody's gal, is partly handled by Eileen Barton. Bouncy romancer that could make noise.

MICHAEL Landon
(Candleight 1017)

B "BE PATIENT WITH ME" [Robbins BMI—Shaw, Gellhorn] Michael Landon, featured in the forthcoming picture "I Will Remember You", has cut out a good rock and roll ballad that should appeal to the kids. Smooth dance deck. His disk could develop into a money-maker when pic hits the screens.

C+ "GIMME A LITTLE KISS" (2:06) [ABC ASCAP—Turk, Smith, Pinkard] A conversation between a fellow and his gal, introduces this cute lifting interpretation of a great oldie.

BOB LUMAN
(Imperial 8311)

B+ "ALL NIGHT LONG" (1:40) [Travis BMI—J. Shelly] A rockin' new piece of big material with all-market appeal is belted out at a spattering general 'drivin' pace by newcomer Bob Luman. Powerful side that should keep the Jukes jumpin' 'til dawn. Watch this one.

C+ "RED CADILLAC AND BLACK MUSTACHE" (2:20) [Travis BMI—L. May] Here Luman's got the blues and he's found out that a guy fitting the song title anyway, is no longer allowed to wear his gal's goatee for his absence. An interesting, up tempo affair distinctively voiced by the songster.

THE JONES BOYS
(Imperial 55091)

B "GOOD NIGHT" (2:05) [Sun BMI—Phillips, Jeffers, Bender] The Jones Boys, a favorite group of the jockeys, enjoy their smooth harmonies here in a strong-sounding version of a pretty romancer. Good song, enhanced by the sighs of a female voice, adding the gimmick. Should get heavy play.

C+ "OUT OF MY DREAMS" (2:27) [Syllis ASCAP—Hammerstein, London] This ballad was taken from the song for the latest Liberty LP. Fine old standard presented to a smooth swinging beat.

BETTY MADIGAN
(Capitol 1029)

C+ "THINK OF ALL THE NICE THINGS HE'S DONE" (2:43) [Larry Spier ASCAP—Hoffman, Mansur, Diamond] A lovely new shuffle beat romancer is beautifully presented by Betty Madigan, also assisted by a chorus. Commercial delivery and refreshing sound could send this side soaring. Watch this sleeper. It's got something extra.

C «COME HOME, JOE" (2:28) [Brenner BMI—Esherman, Roberts] Here the lark chants an unusual, but dramatic love story set to an entirely different tempo. Steady beat love song.

TOMMY STEPHENES
(ABC-Paramount 2942)

B "THE CAXTON'S JUMP" (2:45) [Pamco BMI—Eliza, Eliza] Tommy Stephens leads his orchestra thru a familiar minor key melody and comes up with a light and interesting fusion of rock and roll dance and colorful dance opus that should meet with success in a number of areas.

C+ "DESERT FANTASY" (2:43) [Weiss & Barry BMI—C.] This half is a new "Harem Dance" type Arabic creation, haunting and fascinating item.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
NOW
FOR HIS FIRST MERCURY
SINGLE RELEASE

BILLY
ECKSTINE
SINGS

ALL OF MY LIFE

coupled with

POOR LITTLE HEART

MERCURY 71161

MR. “B” NEVER SOUNDED BETTER!

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**Loco and Tender Lips** (2:09) [Meridian BMI—Hill, Stevens] A swell rockin’ and rollin’ on this end as he sweeps thru a cute dance item. His guitar work and vocals should appeal to the kids.

**FORGOTTEN DREAMS** (2:09) [Mills ASCAP—Anderson] **THE BLUEBELLS OF SCOTLAND** (2:12) [Mills ASCAP—Anderson]

LEROY ANDERSON ORCH. (Dec 30403)

- Music by the masters never dies. And LeRoy Anderson is truly a master. They compositions may be years old, they always seem to find their way to success. Such was the case with “Blue Tango,” "The Syncopated Clock" and "Forgotten Dreams," The song has been gaining in popularity in England and now a number of disc jockeys are showing interest in the song for the U.S. market. Decca has taken Anderson’s interpretation of the melodist melody out of it. LP and is now offering it as a single. It’s an enchanting love song set to tap and flowing of the moments. Everything about it is beautiful and you can’t help but whistle along with the orchestra. Watch this song. It could be the next big dance instrumental. Flip "The Bluebells of Scotland" is another imaginable Anderson composition as they did it when they originally recorded the track as a vogue regal fashion by the maestro’s “Pop” orchestra.

**SLEEPER OF THE WEEK**

**THE DIPSY DOODLE** (2:20) [Lincoln ASCAP—Clintons]

BILL HALY & HIS COMETS (Dec 30394)

- It’s a fact! The oldies are coming in and they’re hitting in a big way. They may not sound the same as they did when they originally became popular, nevertheless, their singing in, Bill Haley, who has been rocking the newer songs for the past few years, takes to rocking the oldies on his latest. Decca coupling and comes up with two solid dance items for the kids. One half features the crew cutting it up on the favorite “Miss You.” The other is an up-tempo interpretation of the standard "The Dippy Doodle." Haley handles the vocal cleanly, and gets strong support from his comets. Two torrid tidbits tailored for the teenagers.

**I SIT IN MY WINDOW** [Bill & Range BMI—Davenport]

**HEY, YOU FACE** [Sequence ASCAP—Lynn, White, Wolfson]

THE CROW CUTS (Mercy 71668)

- It looks as though the Crow cuts have finally hit the race of material that will spread their name across the charts in the coming weeks. The tune is a simple rhythm item tagged “I Sit In My Window” and it’s got a sound, lyric and melody that just can’t miss making the grade. The boys handle the contagious ditty with a number of vocal riffs and come off with a delightful up-tempo jazz to keep the boys rocking round the clock. Extremely commercial stuff to watch closely. The companion piece is a rocking item titled "Hey, You Face." It’s another teen-tailed ditty with a dance beat designed to keep the happy feet jumping. The best coupling the boys have offered in quite some time.

**EVERYTIME I HEAR THAT SONG** (2:15) [Desiard BMI—Hunter]

IVORY JOE HUNTER (Miami 1515)

- Ivory Joe comes up with another pretty one destined to be a good hit in the pop field (See R & B Reviews)

**THE CASH BOX**

**SLEEPER OF THE WEEK**

**FORGOTTEN DREAMS** (2:09) [Mills ASCAP—Anderson]

**THE BLUEBELLS OF SCOTLAND** (2:12) [Mills ASCAP—Anderson]

LEROY ANDERSON ORCH. (Dec 30403)

- Music by the masters never dies. And LeRoy Anderson is truly a master. They compositions may be years old, they always seem to find their way to success. Such was the case with “Blue Tango,” "The Syncopated Clock" and "Forgotten Dreams," The song has been gaining in popularity in England and now a number of disc jockeys are showing interest in the song for the U.S. market. Decca has taken Anderson’s interpretation of the melodist melody out of it. LP and is now offering it as a single. It’s an enchanting love song set to tap and flowing of the moments. Everything about it is beautiful and you can’t help but whistle along with the orchestra. Watch this song. It could be the next big dance instrumental. Flip "The Bluebells of Scotland" is another imaginable Anderson composition as they did it when they originally recorded the track as a vogue regal fashion by the maestro’s “Pop” orchestra.

**THE DIPSY DOODLE** (2:20) [Lincoln ASCAP—Clintons]

BILL HALY & HIS COMETS (Dec 30394)

- It’s a fact! The oldies are coming in and they’re hitting in a big way. They may not sound the same as they did when they originally became popular, nevertheless, their singing in, Bill Haley, who has been rocking the newer songs for the past few years, takes to rocking the oldies on his latest. Decca coupling and comes up with two solid dance items for the kids. One half features the crew cutting it up on the favorite “Miss You.” The other is an up-tempo interpretation of the standard "The Dippy Doodle." Haley handles the vocal cleanly, and gets strong support from his comets. Two torrid tidbits tailored for the teenagers.

**I SIT IN MY WINDOW** [Bill & Range BMI—Davenport]

**HEY, YOU FACE** [Sequence ASCAP—Lynn, White, Wolfson]

THE CROW CUTS (Mercy 71668)

- It looks as though the Crow cuts have finally hit the race of material that will spread their name across the charts in the coming weeks. The tune is a simple rhythm item tagged “I Sit In My Window” and it’s got a sound, lyric and melody that just can’t miss making the grade. The boys handle the contagious ditty with a number of vocal riffs and come off with a delightful up-tempo jazz to keep the boys rocking round the clock. Extremely commercial stuff to watch closely. The companion piece is a rocking item titled "Hey, You Face." It’s another teen-tailed ditty with a dance beat designed to keep the happy feet jumping. The best coupling the boys have offered in quite some time.

**EVERYTIME I HEAR THAT SONG** (2:15) [Desiard BMI—Hunter]

IVORY JOE HUNTER (Miami 1515)

- Ivory Joe comes up with another pretty one destined to be a good hit in the pop field (See R & B Reviews)
WOW! ANOTHER SMASH HIT FOR IVORY JOE HUNTER

singing
The New Rhythm Ballad Sensation

EVERYTIME I HEAR THAT SONG

ATLANTIC-1151

published by DESIARD MUSIC PUBLISHING CO.
sale selling agent Melody Lane Music Pub. Co.
Gen. Prof. Mgr. MURRAY DEUTCH

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

<table>
<thead>
<tr>
<th>Best Bets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE LADDER OF LOVE</strong> (Capitol 12525) [Doris Akers]</td>
</tr>
<tr>
<td><strong>SO LONG&quot;/&quot;LONGING TO HOLD YOU AGAIN</strong> (RCA Victor 6998) [Ron Harvey Orch.]</td>
</tr>
<tr>
<td><strong>ALL OF ME</strong> (Verve 12525) [Doris Akers]</td>
</tr>
<tr>
<td><strong>WHO, WHY, WHEN, WHAT</strong> (RCA Victor 6998) [Ron Harvey Orch.]</td>
</tr>
<tr>
<td><strong>ALL NIGHT LONG</strong> (RCA Victor 8311) [Ron Harvey Orch.]</td>
</tr>
<tr>
<td><strong>EVERYBODY'S BUDDY&quot;/&quot;GOOD-NIGHT MY LOVE</strong> (Manna 6009) [Doris Akers]</td>
</tr>
<tr>
<td><strong>FAMOUS LAST WORDS</strong> (RCA Victor 6997) [Ron Harvey Orch.]</td>
</tr>
<tr>
<td><strong>THAT OLD FEELING</strong> (RCA Victor 6997) [Ron Harvey Orch.]</td>
</tr>
<tr>
<td><strong>THINK OF ALL THE NICE THINGS HE'S DONE</strong> (RCA Victor 6997) [Ron Harvey Orch.]</td>
</tr>
<tr>
<td><strong>HOW WILL I KNOW</strong> (RCA Victor 6997) [Ron Harvey Orch.]</td>
</tr>
</tbody>
</table>

**RON HARVEY ORCH.**
- "IN THE MOOD" (Capitol 12525) [Doris Akers] (RCA Victor 6998) [Ron Harvey Orch.]
- "BEGIN THE BEGUILING" (RCA Victor 6998) [Ron Harvey Orch.]
- "BEGIN THE BEGUILING" (RCA Victor 6998) [Ron Harvey Orch.]
- "ALL OF ME" (RCA Victor 6998) [Ron Harvey Orch.]

**TINA ROBIN**
- "LITTLE GRAY CAT" (MGM 12525) [Doris Akers] (RCA Victor 6998) [Ron Harvey Orch.]
- "A NIGHT IN TRINIDAD" (MGM 12525) [Doris Akers] (RCA Victor 6998) [Ron Harvey Orch.]
- "CAPTAIN'S PARADISE" (MGM 12525) [Doris Akers] (RCA Victor 6998) [Ron Harvey Orch.]

**DAVID ROSE**
- "RAINBOW OF LOVE" (MGM 12525) [Doris Akers] (RCA Victor 6998) [Ron Harvey Orch.]
- "EAGLE'S SONG" (MGM 12525) [Doris Akers] (RCA Victor 6998) [Ron Harvey Orch.]

**GUY LOMBARDO**
- "THE LADDER OF LOVE" (MGM 12525) [Doris Akers] (RCA Victor 6998) [Ron Harvey Orch.]
- "IN THE MOOD" (MGM 12525) [Doris Akers] (RCA Victor 6998) [Ron Harvey Orch.]
- "BEGIN THE BEGUILING" (MGM 12525) [Doris Akers] (RCA Victor 6998) [Ron Harvey Orch.]

---

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The Fastest Breaking Record in JUBILEE's History!

On The Way to No. 1

Don Rondo
WHITE SILVER SANDS
JUBILEE 5288

Spreading Like Wildfire
That Fabulous Instrumental

ECHO, ECHO, ECHO
By Don Lee
BLUE CHIP 0013

Bill Darnel
RAINBOW
JUBILEE 5290

The Big One

New Hit by
The Cadillacs
MY GIRL FRIEND
JOSIE 820

New - and Great
The Original
Cadillacs
LUCY
JOSIE 821

Products of JAY-GEEl RECORD CO., INC.

*It's What's in THE CASH BOX That Counts — INTERNATIONALLY*
spanking new EP's from ATLANTIC at NEW LOW PRICE of $1.29 each

ROCK & ROLL  •  POPULAR  •  JAZZ

EP 575  ALL STAR ROCK & ROLL
Previously unissued selections by Louie Bellini, Jerry Lee Lewis, Dylan McPhatter, Rob Brown.

EP 576  WILBUR DE PARIS

EP 578  BOBBY SHORT

EP 579  PHINEAS NEWBORN

EP 580  CHRIS CONNOR

EP 581  CHARLES MINGUS/The Clown

EP 582  JOE MOONEY

EP 583  THE MODERN JAZZ QUARTET/Fontessa

EP 584  CLYDE McPHATTER

EP 585  RUTH BROWN

EP 586  JOE TURNER

EP 587  RAY CHARLES

EP 588  LA VERN BAKER

EP 589  IVORY JOE HUNTER

EP 590  THE CLOVERS

EP 591  CHUCK WILLIS

EP 592  THE DRIFTERS

After a Swingin' Summer, a Frantic Fall!
ALL OF THESE NEW EP's
—as well as all other Atlantic EP's
ARE AVAILABLE UNDER ATLANTIC'S FALL PLAN:
BUY 8 DIFFERENT EP's AND GET 1 FREE!

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

with the most outstanding performance of the year

Kitty Kallen

"LASTING LOVE"

b/w LONG LONELY NIGHTS • Decca 9-30404
Orchestra and Chorus under the Direction of Sid Feller

A NEW WORLD OF SOUND

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
<table>
<thead>
<tr>
<th>Rank</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Form. Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TEDDY BEAR</td>
<td>ELVIS PRESLEY</td>
<td>(RCA Victor)</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>TAMMY</td>
<td>DERRIE REYNOLDS</td>
<td>(Coral)</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>I'M GONNA SIT RIGHT DOWN</td>
<td>BILLY WILLIAMS</td>
<td>(Coral)</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>BYE, BYE LOVE</td>
<td>EVERLY BROTHERS</td>
<td>(Cadence)</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>LOVE LETTERS IN THE SAND</td>
<td>PAT BOONE</td>
<td>(Dot)</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>IT'S NOT FOR ME TO SAY</td>
<td>JOHNNY MATHIS</td>
<td>(Columbia)</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>WHITE SILVER SANDS</td>
<td>DON RONDO</td>
<td>(Jubilee)</td>
<td>9</td>
</tr>
<tr>
<td>8</td>
<td>AROUND THE WORLD</td>
<td>McGuire Sisters</td>
<td>(Coral)</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>OLD CAPE COD</td>
<td>PATSY PAGE</td>
<td>(Mercury)</td>
<td>7</td>
</tr>
<tr>
<td>10</td>
<td>SEARCHIN’ COASTERS</td>
<td>(Aloe)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>SEND FOR ME</td>
<td>NAT “KING” COLE</td>
<td>(Capitol)</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>RAINBOW</td>
<td>RUSS HAMILTON</td>
<td>(Kapp)</td>
<td>17</td>
</tr>
<tr>
<td>13</td>
<td>SHORT FAT FANNIE</td>
<td>LARRY WILLIAMS</td>
<td>(Speciality)</td>
<td>15</td>
</tr>
<tr>
<td>14</td>
<td>SO RARE</td>
<td>JIMMY DORSEY</td>
<td>(Fraternity)</td>
<td>12</td>
</tr>
<tr>
<td>15</td>
<td>SHANGRI-LA</td>
<td>FOUR COINS</td>
<td>(Epic)</td>
<td>13</td>
</tr>
<tr>
<td>16</td>
<td>WHISPERING BELLS</td>
<td>DEL-VIKINGS</td>
<td>(Dot)</td>
<td>14</td>
</tr>
<tr>
<td>17</td>
<td>STAR DUST</td>
<td>BILLY WARD &amp; DOMINOES</td>
<td>(Liberty)</td>
<td>18</td>
</tr>
<tr>
<td>18</td>
<td>DIANA</td>
<td>PAUL ANKA</td>
<td>(ABC-Paramount)</td>
<td>19</td>
</tr>
<tr>
<td>19</td>
<td>WHOLE LOT OF SHAKIN’ GOING ON</td>
<td>JERRY LEE LEWIS</td>
<td>(Sun)</td>
<td>23</td>
</tr>
<tr>
<td>20</td>
<td>MY PERSONAL POSSESSION</td>
<td>NAT “KING” COLE</td>
<td>(Capitol)</td>
<td>16</td>
</tr>
<tr>
<td>21</td>
<td>LOVING YOU</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>IN THE MIDDLE OF AN ISLAND</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>A FALLEN STAR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>FASCINATION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>WITH ALL MY HEART</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>LOVE ME TO PIECES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>SUMMER LOVE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>I LIKE YOUR KIND OF LOVE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>THIRD FINGER LEFT HAND</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>A TEENAGERS ROMANCE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>BUILD YOUR LOVE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>WONDERFUL! WONDERFUL!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>TO THE AISLE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>SWINGING SWEETHEARTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>JUNE NIGHT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>PASSING STRANGERS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>SOFT SANDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>AN AFFAIR TO REMEMBER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>HONEYCOMB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>FIRE DOWN BELOW</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>DARK MOON</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>GOODY GOODY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>ISLAND IN THE SUN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>BERNARDINE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>REBEL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>YOUNG BLOOD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>THAT'LL BE THE DAY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>OVER THE MOUNTAIN, ACROSS THE SEA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>YOU'RE CHEATING YOURSELF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>THE GIRL WITH THE GOLDEN BRAIDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>ROCKIN' SHOES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>SING IT CHILDREN, SING IT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>BON VOYAGE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>1 AM.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>A WHITE SPORT COAT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>JENNY, JENNY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>FOUR WALLS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>SOMETHING WONDERFUL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>HAPPENS IN SUMMER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>MR. LEE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>LONG LONELY NIGHTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>JUST BETWEEN YOU AND ME</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>63</td>
<td>WORDS OF LOVE</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
MUSICAL EXCITEMENT
...ON RCA-VICTOR

Her First Hit Record On RCA-Victor

GOGI GRANT

THAT'S THE LIFE FOR ME
b/w

IT'S A WONDERFUL THING TO BE LOVED

47/20-6996

COMING SOON

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Gene Klaasen and Dee Finch, morning men on New York's WNEW, are conducting a contest asking for a name for the earth satellite scheduled to begin the earth early next year. The prize for the winner is an all expense trip for two around the world in 30 days, providing passengers in London, Paris, Rome, Istanbul, Calcutta, Hong Kong, Tokyo, Wake Island, San Francisco. . . . $100 went to the Musical Distrophy Association when Jerry Lewis (WBIR-Rochester, N.Y.) bet Jerry Lewis (WBIR) $100 on the New York win. Jack Lewis, played Rochester about three years ago. Jerry said his dad never appeared in Rochester. A call to Jerry's father in New York won Nick the wager. . . . WTKO-Ithaca, N.Y. began a new series of record hops to be emceed by three WTKO deejays. . . . Lee Ross (KD-Santa Barbara, Calif.) is programming about 50% album selections on his program. . . . Tom Edwards (WECLE, Cleveland, Ohio) writes that famed jazz pianist Errol Garner (Columbia) will appear with the Cleveland Symphony in Cleveland August 25th. . . . Dave Walshak (KCTI-Gonzales, Texas) has returned from two weeks duty with the National Guard. . . . Dave Teig (WLK-Wilkes-Barre, Pa.) will be spending ten days in New York City, beginning August 29th and will be using as his headquarters Capitol Records Distributors, 235 W. 64th St. . . . Ed Bonner (XOK-ST. Louis, Mo.), was in New York last week to do the Martin Block Show (WABC). Ed and his wife, Jean, have a new son, Rick Steven, born May 1st. . . . An indication to Norm Page (WCAE-Detroit, Mich.) that 'good music is coming back' is the Google Rense (Class) pressing of "Beautiful Weekend." . . . Artists who would like to be guests on Don Caldwell's WHLL-Wheeling, West Virginia show "Juke Box Review," write or phone Don. The telephone number is CEdar 3-1981.

Howie Leonard (WLOB-Portland, Me.), Program Director and deejay at WLOB, reports the station has added a Scholarship Fund Record Hop each Saturday afternoon from a nearby ballroom from 1 to 6 P.M., with a small admission charge for dancers. The proceeds go into the scholarship fund, to be awarded at the end of Walter Powell (WBVL-Charlottesville, Ky.) recently devoted an hour of his three hour "Sunday Sereads" for some numbers from various Atlantic rock 'n roll albums which included selections by such artists as Ike Joe Hunter, Ruth Brown, Ray Charles, Clyde McPhatter, and Laverne Beker. . . . John Michaels (WOKY-Milwaukee, Wisc.) emceed the big two day Milwaukee South Shore Water Frolics July 13th and 14th, which attracted a total of 225,000 to the natural amphitheater formed by a half-mile of sloping Lake Michigan Shoreline. This was Michael's fourth consecutive year as emcee of the event. WOKY broke ground last week for improvements which will enlarge its studio's by one-third. . . . Les Arnold, former deejay at WING-Chicago, N.H., and now serving in the Armed Forces, will begin broadcasting, for Armed Forces Radio, from the Marshall Islands starting August 5th. Richard Biddle, President of the Southern Key Network, has announced that Barbara Lea's Prestige disk of "A Straw Hat Full Of Lifes" has been selected as the 163 station outfit's "Pick Record Of The Month." . . . There has been an enthusiastic reaction, says WTT-WNew Orleans, La., to 18-year-old deejay Bill Novak, just added to the WTLX staff. Bill heads an 8 P.M. to Midnight stint, and has been in radio for more than five years. . . . Fred Mitchell (WCHO-Toledo, Ohio) runs a "Hit Wich Mitch Two-Hit Ball," a yearly effort which aids the local PFA with twenty-five cent admission price.

Johnny Stone (KANS-Wichita, Kansas) has signed a recording contract with Ebb Records, and his first release will be "First Love," by "Ronnie Memory, Memory, Miney, Mo." . . . John Bennett (WNJ-Newton, N.J.) interviewed Marilyn Maxwell a short while ago, and she told John she will probably be doing some albums of standards on the coast. . . . Gerry Myers (KOVY-[New York] wrote that Jim Corey's Columbia waxing of "Love Me To Pieces" looks very big in his area. . . . Bill Richerson (WCPS-Tarboro, N.C.) is visiting his parents and relatives in his hometown of Kansas City, Mo. . . . Johnny Fairchild (KEL-El Paso, Texas) is running a popular cartoon contest, "I Was--" While Listening to KELP" we're informed by Frank Bell, also of KELP. . . . Station WORL-Boston, Mass, will use a style of programming that includes 15 minute segments of music throughout the day, each featuring a different artist.
Lieberson Sets Tone Of Columbia Convention

NEW YORK — Goddard Lieberson, President of Columbia Records, set the tone—and the pace—of the Columbia convention held in this city from July 24th through July 30th. With Columbia distributors from all over the world and their wives—some 700 people in all—gathered together in the Americana Hotel, Lieberson’s urbane humor yet forthright approach to the problems at hand determined the air of all the meetings.

Lieberson emphasized throughout the convention that Columbia was in the business of “merchandising entertainment.” He couldn’t say where it might lead the company in the future, but if the subject involved entertainment, Columbia would be interested in it. Moreover as far as records are concerned, he saw an extraordinary future. Gross industry sales, he said, would continue to skyrocket due to population increases, increased production capacity and with it increased income disposal, in addition to increased leisure time.

Distributors, as well as almost all of Columbia’s home office executives, started pouring into the Americana on Wednesday July 24th. The convention officially started Thursday night, however, with an address by Lieberson, a dinner, and a showing of the movie version of “The Pajama Game.”

Business meetings got under way on Friday morning with Hal Cook, Vice President in Charge of Sales holding sway, and each of the A&R men explaining their future product. In addition, merchandising, research and advertising plans were disclosed by Columbia execs in charge of those functions.

The introduction of the new Columbia phonograph line was one of the most important aspects of the convention. From an entertainment point of view, the show put on by Columbia artists Sunday night was the highlight. With Lieberson acting as encore, a long list of artists was introduced by him either to take a bow or to perform, including Frankie Lane, Leonard Bernstein, Rhonda Fleming, Johnny Mathis, The Hi-Lo’s, Marty Robbins, Ray Price, Carl Smith, Mel Tillis, Bobby Lord, Eileen Rodgers, Don Cherry, Jerry Adams, Andre Kostelanetz, Paul Weston, Mitch Miller, Percy Faith, Sammy Kaye, Norman and Vi Petty, Ray Ellis, and Les Elgart’s orchestra.

In other sections of this week’s issue of The Cash Box as well as in last week’s issue are additional stories relating to specific matters which were disclosed at the Columbia meetings.

Columbia Stresses “Hi Fi For Fun” In Fall Merchandising Campaign

MIAMI BEACH—“Hi Fi For Fun” is the consumer banner under which Columbia Records will merchandise its array of new products for the Fall sales season, according to an announcement by Hal E. Cook, Vice President in Charge of Sales.

“This year’s extraordinary boom in record-listening as a prime leisure pastime bears out the prediction we made in last year’s dealer slogan—‘Your Future is Sound.’” Cook pointed out. “This year we say ‘Take Stock in Your Future.’ We offer a merchandising program calculated to tap this booming market.”

Key products in the Columbia Fall program, each with its own marketing aids, are: a new two-volume Popular “LP” series, the “twin CL” priced at $6.98; the new $1.98 twelve-inch “LP” Harmony record line; Columbia’s first stereophonic tapes; the renovated Hall of Fame “LP’s”, EP and singles standard series. Merchandising innovation is the new gift service combining display facilities, wrapping material, and special occasion cards, in a single unit.

“Thanks to high volume derived from enthusiastic distributor and dealer support for our merchandising programs such as Buy of the Month, during 1957, Columbia is declaring a ten per cent stock dividend,” Cook stated.

From August 1st to September 28th, when Fall merchandising requirements are solicited, qualified dealers through their distributors will be given extra merchandise of their own choice equivalent to 10 per cent of the order placed; the dividend is applicable to all Columbia packaged goods, including new releases shipped in August. In addition, Cook explained, “Dealers will earn their normal 11 per cent cash discount with liberal dating terms.”

An aid to suggestive selling has been developed in Columbia’s Masterworks theme finder, a record designed to teach record clerks how to identify twenty-four of the most popular symphonies and suggested related sales possibilities.

“Hi’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
HOLLYWOOD — The Modernaires (1-r back) Hal Dickinson, Paula Kelly, John Drake and Dick Cathcart and Fran Scott (front) presented producer Will Cowan with directors chair in which he is seated. Cowan produced all the motion pictures shorts in which the Mods appear.

**Victor LP Cover Wins Australian Honors**

NEW YORK—Rudi Tolnay, managing director of RCA of Australia Pty. Ltd., announced last week that the RCA Victor album "Drum Suite" was awarded first prize in Cawthorne's National Cover Of The Year contest. In an interview with Bob Jones, RCA Victor's Art Director, Tolnay congratulated Jones, Ace Lehman, Asst. Art Director who conceived the design and David Hecht, RCA Victor Staff Photographer on behalf of Cawthorne's. The same album was awarded a Certificate of Merit at the First Annual Record Cover Show by the American Institute of Graphic Arts. The Australian award came two weeks after the first anniversary of RCA of Australia Pty. Ltd.

"Drum Suite" was also chosen at the 1957 German Jazz Festival by the German Jazz Federation in Frankfurt, Germany, as the album with the best arrangements.

**"Cotton" Carrier Joins Lowery**

ATLANTA, GA. — Lowery Music Co., Inc., publisher of such recent big hits as "Young Love", "Be-Bop-A-Lula" and "First Date, First Kiss, First Love", last week announced the signing of Joseph A. (Cotton) Carrier as a representative of the firm. A veteran of the music business, Carrier has been in the field for the past 15 years as an entertainer, talent manager and song writer. He is the composer of the gospel song "I Have But One Goal", one of the first songs published by Lowery Music in 1958. Carrier was a d.j. at WSB in Atlanta for five years and during part of that time, was in charge of the station's artists' bureau. He also acted as manager and m.c. for the WSB Barn Dance.

In addition to calling on jockeys, Carrier will act as general manager of Bill Lowery Enterprises, a talent agency now booking Jerry Reed, Ric Cartey, Bob Corley, Ray Stevens, Roy Drusky, Don Carroll and other acts, professional or amateur, who has any black and white photos depicting a "jazz" theme.

First prize will be the Ricoh "500" 35mm Camera with complete triggermatic action; 2nd and 3rd prizes, a Ricoh "25" Camera Outfit, with leather carrying case and flash unit; 4th and 5th prizes, a Super Ricohflex twin-lens reflex camera. Fifteen follow-up winners will receive the latest jazz albums released by RCA Victor, Mercury, Atlantic, Capitol and Coral.

All entries should be sent to N. Y. Jazz Festival, Room 902, 156 Fifth Ave., New York 17, and should be clearly marked with the name, address and phone number of the photographer. All photographs become the property of the N. Y. Jazz Festival. They will be displayed at Randall's Island the two nights of the Festival.
### Best Selling Sheet Music

**AROUND THE WORLD**
Victor Young ASCAP—Young

**LOVE LETTERS IN THE SAND**
Bourne ASCAP—Kenny, Kenny, Coats

**OLD CAPE COD**
Geo. Pincus & Sons ASCAP—Rothrock, Yakus

**TAMMY**
Northern ASCAP—Livingston, Evans

**I'M GONNA SIT RIGHT DOWN**
DeSylva, Brown & Henderson ASCAP—Young, Ahlert

**BYE, BYE LOVE**
Acuff-Rose BMI—Bryant, Bryant

**WHITE SILVER SANDS**
Fellows Peer Int'l BMI—Matthews

**SO RARE**
Robbins ASCAP—Horst, Sharpe

**IT'S NOT FOR ME TO SAY**
Kerwin ASCAP—Stillman, Allen

**DARK MOON**
Dawkins BMI—Miller

**Gladys ASCAP**
Mann, Lowe

**SEND FOR ME**
Wincotton BMI—Jones

**LOVING YOU**
Presley BMI—Lieber, Stoller

**GONNA FIND ME A BLUEBIRD**
Acuff-Rose BMI—Rainwater

### Peatman List

**SONGS WITH LARGEST RADIO & TV AUDIENCE**

<table>
<thead>
<tr>
<th>RADIO (LISTED ALPHABETICALLY)</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Affair To Remember</td>
<td>Feist</td>
</tr>
<tr>
<td>Around The World</td>
<td>Young</td>
</tr>
<tr>
<td>Band Of Angels</td>
<td>Wynn</td>
</tr>
<tr>
<td>Bye, Bye Love</td>
<td>Acuff-Rose</td>
</tr>
<tr>
<td>Every Little Movement</td>
<td>Wynn</td>
</tr>
<tr>
<td>Fascination</td>
<td>Southern</td>
</tr>
<tr>
<td>Forgotten Dreams</td>
<td>Mills</td>
</tr>
<tr>
<td>I'm Gonna Sit Right Down</td>
<td>DeSylva-Brown &amp; Henderson</td>
</tr>
<tr>
<td>Love Letters In The Sand</td>
<td>Bourse</td>
</tr>
<tr>
<td>Marching Among The Blues</td>
<td>Lena</td>
</tr>
<tr>
<td>My Heart Reminds Me</td>
<td>Symphony House</td>
</tr>
<tr>
<td>Old Cape Cod</td>
<td>Pincn</td>
</tr>
<tr>
<td>Shangri-La</td>
<td>Robbins</td>
</tr>
<tr>
<td>So Rare</td>
<td>Weiss &amp; Barry</td>
</tr>
<tr>
<td>Swinging Sweethearts</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Tommy</td>
<td>Northern</td>
</tr>
<tr>
<td>Teddy Bear</td>
<td>Glady</td>
</tr>
<tr>
<td>Tell Me Love</td>
<td>Famous</td>
</tr>
<tr>
<td>There's A Gold Mine In The Sky</td>
<td>Bourse</td>
</tr>
<tr>
<td>Through The Eyes Of Love</td>
<td>Pickwick</td>
</tr>
<tr>
<td>TILL</td>
<td>Chapell</td>
</tr>
<tr>
<td>When My Sugar Walks Down The Street</td>
<td>Mills</td>
</tr>
<tr>
<td>White Silver Sands</td>
<td>Follows-Pear</td>
</tr>
<tr>
<td>Wonderful! Wonderful!</td>
<td>E. B. Marks</td>
</tr>
<tr>
<td>Write To Me From Naples</td>
<td>Broadcast</td>
</tr>
</tbody>
</table>

### Power Packed!

**"RED CADILLAC AND BLACK MUSTACHE"**

---

**Imperial 8311**

---

**Bob Lumian**

---

**Imperial Records**

---

**It's What's in THE CASH BOX That Counts—INTERNATIONALLY**
Cleveland, Ohio
1. It's Not For Me To Say (J. Mathis)
2. I'm Gonna Sit Right Down (S. Williams)
3. Teddy Bear (E. Presley)
4. Tommy (D. Raymonds)
5. Love Letters in the Sand (T. Connolly & B. Williams)
6. Send for Me (N. Cole)
7. Baby, Bye Love (Everyly Brothers)
8. Whispering Bells (Del-Vikings)
9. Mr. Lee (Louie Armstrong)
10. Star Dust (B. Ward)

Chicago, Ill.
1. It's Not For Me To Say (J. Mathis)
2. Bye, Bye Love (Everyly Brothers)
3. I'm Gonna Sit Right Down (B. Williams)
4. Teddy Bear (E. Presley)
5. Tommy (D. Raymonds)
7. Baby, Bye Love (Everyly Brothers)
8. Whispering Bells (Del-Vikings)
9. Old Cape Cod (J. Mathis)
10. Teddy Bear (E. Presley)

Miami, Fla.
1. It's Not For Me To Say (J. Mathis)
2. Bye, Bye Love (Everyly Brothers)
3. I'm Gonna Sit Right Down (B. Williams)
4. Teddy Bear (E. Presley)
5. Tommy (D. Raymonds)
7. Baby, Bye Love (Everyly Brothers)
8. Whispering Bells (Del-Vikings)
9. Old Cape Cod (J. Mathis)
10. Star Dust (B. Ward)

Denver, Colo.
1. Teddy Bear (E. Presley)
2. (Reynolds/Amos Bros.)
3. Bye, Bye Love (Everyly Brothers)
4. I'm Gonna Sit Right Down (B. Williams)
5. Love Letters in the Sand (T. Connolly & B. Williams)
6. Baby, Bye Love (Everyly Brothers)
7. Whispering Bells (Del-Vikings)
8. Young Blood (Coasters)
9. Island in the Sun (M. Bottafoco)

Minneapolis, Minn.
1. Searchin' (Coasters)
2. Around The World (Young)
3. Bye, Bye Love (Everyly Brothers)
4. I'm Gonna Sit Right Down (B. Williams)
5. Love Letters in the Sand (T. Connolly & B. Williams)
6. Baby, Bye Love (Everyly Brothers)
7. Whispering Bells (Del-Vikings)
8. Star Dust (B. Ward)
9. Teddy Bear (E. Presley)

Seattle, Wash.
1. Teddy Bear (E. Presley)
2. Teddy Bear (E. Presley)
3. (Reynolds/Amos Bros.)
4. (Reynolds/Amos Bros.)
5. Bye, Bye Love (Everyly Brothers)
6. I'm Gonna Sit Right Down (B. Williams)
7. Love Letters in the Sand (T. Connolly & B. Williams)
8. Baby, Bye Love (Everyly Brothers)
9. Whispering Bells (Del-Vikings)

San Antonio, Texas
1. Short Fat Fanny (Williams)
2. (Everlys)
4. Searchin' (Coasters)
5. Baby, Bye Love (Everyly Brothers)
6. I'm Gonna Sit Right Down (B. Williams)
7. (Everlys)
8. (Reynolds/Amos Bros.)
9. Teddy Bear (E. Presley)

1. I'm Gonna Sit Right Down (B. Williams)
2. It's Not For Me To Say (J. Mathis)
3. Baby, Bye Love (Everyly Brothers)
4. I'm Gonna Sit Right Down (B. Williams)
5. Teddy Bear (E. Presley)
6. Tommy (D. Raymonds)
7. Love Letters in the Sand (T. Connolly & B. Williams)
8. Baby, Bye Love (Everyly Brothers)
9. Whispering Bells (Del-Vikings)
10. Love Me To Pieces (Corey)

Cincinnati, Ohio
1. Love Letters in the Sand (T. Connolly & B. Williams)
2. Around The World (Young)
3. Searchin' (Coasters)
4. (Reynolds/Amos Bros.)
5. Old Cape Cod (J. Mathis)
6. Teddy Bear (E. Presley)
7. (Reynolds/Amos Bros.)
8. Love Letters in the Sand (T. Connolly & B. Williams)
9. Baby, Bye Love (Everyly Brothers)
10. Love Me To Pieces (Corey)

St. Louis, Mo.
1. Bye, Bye Love (Everyly Brothers)
2. I'm Gonna Sit Right Down (B. Williams)
3. Teddy Bear (E. Presley)
4. (Reynolds/Amos Bros.)
5. Wonderful Wonderfully (Coasters)
6. White Silver Sands (Rondo)
7. I Like Your Kind Of Love (L. Ward)
8. At Our House (C. Nelson)
9. I'm Gonna Sit Right Down (B. Williams)
10. June Night (J. Dorsey)
**Jubilee Records Announces Fall Album Program**

NEW YORK—Jubilee Records, this city, contemplating the most successful Fall season in the company's 18-year history, has launched a double-edged exploitation and promotion campaign for its Fall album program and is offering a special plan for distributors and dealers as well as a plan for radio stations. It has been announced by Jerry Blaine, President of Jubilee.

During the period of August 1 through October 31, dealers purchasing 7 Jubilee albums will receive an 8th album free of charge. Radio stations are offered their choice of 30 LP's from Jubilee's current catalogue, as well as future releases within one week, for five dollars. Additional LP's are available to the stations at a purchase price of $1.00 each. Jubilee's current album catalogue consists of 66 LP's.

Morty Palitz, who last year became Vice-President of Jay Gee Record Co., Inc., Jubilee's parent company, and assumed the A&R post for Jubilee and other labels under the Jay Gee ban- ner, has scheduled for September release an additional 15 LP's. Palitz, who has developed top talent in the industry, has included in the upcoming releases such leading jazz names as Art Blakey and the Jazz Messen- gers, Teddy Charles, Oscar Peterson, Charles Mingus, Hampton Hawes, Donald Byrd, and the GiGi Gryce.

Jubilee's September album schedule is included in the Fall plans for the distributors and dealers as well as radio stations.

Jubilee's current album catalogue consists of:

- "Pardon My Blooper," Volumes 1, 2, 3, 4 and 5;
- "Over Sixteen;" "Professor Irwin Corey at Le Ruban National;"

The September release albums are:

- "Three For The Duke," Teddy Charles (Jazz);
- "My Favorite Places," Walter Scharf; "Out of the Mouth of Babes;" "Mingus Three," Mingus Jazz; "Cocktails Dinner Dancing," Sheet Fields; "Dancing at the Plaza," Mark Monte; "Bonde;" Don Rondo; "Christmas," La Felce Brothers; "Pardon My Blooper," Volume #6; "The Jazz Lab;" Donald Byrd and GiGi Gryce; "Over Sixteen;" "Randy Weston Trio;" "Albuns as yet untitled, one by Frank Ortega and the other by Frank Verna."

**Stars On Danny Thomas Hospital Show**

MEMPHIS, TENN.—Each year, Danny Thomas puts on a show in Memphis to raise money for his $2,500,000 St. Jude's Hospital. Over 11,000 admissions on a distribution has come to Kosmo Park in Memphis June 29th to see a taut bill perform for the cause. Four of the entertainers who contributed their talents to the show are L. to r. Lou Costello, Elvis Presley, Ferlin Husky, and Jane Rus- sell. Other artists at the affair not shown included Susan Haywood, and Roberta Sherwood.

**WICE-Providence, Celebrates First Anniversary**

PROVIDENCE, R.I.—The first an- niversary of station WICE-Providence was celebrated with a successful rec- ord hop at the Rocky Point Palladium. An audience of 16,000 teenagers came to see and hear the station's "Big Five" deejays, Jim Holt, Arlie Hutt, Jim Mendes, and Sherm Strichouser.

**NEWS that’s UP-TO-THE-MINUT**

**REVIEWS of the LATEST RECORDS**

**CHARTS compiled EVERY WEEK**

**ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS**

**Every Week In**

**THE CASH BOX**

**ALL FOR ONLY $15. PER YEAR**

**(52 ISSUES)**

**THE CASH BOX**

1721 Broadway
New York 19, N. Y.

Please enter our subscription for 1 year ($15) at $15. Enclosed Our Check [ ] Please Send Us A Bill [ ]

**FIRM NAME:**

**ADDRESS:**

**CITY:**

**ZONE:**

**STATE:**

**Individual's Name:**

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

**Decca Records Adds Two Accessory Items**

NEW YORK—Decca Records has announced that two new items have been added to its Accessory line. Now available through Decca distributors are the Klenertest Record Cleaning Mitts—which are packaged in pairs, each pair retailing at $1.00—and a Plastic Record Rack, which is available in a choice of three colors, black, green, and coral.

**TWO BIG SMASHES!**

by PAT BOONE

PAT BOONE sings

"THERE'S A GOLD MINE IN THE SKY"

PAT BOONE sings

"LOVE LETTERS IN THE SAND"

BOURNE, INC.

136 WEST 53rd ST. N. Y. C.
Bennet Relaxes

GOODY ANNEX INC.
New York, N. Y.
1. Royales (R. Williams)
2. And That Reminds Me
3. Goody Goody (T. Lynham)
4. Will You (J. Demetris)
5. Send For Me (N. Cole)
6. Rainbow (H. Hamilton)
7. Ban Voyage (J. Harper)
8. Diana (P. Anka)
9. I'm Leaving Home (C. Moffatt)
10. Mr. Lee (Robert Preston)

DON LEYAKOFF
Minneapolis, Minn.
1. Searchin' (Coasters)
2. Bye Bye Love (Everly Bros.)
3. Tommy (D. Reynolds)
4. I'm Gonna Sit Right Down And Cry (R. Williams)
5. Whispearing Bells (D. Williams)
6. Around the World
7. Rockin' Shoes (Amex Bros.)
8. Star Dust (B. Ward)
9. Teddy Bear (E. Presley)
10. White Silver Sands (D. Rondo)

A. WILLIAMS & CO.
1. I'm Gonna Sit Right Down (R. Williams)
2. That'll Be The Day (Cocktails)
3. Rainbow (H. Hamilton)
4. Last Tango (P. Esquivel)
5. It's Not For Me To Say (J. Mathis)
6. Star Dust (B. Ward)
7. Love Letters In The Sand (P. Boone)
8. Bye Bye Love (Everly Bros.)
9. Ban Voyage (J. Harper)
10. Shangri-La (P. Cohn)

JUDISCO ONE STOP
Miami, Fla.
1. Bye Bye Love (Everly Bros.)
2. I'm Gonna Sit Right Down (R. Williams)
3. It's Not For Me To Say (J. Mathis)
4. Love Letters In The Sand (P. Boone)
5. Last Tango (P. Esquivel)
6. Star Dust (B. Ward)
7. Around The World
8. White Silver Sands (D. Rondo)
9. Short Fat Tenancy (P. Page)
10. Old Capped Cds (F. Page)

SUPER MUSIC, INC.
Baltimore, Md.
1. I'm Gonna Sit Right Down (R. Williams)
2. Send For Me (N. Cole)
3. Is Your Love For Real (Midnighters)
4. Diana (P. Anka)
5. Whispearing Bells (Del-Vikings)
6. Love Me To Pieces
7. Teddy Bear (E. Presley)
8. White Silver Sands (Rondo/Roberts)
9. First Kiss (N. Pathy)

CALIFORNIA MUSIC CO.
Los Angeles, Calif.
1. I'm Gonna Sit Right Down (R. Williams)
2. Bye Bye Love (Everly Bros.)
3. I'm Gonna Sit Right Down (D. Rondo)
4. Searchin' (Coasters)
5. White Silver Sands
6. Send For Me (N. Cole)
7. It's Not For Me To Say (J. Mathis)
8. Old Capped Cds (F. Page)
9. Star Dust (B. Ward)
10. Teddy Bear (E. Presley)

DEW MUSIC CO., INC.
Monroeville, Pa.
1. Teddy Bear (E. Presley)
2. Tammy (D. Reynolds)
3. Bye Bye Love (Everly Bros.)
4. Love Letters In The Sand (P. Boone)
5. Mean Woman Blues
6. Rocking Pneumonia
7. Ram Tang Ding Dong
8. Send For Me (N. Cole)
9. Short Fat Tenancy (P. Page)
10. Around The World

HARMONY RECORD SHOP
Denver, Colo.
1. Teddy Bear (E. Presley)
2. Tammy (D. Reynolds)
3. Bye Bye Love (Everly Bros.)
4. Love Letters In The Sand (P. Boone)
5. I'm Gonna Sit Right Down (J. Mathis)
6. Island In The Sky (The Del-Vikings)
7. Red Roses For You (E. Presley)
8. Passing Strangers
9. Short Fat Tenancy (P. Page)
10. Around The World

HEWGLY'S MUSIC SHOP
Columbus, Ohio.
1. Tammy (D. Reynolds)
2. Send For Me (N. Cole)
3. Love Letters In The Sand (P. Boone)
4. Teddy Bear (E. Presley)
5. Teenagers Romance
7. Short Fat Tenancy (G. Lewis)
8. Short Fat Tenancy (F. Williams)
9. Old Capped Cds (F. Page)
10. Searchin' (Coasters)

ROYLES T V
Salt Lake City, Utah.
1. Tammy (D. Reynolds)
2. Teddy Bear (E. Presley)
3. I'm Gonna Sit Right Down (R. Williams)
4. Bye Bye Love (Everly Bros.)
5. Over The Mountain (M. Joe)
6. You Are My Personal Pos-
7. Around The World
8. Whispearing Bells
9. White Silver Sands (Ronde)
10. Teddy Bear (E. Presley)

"Only these records best suited for commercial use are reviewed by THE CASH BOX"
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Previous Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>AROUND THE WORLD IN EIGHTY DAYS</em></td>
<td>MOVIE SCORE</td>
<td>Decca DL 9046 * ED 836</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td><em>LOVE IS THE THING</em></td>
<td><em>NAT &quot;KING&quot; COLE</em></td>
<td>Capitol W-824 * EPA-1,824, 2-824, 3-824</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td><em>LOVING YOU</em></td>
<td>ELVIS PRESLEY</td>
<td>RCA Victor LPM-1315 * EPA 2-1315</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td><em>A SWINGIN' AFFAIR!</em></td>
<td>FRANK SINATRA</td>
<td>Capitol W-803 * EPA-1-803, 8-803, 4-803</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>MANTOVANI FILM ENCORES</td>
<td>MANTOVANI AND HIS ORCHESTRA</td>
<td>London LL-1700</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td><em>MY FAIR LADY</em></td>
<td>BROADWAY CAST</td>
<td>Columbia OL 5090 * A 5090</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td><em>ROGER WILLIAMS: SONGS OF THE FABULOUS FIFTIES</em></td>
<td>Kapp KLK 5000 * KE-714, 15, 16, 17, 18</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td><em>HYMNS</em></td>
<td>TENNESSEE ERNIE FORD</td>
<td>Capitol T 756 * EPA-1-756, 2-756, 3-756</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td><em>THE KING AND I</em></td>
<td>MOVIE CAST</td>
<td>Capitol W 740 * EPA 740</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td><em>SPIRITUALS</em></td>
<td>TENNESSEE ERNIE FORD</td>
<td>Capitol T-818 * EPA-1-818, 2-818, 3-818</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>BERGEN SINGS MORGAN</td>
<td>POLLY BERGEN</td>
<td>Columbia CL 994</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td><em>DANCE TO THE MUSIC OF LESTER LAINAN</em></td>
<td>(Epic LN 3360 * EG 7185)</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td><em>OKLAHOMA</em></td>
<td>MOVIE CAST</td>
<td>Capitol SAD 395 * SDM 395</td>
<td>13</td>
</tr>
<tr>
<td>14</td>
<td><em>LENA HORNE AT THE WALDORF</em></td>
<td>ASTORIA</td>
<td>RCA Victor LOC-1028 * EDC-1028</td>
<td>14</td>
</tr>
<tr>
<td>15</td>
<td><em>STEADY DATE</em></td>
<td>TOMMY SANDS</td>
<td>Capitol T-848 * EPA-1-848, 2-848, 3-848</td>
<td>15</td>
</tr>
<tr>
<td>16</td>
<td><em>AN EVENING WITH BELAFONTE</em></td>
<td>HARRY BELAFONTE</td>
<td>RCA Victor LPM 1402 * EPA 1402</td>
<td>16</td>
</tr>
<tr>
<td>17</td>
<td><em>THE EDDIE DUCHIN STORY</em></td>
<td>MOVIE SCORE</td>
<td>Decco DL 8289</td>
<td>17</td>
</tr>
<tr>
<td>18</td>
<td><em>FOR DANCERS ALSO</em></td>
<td>LES ELGART</td>
<td>Columbia CL 1008 * B-10081, 2, 3</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>ABOUT THE BLUES</td>
<td>JULIE LONDON</td>
<td>Liberty LRP-3043</td>
<td>19</td>
</tr>
<tr>
<td>20</td>
<td><em>HERE'S LITTLE RICHARD</em></td>
<td>LITTLE RICHARD</td>
<td>Specialty SP 100 * 400, 401, 402</td>
<td>20</td>
</tr>
<tr>
<td>21</td>
<td>THE FLYING PLATTERS</td>
<td>THE PLATTERS</td>
<td>Mercury MG 20298</td>
<td>21</td>
</tr>
<tr>
<td>22</td>
<td>NEW GIRL IN TOWN</td>
<td>BROADWAY CAST</td>
<td>RCA Victor LQC-1027</td>
<td>22</td>
</tr>
<tr>
<td>23</td>
<td><em>S'WONDERFUL</em></td>
<td>RAY CONNIF</td>
<td>Columbia CL 925 * EPA 925</td>
<td>23</td>
</tr>
<tr>
<td>24</td>
<td>EXOTICA</td>
<td>MARTIN DENNEY</td>
<td>Liberty LRP 3034</td>
<td>24</td>
</tr>
<tr>
<td>25</td>
<td>PAT</td>
<td>PAT BOONE</td>
<td>Dot DLP-3050</td>
<td>25</td>
</tr>
</tbody>
</table>

**Best Selling Pop Albums**

* Also Available in EP

**Wins Song Title Contest**

NEWARK, N.J.—Gordon B. Anderson, seated second from left, is shown signing a Mills Music contract, which was first-prize in a "Song Title Contest" sponsored by Eclipse Records and WAA-Evank's "Requestfully Yours." The contest, which drew the largest mail response (10,000 letters) in the history of the station, involved the naming of a melody especially written for the contest by Eclipse Musical Director Marc Fredericks. Anderson, a clerk in Harlem's Stuyvesant Hospital, came up with "The Bushfield Debutante," which won him the professional writer's contract entitling him to 50% royalties as well as a $50 advance royalty check for song, due to be released on Eclipse next month. Seated (l. to r.) are Richard Mills, General Manager of Mills Music; Anderson; Walt Collins, President of Eclipse; and Fredericks. Standing (l. to r.) are Paul Brenner, deejay, and me of "Requestfully Yours"; Leo J. John Firenza, Vice-President of Eclipse.

**Nola Recording Expands**

NEW YORK—A comprehensive expansion program has been accomplished by the V. J. Nola Recording Studios with the consolidation of all the facilities of The Penthouse Sound Studios and the Broadway Branch at Steinway Hall, according to an announcement by V. Thomas Nola, executive vice-president. The new set up has 30 studios devoted to recording on tape, motion picture film and disc; TV rehearsal halls and includes the celebrated Steinway Concert Hall.

Nola now occupies the equivalent of four floors dedicated to the production of "full range" high fidelity sound. The recording studios are equipped with the newest type of tape machines, heavy duty, variable pitch recording lathes and specially designed consoles for mixing, mastering and copying. One feature is a studio dedicated to the production of sound for motion pictures and slide film. A fully equipped broadcast type control booth is being added to the Steinway Concert Hall, which became part of the Nola holdings about six months ago.

**Am-Par Issues Hayes Kiddie LP**

NEW YORK—ABC-Paramount Records will release Bill Hayes' first album for the diskery titled "Bill Hayes Sings the Best of Disney," on August 1. Each of the 12 songs in the LP are from Walt Disney motion picture productions and the disk includes "Ferdinand The Bull; "La Cucinella Blue"; "When Elephants Fly; One Song; "Wrinkle Wrangle"; "Lazy Countryside"; "Cinderella"; "Twas Brillig"; "When You Wish Upon A Star; "Whale Of A Tale; "Bella Notte; "Zip-A-Dee-Doo-Dah."

Hayes has been very successful with tunes from Disney pictures and his two biggest hits "Davy Crockett" and "Wrinkle Wrangle," appealed mainly to the kiddie market. Because of its exceptional popularity with the very young set, it was decided to have him record an entire album of tunes with primary appeal to that market.

**National Names Good W. C. Promotion Mgr.**

NEW YORK—Jerry Good has been named West Coast Promotion Manager for National Records. Good will make his headquarters in Los Angeles. He has just completed a 12-city study of record sales and promotion in the western area. He will be cooperating closely with National's distributors in Los Angeles and San Francisco (Hart in L.A. and Stone in San Francisco).

At the same time, Joe Leahy, proxy of National Records, announced that Alphal Distributing Company is now handling National Records in the New York City area; Hufnig Distributing Company, in Seattle, Washington; Leonard Smith, Albany, N.Y., and Marshall Distributors in Baltimore, Md. National now has coverage throughout the U.S.A. and Canada.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
"What's It in THE CASH BOX That Counts—INTERNATIONALLY"
PARIS—I’ve become a follower of the Turf, and I don’t mean horse racing. Take a legitimate U.S. c-note, march to a French bank and convert it (3,500 francs), dine thrice at Parisian restaurants and the sum total is zero! Paris is a lady, she sings, she dances and she blinks the uneasy. But she’s charming and beautiful.

The Turf, restaurant version, pops into mind because it’s the foundation of the Brill. It all seems so stable from this far vantage point.

The French couldn’t care less about our American songs, unless they’re sailing at the top of the hit parade. That’s understandable; they keep 100% of their own tunes and get a fraction of imports.

Their big stars are Gloria Lasso, Gilbert Becaud and the Marino-Marini group. As for our own brand of talent, Doris Day, Harry Belafonte, Nat “King” Cole and oft-times of Joe Reisman and Joe “Fingers” Carr are the big attention grabbers.

Rock & Roll never made it here; Calypso is so-so. I can’t read my own notes and translating is even tougher, but I have something pencilled here which reads, “Monsieur Naf Marbot.” That, properly interpreted is a gentleman named Mr. Marbot who is an important figure in the musical scheme of things. He is significant for many things, but most striking of all is his staff of song-pluggers. They’re all gorgeous, sexy females. A staff like this in the Brill would set music back fifty years, but what fun.

He, too, is in a fog as to what will happen next. One thing for sure, he says, “eat can’t be rocks and ex rolls.” He glances at the current crop of French songs and bemoans the fact that there are no quality tunes like “Autumn Leaves”, “Dominio”, “La Vie En Rose” & “C’est si Bon.” Naturally, he’s hopeful there’ll be another passion for French ditties soon—what type and when he can’t predict.

Incidentally, those cutey cutting pies with the Gaelic deejays—Mr. Marbot’s femme song-pluggers—come on like the Copa girls on opening nights! If Bob Miller ever unites them he’ll become the Jules Podell of the Brill Building.

It’s nice to know the weird trend is worldwide. Have a look at the Paris hit parade:

No. 1, “Bambino” by Miss Lasso; No. 2, “Que Sera” by Doris Day; No. 3, “Le Torent” by Louis Mariano; No. 4, “Tunne Pac-Tres-Ton-Carratone” (“You Have Not A Very Good Character”) by Lucien DeLelle; No. 5, “Tes Amants D’un Jour-ur” by Gloria Lasso. That last mentioned tune, incidentally, is the only French song among the top 20.

It’s 5 a.m. at the moment, I’m dog-tired and ready to dream about the next stop on the itinerary; the French provinces and the wonderful music of the Basque country, blended with the blue Mediterranean (so unlike the shores of Shawnee, Pa., bless it!) After that, Italy. After this, a long night’s sleep. You take the low road; I’ve already taken the high road. Which reminds me, “hi” to everybody.

Decca And King Hike 78 RPM Price

NEW YORK—Decca Records and King Records have announced a rise in the retail price of their 78 RPM disks to $1.15.

The Decca hike becomes effective Monday, August 8th on all the firm’s 10 inch 78 RPM pressings with dealer cost at $1.71. This price change will affect the following series of Decca shellac waxings: 11,000; 14,000; 16,000; 23,000; 24,000; 25,000; 27,000; 28,000; 29,000; 30,000; 40,000; 45,000; 46,000; 48,000.

The upping of the King, and its subsidiaries, Federal, and DeLuxe, 78 RPM waxings will take effect Monday, August 12th with dealer cost at $1.71. All accounts are being advised by mail and through King’s 22 independent branch offices and field distributors that orders for 78 RPM disks taken on and after August 12, 1957 will be billed at the increased price.

Mobile Unit

WBRB 1430
IN YOUR RADI DIAL

1/2 PAGE AD

MT. CLEMEMS, MICH—This mobile unit, says station WBRB-Mt. Clemens, is one of the reasons why the outlet, only on the air since May 18th, is making a strong showing in Detroit ratings. Fatter spinner Dick Drury is shown broadcasting from the mobile studio built especially for the station.
Mercury's Fall Program Introduced In 3 Cities

CHICAGO—Mercury Records held its annual summer meetings in three markets—New York, Chicago and Los Angeles—July 23rd and 26th at which time it introduced its program for the remainder of 1957 to the representatives of the company.

Attending the meetings were Mercury distributors, branch managers, salesmen and promotion directors.

At the Chicago meeting from Mercury were president Irving Green, A & R head Art Talmadge, vice president and national sales manager Morris Price, promotion director Kenny Myers, vice president Irwin Steinberg, midwestern musical director David Carroll and merchandising manager Peter Pahri.

The Eastern division of Mercury was represented by Bob Shad, Eastern A & R head of Mercury; Wilma Conant, head of the classical division; and Al Mooney, the label's Eastern musical director.

The west coast meeting was conducted by Johnny Sippel, sales manager of Mercury's package goods division.

At the three meetings, Mercury introduced its Fall line of packaged goods probably the heaviest Fall schedule in Mercury's history. The label will release a total of 150 albums before the end of 1957 broken up in 24 LP's per month from August thru December. New albums by artists such as Sarah Vaughan, Richard Hayman, Dick Contino, Patti Page, David Carroll, a duet LP by Sarah Vaughan and Billy Eckstine, the Platters, the Diamonds and many others will be issued among the 1957 releases.

Mercury also introduced its first stereo tape release including twelve packages which are already on their way to distributors throughout the country. The Mercury tapes will be offered in two categories: Living Presence Stereophonic (classical) and Mercury Verified Stereophonic (popular and jazz). The twelve pre-recorded tapes set at a suggested retail price of $12.95 will be on seven inch reels containing 1200 feet of tape which will run at seven and one-half inches per second.

The label also introduced at the meetings, its new "Celebrity Series" of 45 rpm singles. The "Celebrity Series" offers dealers all-time hit recordings by Mercury artists with two former hits back-to-back. The series includes 50 singles to retail at the standard $.89-45 rpm list. They will be sold to dealers in bulk lots and along with each set will go a browser box with dividers and promotion material including fliers, and other point of sale displays. The series also offers an exchange feature.

New Mercury singles were also previewed at the three territorial meetings. New singles by Rusty Draper, Tony Williams, Billy Eckstine, Sarah Vaughan, the Diamonds, the Crew Cuts, and Nick Noble.

But the highlight of the meetings was Mercury's sales plan for the month of August, a plan titled "5 for 1-78 rpm Take All Plans" (See other story this issue).

VIP Artist On D. J. Tour

NEW YORK—VIP Records, continuing its policy of sending its artists on the road to meet disk jockeys, distributors, and retailers, is sending vocalist Bessie Miller on tour. Miller, whose latest VIP pressing is "I Sit In My Window" will visit Chicago, Milwaukee, Minneapolis, Cleveland, Youngstown, Columbus, Philadelphia, and Boston. These promotion rounds will continue with the record company whose aim is to familiarize their artists with dealers, distributors and retailers. Subsequent road trips are planned for all artists under the VIP banner.

New Single By Film Star

NEW YORK—Decca Records last week issued a single record of the Ricardo Montalban version of "A Miss You Kiss." The company has pulled the single from its Original Cast album from the Broadway show of several seasons ago, "Seventh Heaven." Tune is one of the numbers from the score by the James Victor Young and Stella Unger. The Montalban single is being coupled with another tune from the "Seventh Heaven" album, "A Man With A Dream."

It's In The Bag

NEW YORK—Singer Frank Biance visits deejay Art Ford at WNEW in New York to present him with transparent, air-filled plastic bag to indicate that the success of Frank's record, "Now I Know," for Atco Records, is "in the bag."

Disneyland Issues Single From "Tutti's Trumpets"

NEW YORK—An enthusiastic response from deejays to news letters in the Tutti Camarata LP, "Tutti's Trumpets," has prompted Disneyland Records to issue both "Trumpeter's Prayer," featuring the trumpet work of Conrad Gozzo, and "Boy Meets Horn," with Shorty Sherman on trumpet, on one single disk.

The diskery reports impressive sales and air-play on the package itself, which includes, besides Gozzo, and Sherlock, Pete Candoli, Mannie Klein, Joe Triscari, and Van Rasey as trumpet soloists.

Going To The Dogs

CHICAGO—"Things are going to the dogs," says Bandleader Ralph Marterie. Here he is shown with his new boxy pup, called, appropriately enough, "Trumpet." Ralph is teaching the dog to obey in an unusual manner; instead of using his voice, he plays the trumpet. As far as we know, the dog is a little mixed up, because Ralph has been playing his recordings of "Shish-Kebab" along with "Caravan," "Tricky" and "Skokia." The dog doesn't know whether to sit up and cheer or lie down and roll over.

Honored Guest

NEW YORK—Lou Boerstein, New York One Stopper, played host at a dinner given in his home for disk jockey Jay Michaels of Pittsburgh while the d.j. was in New York subbing for the vacationing Martin Block. Shown above are: L to R. Jerry Blaine of Coast Distributing, Lou Boerstein, Jay Michaels, Dick Jacobs, Coral recording artist and musical director holding his Cash Box plaque, and Bob Austin of The Cash Box.


**Popular**

"This is Nat "King" Cole"—Capitol T 870 (1-12" LP)

This is similar to a package Capitol produced by Frank Sinatra, a group of previous Cole singles. The performer, who has one of the top album sellers in "Love Is The Thing," has, as Sinatra, kept his single choice on a high level. Examples: "I'm Gonna Laugh You Out Of My Life," "To The Ends Of The Earth," and "Never Let Me Go." Chart stock.

"Songs of the Sea"—The Norman Luboff Choir—Columbia CL 945 (1-12" LP)

Here's more distinguished vocal work by the ensemble in a line with its "Song Of The South," and "Songs Of The West." Sets sure to be a solid item on the shelf. Material is a collection of both new and undersea songs ("Blow Man Down," "Lowlands," "Shanandoah") performed with arrangements (including appropriate guitar-accordion support) imbued with the feeling of the melodies. Excellent sales potential.

"Velvet Brass"—Jackie Gleason And His Orchestra—Capitol W 859 (1-12" LP)

Gleason departs from his usual slow, soft and sweet mood chords for a striking band style display that collectors of his other Capitol LPs will find a worthy change-of-pace. The selections ("But Not For Me," "Take the 'A' Train," and "Out of Nowhere") heartily swing on the "A" side, getting a relaxed frot-trot beat on the "B." A new Gleason that will get solid sales attention.

"The Man I Love"—Peggy Lee—With Orchestra Conducted By Frank Sinatra—Capitol T 864 (1-12" LP)

Miss Lee's first package assignment for Capitol under her new pact with the diskery is a first-rate vocal presentation by the stylist, who gets lush, but non-intrusive orchestral backing conducted by Frank Sinatra. A sensitive artist, and one who carresses a melody and lyric with care, Miss Lee encounters a fine line-up of songs: "My Heart Stood Still," "Something Wonderful," "Then I'll Be Tired Of You," and a neglected Jerome Kern gem, "The Folks Who Live On The Hill." A set the golfer's fans will greatly enjoy.

"I Gotta Right to Sing"—Roberta Sherwood—Decca DL 8683 (1-12"

Her third Decca issue since her remarkable return to show-business. Miss Sherwood is on hand for 12 more dynamic song impressions that make the performer the individual artist she is. Songs are reliable like "Avalin," "Mississippi Mud," and "Georgia On My Mind," Jack Fleck and the orchestra follow Miss Sherwood's whims with style. The artist's fans will see that the disk is a solid sales item.

"Casa Loma Caravan"—Glen Gray and His Casa Loma Orchestra—Capitol T 856 (1-12" LP)

Their previous Capitol entry a steady seller, Grey and the Casa Loma orchestranostalgically swing with a soft beat to a program of tunes associated with the group's 1930's heyday. Vocalist with 30's craft, Kenneth D. Sargeant, takes on the songs ("Tumbling Tumble Weeds," "It's The Talk Of The Town," "Under A Blanket Of Blue."). Important dance-band issue.

"Sonny"—Sonny James—Capitol T 867 (1-12" LP)

James, who scored with "Young Love," offers a country-pop approach to a collection of evergreens which should meet with the hearty sales approval of his fans. Songs such as "Secret Love," "Beg Your Pardon," "Heartaches," and "Because Of You," are treated to other C&W wailing or a happy beat. Platter spinners should supply lots of turn-table action. Keep well stocked for the kids.

"Sweet Smell Of Success"—Music From The Sound Track—Decca DL 8610 (1-12" LP)

Some of the sting that has gone into the slick Tony Curtis-Doris Lancaster starrer, "Sweet Smell Of Success," belongs to the Elmer Bernstein score, a collection of vibrating jazz themes descriptive of the smart Broadway scene by the composer of the similar "Man With The Golden Arm" best selling sound track score. The fourteen tunes are expertly read by an orchestra that includes Shelly Manne (drums); Pete Candoli (trumpet); and Ted Taylor. As the fiddle goes to the local theatres, package could repeat tunes of "Golden Arm" set.

"The Skiffle Sound"—Dick Jacobs And His Skiffle Group—Coral CRL 57172 (1-12" LP)

The sound that plays a major role in today's rock 'n' roll recordings the skiffle, is presented by Dick Jacobs and his Skiffle Group with excitement. Made up of mostly Jacobs' originals, the set also features on various charts with或or in and place. Excellent disk jockey programming. An issue that could be a sales smash. Stock for heavy teen traffic.

"Fred Waring and His Pennsylvanians—Hi-Fi—Capitol 845 (1-12" LP)

This is the first presentation by Waring's famed vocal group on Capitol. In a fine, varied 17 song program, the group backs vocals, provide rich vocals on such memorable compositions as "In The Still Of The Night," "You'll Never Walk Alone," "Sometimes I Feel Like A Motherless Child," and "O! Man River." A distinguished package due for a great sales response from the Waring following.

"Winner Of Your Heart"—Kitty Wells—Decca DL 8562 (1-12" LP)

The country and western, and "Grand Ole Opry" vocals in one of the consistent performers (currently "Three Ways") in the C&W field. This waxing of new items by the performer assumes prime C&W stock importance. Numbers, as the title indicates, are all romances, which Miss Wells reads with great feeling. C&W dealers will want to keep on a large scale. Major issue for the C&W market.

"Black Satin"—The George Shearing Quintet And Orchestra—Capitol T 856 (1-12" LP)

The Shearing Quintet gets the string support it needs. "Velvet Carpet" and again adds to their first-class mood disk with strong jazz appeal. Material covered smartly by the crew and caw, are generally the less performed evergreens: "The Folks Who Live On The Hill," "As Long As I Live," and "What Is There To Say." Superior mood—jazz entry that should enjoy typically fine Shearing sales.

"Shufflin' Along With The Four Aces"—Decca DL 8507 (1-12" LP)

A dish of sentimentality and fun set to a shuffle beat by the popular group is certain to attract an impressive round of teenagers, and possibly young adults, Working on such reliable oldies as its initial single hit. ("It's No Sin") "Peg O' My Heart," "My Reverie," and " Appalachian Lullaby" will be the goods with polished harmony, and its familiar gusto. Set has the makings of a popular seller.
**JAZZ**

**SQUEEZE ME**—Sallie Blair—Bethlehem BCP 6009 (1-12" LP)

The vocalist's first album with Cal O'Connell's Orchestra will offer the discerning listener hours of unmitigated joy. Sallie Blair is in her element, and her presentation is one of the finest of its kind. The album features a variety of arrangements that highlight the singer's talents and are a delight to the ear.

**BREAD, LOVE AND CHA-CHA-CHA**—Xavier Cugat And His Orchestra—Columbia CL 1016 (1-12" LP)

The latest offering from the renowned Xavier Cugat features a delightful mix of Latin and jazz tunes. Cugat's orchestra is in fine form, and the arrangements are top-notch. This album is a must for any lover of Latin music.

**OTHER VOICES**—Erroll Garner, Piano-Orchestra Under The Direction Of Mitch Miller—Columbia CL 1014 (1-12" LP)

Erroll Garner is at his best in this recording, which features his playing with the Mitch Miller Orchestra. The arrangements are well done, and Garner's virtuosity is on full display. This album is a must for any lover of jazz piano.

**A YANK IN EUROPE**—Ted Heath And His Orchestra—London LL 1687 (1-12" LP)

Ted Heath and his orchestra take on the challenge of performing a variety of US hits from the '40s and '50s. The arrangements are well done, and the orchestra captures the spirit of the original hits.

**FROM A TO Z**—Al Cohn—Zoot Sims Sextet—RCA Victor LPM-1293 (1-12" LP)

This album features some of the finest jazz of the 1950s, with Al Cohn and Zoot Sims at their best. The arrangements are well done, and the solos are outstanding.

**MUSICAL FALLA**—Lou Levy—RCA Victor LPM-1401 (1-12" LP)

Lou Levy's vocals are supported by great arrangements and an orchestra that is in fine form. This album is a must for any lover of jazz.

**SWING GOES DIXIE**—Roy Eldridge And His Central Plaza Dixielanders—Verve MGV-1010 (1-12" LP)

This album is a fine example of the Dixieland style of jazz. The playing of Roy Eldridge and his orchestra is top-notch, and the arrangements are well done.

**PETE KELLY AT HOME**—Pete Kelly's Big 7—RCA Victor LPM-1419 (1-12" LP)

This album features Pete Kelly's Big 7, one of the finest jazz bands of the 1920s. The arrangements are well done, and the band is in top form.

**COOKIN'**—The Miles Davis Quintet—Prestige P-781 (1-12" LP)

This album features Miles Davis at his best, with a powerhouse quintet that includes John Coltrane and Art Blakey. The arrangements are well done, and the band is in top form.

**BACH ON THE BIGGEST**—Robert Ellmore Playing The Atlantic City Convention Hall Organ—Mercury MG 50127 (1-12" LP)

Ellmore's organ playing on this album is outstanding, with a wide variety of music from Bach to modern jazz. The arrangements are well done, and the playing is top-notch.

**OTHER REVIEWS**

**CLASSICAL**

**BROWN ORCHESTRA**—John Caine—Prestige P-1001 (1-12" LP)

This album features John Caine's orchestra, with arrangements by Victor Young. The playing is top-notch, and the arrangements are well done.

**THEO KRAUS**—Mozart: Piano Concertos—Columbia 6327 (12" LP)

This album features Theo Kraus performing Mozart's piano concertos. The playing is top-notch, and the orchestra is in fine form.

**MUSICAL FALLA**—Vanessa Brown—Decca LP 5519 (12" LP)

This album features Vanessa Brown performing a variety of music, from classical to jazz. The playing is top-notch, and the arrangements are well done.

**BACH ON THE BIGGEST**—Robert Ellmore Playing The Atlantic City Convention Hall Organ—Mercury MG 50127 (1-12" LP)

Ellmore's organ playing on this album is outstanding, with a wide variety of music from Bach to modern jazz. The arrangements are well done, and the playing is top-notch.

**OTHER REVIEWS**

**THEO KRAUS**—Mozart: Piano Concertos—Columbia 6327 (12" LP)

This album features Theo Kraus performing Mozart's piano concertos. The playing is top-notch, and the orchestra is in fine form.

**MUSICAL FALLA**—Vanessa Brown—Decca LP 5519 (12" LP)

This album features Vanessa Brown performing a variety of music, from classical to jazz. The playing is top-notch, and the arrangements are well done.
**Disk Jockey**

**REGIONAL RECORD REPORTS**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Record</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Purrington</td>
<td>WQAM—Miami, Fla.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>John &quot;Mad Man&quot; Michaels</td>
<td>WOKY—Cincinnati, Ohio</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Larry Vogele</td>
<td>KWIZ—Santa Ana, Calif.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Martin Tobin</td>
<td>KLAN—Colorado Springs, Colo.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Chuck Moffett</td>
<td>WFOX—Jacksonville, Wisc.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Rocky Foxx</td>
<td>WFOX—Milwaukee, Wisc.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Eddie Dillen</td>
<td>KCLA—Pasadena, Calif.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Carl Bahn</td>
<td>WTSF—Los Angeles, Calif.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
</tbody>
</table>

**Philadelphia**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Record</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dick Dean</td>
<td>WRTI—Philadelphia, Pa.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Clyde Caldwell</td>
<td>KPO—Los Angeles, Calif.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Bob Mann</td>
<td>WTAM—Cleveland, Ohio</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Wiljohn Miller</td>
<td>WTMJ—Milwaukee, Wis.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Specs Howard</td>
<td>KYW—Philadelphia, Pa.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Don Bell</td>
<td>KXON—Dallas, Tex.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
</tbody>
</table>

**CHICAGO**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Record</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freeman Howard</td>
<td>KCBS—Chadron, Neb.</td>
<td>RKO 1018</td>
<td>RKO</td>
</tr>
<tr>
<td>Teddy Bear (E. Presley)</td>
<td>RKO 1018</td>
<td>RKO</td>
<td></td>
</tr>
<tr>
<td>Tammy (B. Williams)</td>
<td>RKO 1018</td>
<td>RKO</td>
<td></td>
</tr>
<tr>
<td>4. Am I Blue (E. Cochran)</td>
<td>RKO 1018</td>
<td>RKO</td>
<td></td>
</tr>
<tr>
<td>5. Rockin' Shoes (M. &amp; J. Joe)</td>
<td>RKO 1018</td>
<td>RKO</td>
<td></td>
</tr>
<tr>
<td>6. Luscious (C. Williams)</td>
<td>RKO 1018</td>
<td>RKO</td>
<td></td>
</tr>
<tr>
<td>7. Drive In Show (E. Cochran)</td>
<td>RKO 1018</td>
<td>RKO</td>
<td></td>
</tr>
<tr>
<td>8. Bye, Bye Love (E. Presley)</td>
<td>RKO 1018</td>
<td>RKO</td>
<td></td>
</tr>
</tbody>
</table>

---

**Sure Shots**

- "There's a Goldmine in the Sky" by Pat Boone
- "I Remember You're Mine" by Pat Boone
- "Bonn Voyage" by Janice Harper
- "Just Between You and Me" by The Everly Brothers
- "And That's My Heart Reminds Me" by The Four Tigers
- "Went All the Way" by Earl Carney
- "Promised Land" by Frank Evans

---

**Blowin' S Witts**

- The Cash Box "Sure Shots" highlight records which reports from retail dealers throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

---

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Capitol Releases James Dean Sound Track

HOLLYWOOD — Capitol Records released last week, the sound track album for the forthcoming motion picture, "The James Dean Story", with music composed and conducted by Leith Stevens. Included in the package is one vocal, the theme, "Let Me Be Loved," written by Jay Livingston and Ray Evans and sung by Tommy Sands, the singing sensation and Capitol recording artist. All other music in the album is instrumental.

There are no actors, no fiction in this film directed, produced and edited by George W. George and Robert Alman and released by Warner Brothers.

Seven MGM Shearing EPs

NEW YORK—MGM is releasing a series of seven extended play, one-pocket discs featuring jazz pianist, George Shearing. The sessions are taken from previous MGM LP efforts by the artist.

VIK Appoints Two West Coast Distribrs

NEW YORK—VIK Records has announced the appointment of two distributors on the West Coast.

The Diamond Record Distributing Co., 3990 West Pico Boulevard, Los Angeles, Calif., will distribute to the Southern California area, and Northwest Temuco Distributing Co., 708 Sixth Avenue North, Seattle, Washington, will cover the Pacific Northwest territory.

These appointments were effective July 1st, Ben Rosner, VIK Manager announced.

Don Robertson—Lou Dinning Sign With Dot Records

HOLLYWOOD, CALIF. — Don Robertson and wife Lou Dinning, who combine their talents as vocalists and produce their own recordings of songs authored by Robertson, have signed a deal with Dot Records whereby Dot acquires their latest master, "Longing To Hold You Again" and "So Long". Under their agreement with Dot, the Robertson-Dinning team will continue to produce their own masters for Dot acceptance. Previously associated with Capitol, Robertson is the author of such songs as "The Happy Whistler", "Hummingbird", and many others.

Wedding Bells

NEW ORLEANS, LA. — Johnnie Perkins of the Crew-Cuts tied-the-knot recently when he wed Gilda Casella of New Orleans at Saint Anthony of Padua Church, this city. Shown above with the bride and groom are fellow Crew-Cuts, Ray Perkins, Pat Barrett and Rudy Mann.

The hottest Instrumental! MANTOVANI "AROUND THE WORLD" 1746

London

Who's 'Needling' Who?

CHICAGO—Chicago's popular Bob & Kay television show played host last week to top executives of the Pfannstiehl Chemical Corp. in connection with the opening of the recent National Association of Music Merchants convention at the Palmer House Hotel. Dr. Owen O'Neill, president, and Bruce Wright, (left) vice president of Pfannstiehl (both seated) discuss the diamond phonograph needle industry with attractive Kay Westfall and Bob Murphy, stars of the show.

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"
Personal Appearance

AMARILLO, TEXAS—Vi and Norman Petty, two-thirds of the Norman Petty Trio, are shown with Eddie Melin at a personal appearance they made in the Cooper and Melin Record Shop in Amarillo. The group's latest Columbia waxing is "First Love," presented both as an instrumental and vocal.

Imperial's Mid-Year Plan

LOS ANGELES, CALIF.—Imperial Records mid-year sales plan on all packaged goods began August 1st for 45 days.

The plan offers distributors a straight 10% discount on all LP's and EP's purchased during the month and a half period, with an extra 5% bonus off on all single orders totaling $2,000 or more. Imperial distributors will pass along the same plan to dealers.

During the sales plan, Lew Chud, label proxy, plans to release at least eight albums which include a Rex Carey organ album, South African bongoist Ukazu and his band, Bill McGuffie piano, classical pianist Leonard Rosenman, Israeli pianist Ami-adon Aloni, Slim Whitman and two British jazz LP's.

Chud, who last week met with East Coast distributors to launch the sales plan, will visit each distributor in the country at least once during August to hypo plan.

Chud also announced that the first single release on Dorothy Shay has been set for mid-September to tie-in with singer's Detroit nitey engagement. Miss Shay, long known as the "Park Avenue Hillbilly," has been given the rock and roll treatment and Chud is aching at the pop buying market for the first time.

Confusion

PHILADELPHIA—Trudy Zolna, secretary at WPEN, is confused no end by Jim Reeves and Jim Reeves. The one on Trudy's list is RCA recording star Jim Reeves; on her right is WPEN newscaster Jim Reeves.

Columbia Artists Popular

BRAZIL—Eleven Columbia recording artists, five Americans and six who wax under Columbia's South American affiliates, Nacional, and Columbia Of Mexico, won eleven out of twenty awards in a record popularity contest conducted by Brazil's largest newspaper, "The Globe."

Under the supervision of Brazilian commentator Sylvia Tuilo Cardoso, the contest saw American winners in Doris Day (The Best American Singer); Les Elgart (The Best Dance Orchestra); jazz pianist Errol Garner (The Best International Soloist); Buck Clayton (The Best Jazz Combo); and Andre Kostelanetz (The Best String Orchestra).

Winner of The Best Vocal Group Of Latin America category was the "Trio Los Panchos."

Miss Day and Johnnie Ray, in another contest won awards for artists whose songs stay six weeks or more on Sao Paulo's TV "Hit Parade." The thrush's "Que Sera Sera," and Ray's "Just Walkin' In The Rain" turned the trick.

Pop Version

WORCESTER, MASS.—The Hilltoppers, who have the pop version of the country hit "A Fallen Star" on Dot, are pictured during their visit to station WNEB. The boys appeared at Worcester's White City park.

Mercury Introduces "5 For 1-78 RPM Take All Plan" For August

CHICAGO—Mercury Records introduced an imaginative August sales plan July 25th and 26th at a series of sales meetings held in New York, Chicago and Los Angeles. The plan, bearing the unusual title "5 for 1-78 rpm Take All Plan" is designed to relieve dealers of obsolete inventory in 78 rpm records and restock with "quick turnover Mercury LP's."

The plan operates as follows: Dealers may turn in any and all 78 rpm records (any label will be accepted) and will receive full price credit based on the current 71c per unit cost. For each $5.00 worth of Mercury LP's he buys, the dealer can use the credit issued for 78's at a 5 to 1 ratio. In other words, a dealer purchasing $50.00 worth of LP's can turn in $10.00 worth of obsolete 78 rpm singles and pay the difference.

In addition to the trade in feature, the dealer is extended the deferred payment privilege of 60-90-120 days, where credit warrants. And the usual 2% discount will be honored even in the deferred payment plan.

All Mercury LP's purchased under the "5 for 1-78 rpm Take All Plan" are subject to the usual Mercury "Lifetime Guarantee Policy." This policy gives the dealer 100% exchange privilege on the entire Mercury LP catalog with no time restrictions as to when he can turn them in.

The "5 for 1" Plan went into effect August 1 and will run until August 31. All August LP releases are included in the "5 for 1" deal as is the entire Mercury catalog. Any albums released during August will also be included in the special plan.

52 Issues

THE CASH BOX $15

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
Columbia Records Launches Gift Merchandising Program

NEW YORK—A potent marketing device for stimulating the sale of records as the ideal gift has been developed by Columbia Records, the first complete gift wrap program ever provided by a record company, according to an announcement by Arthur Schwartz, Director of Advertising and Sales Promotion for Columbia Records.

"Combining display and packaging functions, Columbia has produced a store fixture to fill the longstanding dealer demand for industry promotion of the records-for-gifts concept," Mr. Schwartz stated.

Columbia has designed a compact sturdy wood browser unit with detachable wrought iron legs (52" high x 21" wide x 21¼" deep). Fifty 12-inch "LP's" and 100 7" records can be displayed in one section of the bin; another compartment holds consumer catalog.

Special holiday headers and streamers can be inserted in the unit. Further aid to dealers and consumers in gift selection is a set of six metal dividers containing category cards for various occasions: Easter, Father's Day, Mother's Day, Valentine's Day, St. Patrick's Day, Christmas, Children's Birthdays, Adult Birthdays, Anniversaries, General, Especially for Her.

Conveniently stored in a partitioned front drawer is a supply of handsome Columbia-designed gift envelopes, with festive gold and white musical instrument motif, a supply of colored ribbons and a selection of special gift tags suggesting occasions suitable for record-giving such as "Happy Birthday," "Happy Mother's Day." Beautifully-wrapped model record gifts are spotlighted by a flasher.

Included with each browser will be a carefully selected categorized list of merchandise for stocktaking the display.

BUENOS AIRES—The Platters, in their first two weeks business at the Gran Teatro Opera, Buenos Aires, have topped $140,000, which is reported as the best box office anything that has ever played the theatre. Options were picked up extending the vocal quintet's South American bookings for a total of twelve weeks in the Argentine, and six weeks on tour in Uruguay, Brazil, and Venezuela.

The group, which appears with the June Taylor dancers, and six variety acts, going and singing in English throughout the 85 minute stint, repeating their April appearance at the London Palladium. Their present contract calls for $12,000 per week.

Known in Spanish as "Los Platos," the group's American hit, "Only You," has become the biggest disk seller in Argentina history with Mercury's Buenos Aires affiliate having pressed 250,000 copies of the song.

Buck Ram, manager of The Platters, returned from Buenos Aires last week for meetings with agent Joe Glaser. A major picture studio has prepared a feature film to be shot on location and in studios in the Argentine, and Brazil with the title "The Flying Platters". Shown above are The Platters at the London Palladium when they were in London recently.

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

Bell's Belles

DES MOINES, IOWA—Don Bell, KJIO deejay, is seen shaking hands with John Geddon, farthest right, who won a new Naden 12 foot boat, the "Donna Bell," plus a 5½ horsepower Evinrude motor and a year's membership in Des Moines Marine Company's yachting facilities in a contest conducted by Bell. Listeners were asked to contact as many people as possible and invite them to tune in "the new KJIO, 940." The twenty-year old Geddon and his eleven year old sister, Mary, on Bell's left, spent whole days on the phone with Mary finding the numbers, then writing down the names of the people called. Girls in the boat are members of Bell's "Teen Queens" club.

“Spiritual Music The Coming Vouge,”
Predicts Billy Ward

HOLLYWOOD—Spiritual songs are the coming popular musical vogue, with the tide turning against rock'n'roll, according to Billy Ward, the recording star and talent director for Liberty Records.

Ward, who wrote one of the initial Elvis hits, "Baby, It's Cold Outside," in 1951, made his prediction in a key-note address to an assembly of recording executives here.

"The world is going back to God and the church, and this spirit will be reflected in the popular music of the future," Ward told an audience of singers and musicians at Liberty Records studio, where for the past two weeks he has been auditioning new talent from all sections of the country. His audience included executives of Liberty Records, and both current and potential stars who will record for the disk company's upcoming new releases.

"We will always have a variety of popular music in America, with public preferences changing again and again, but usually some particular musical forms will capture the 'masses and predominates,'" continued Ward. "And I believe that spiritual music with an emotional quality and an inspirational impact, is the coming vogue."

Ward and his famed quartette of Dominos recently created an album, under the Liberty label, of six spiritual classics, and six sacred songs composed and arranged by Ward, titled "The Sea Of Glass," which he hopes will help spearhead a new musical trend in America.

According to Sy Waronker, president of Liberty Records, Ward's latest musical offerings "are the most revolutionary insofar as recording technique is concerned that the business has seen for many a year."

Peggy Lee, Tommy Sands, Eddy Arnold And Mahalia Jackson Join Cast Of Dupont CBS-TV Show “Crescendo”

NEW YORK—Peggy Lee, Tommy Sands, Eddy Arnold and Mahalia Jackson have been signed as members of the star-studded cast of "Crescendo," the premiere "DuPont Show of the Month" to be broadcast in color on CBS Television Sunday, Sept. 29 (6-18-10:30 PM, EDT). It was announced today by Paul Gregory, producer of the hour-and-one-half musical.

Previously announced as star of this kaleidoscope of American music is English actor Rex Harrison. Broadway favorite Ethel Merman will head the segment of the musical panorama devoted to musical comedy. Other announced performers are Louis Armstrong, Diahann Carroll, Lizzie Miles, Turk Murphy and his Dixieland Band, and Dinah Washington. Richard Le- wine will be CBS Television's executive producer for “Crescendo.”

“Crescendo" will introduce a visit by Britten, played by Mr. Harrison, to a cross-section of American musical styles, including musical comedy, folk music, western music, blues, jazz, religious marches and Latin-American temps, each presented by a pre- eminent star in the field.

RKO-Unique Appts LA Distrib

NEW YORK—Jimmy Kronides of RKO Unique Records last week announced that the label had appointed Central Record Sales as its Los Angeles Distributors. The label will immediately begin working on the label's "By The Bend In The River" by Joe Leedy and "My Love" by the Sonics, two discs which have been kicking up action.
3rd Anniversary of International Merchandising Forum

HOLLYWOOD—Attending the first international forum conducted by a recording company at the Capitol Tower in Hollywood recently were Capital associates from many parts of the globe. Those attending were (from left): First row—Sanfior A. Forges, Director, International Department, CRI; J. K. Maitland, Director of Sales, CRI; Pete Duchow, International Sales Promotion Manager, CRI; Glen E. Wallichs, Capitol President; Lloyd W. Dunn, Sales-Merchandising Vice President, CRI; Second row—Harris Zietlow, Executive Staff Assistant, CRI; A. J. Wyness, General Manager, His Master’s Voice (N.Z.) Ltd., New Zealand; E. J. Jonece, Director, His Master’s Voice (N.Z.) Ltd., New Zealand; Harold Smith, Vice President & General Manager, Capitol Records Distributors of Canada, Ltd., Canada; Ramon S. Sabat, President, Cuban Plastics & Record Corp., Cuba; Eduardo I. Baptista, Jr., Vice President, Pan Americana De Discos, Mexico; Alfredo Diez, President Company Colombiana Discos Ltda., Colombia; Roland Fribourghouse, Assistant Director, International Department, CRI; Third row—Lou Scurrey, Creative Services Manager, CRI; Gordon E. Fraser, Director of Merchandising, Capitol Division, Columbia Records Corp.; Arthur Muslow, Sales Manager, Capitol Division, Electric & Musical Industries Ltd., England; Ken East, Record Sales Manager, Electric & Musical Industries (Australia) Pty., Ltd., Australia; Douglas Reid, General Sales Manager, Industrias ELECTRICAS E MUSICALES Fabrica Oceon S.A., Brazil; Aloyce de Oliveira, Artist & Repertoire Manager, Industrias ELECTRICAS E MUSICALES Fabrica Oehdon S.A., Brazil; Mort Edelstein, Capitol’s New York legal counsel. Standing rear—R. H. McDonald, Capitol Tower Building & Office Services Manager.

Mathis Booked For TV Shows

NEW YORK—Johnny Mathis will appear on the Julius La Rosa Show August 19th, the Vic Damone Show, CBS, August 26th, the Patti Page “Big Record” Show, November 6th and the Woolworth Hour, August 11th. In addition to his TV and radio appearances, Mathis is playing top spots in the country, including the Sana Socii in Havana, Cuba, and the Fontainebleau on August 13th in Miami.

Victor Announces Plans For New Recording Studio In Nashville

NEW YORK—RCA Victor will build a new recording studio in Nashville to serve the requirements of both the Custom and Commercial recording activities in that area, it was announced last week by A. L. McClay, RCA Victor’s General Plant Manager. The studio is scheduled for completion in October of 1957 and will replace facilities the company has been using there previously.

The building will be located on the southeast corner of 600 Seventeenth Avenue South for a plot that measures 65x150. The studio was designed by and is being built to the specifications of William Miltenburg, RCA Victor’s Chief Engineer and Manager of Recording. Constructed of concrete block, the building will be painted in pastel colors both inside and out. The property will be landscaped with a parking area in the rear.

Equipped for both monaural and stereophonic recording and reproduction, the studio will also have a utilities lath and mill with a feedback cutter for cutting the highest quality 45-rpm reference lacquers. The front part of the building will be one-story and will house the engineering office, the custom sales force, artists and repertoire personnel, and the office staff. In the rear will be the recording studios which have two-story ceiling.

Chet Atkins, RCA Victor Musical Director and recording artist, will be in charge of Artists and Repertoire for the new facilities. Selby Coffeen is the resident engineer, Ed Hines is the Custom Sales representative for the Nashville area, and Jack Hill will be recorded programs field representative. The studio will enable the Custom Department to give better service to its many customers in the Nashville area, McClay said, and follows the policy of providing recording and recording processing facilities at strategic locations around the country.

Other RCA Victor studios are maintained in New York, Chicago and Hollywood.

Toronto Topics:

Count Basie, did a one-night stand at the Brant Inn August 1st. ... Jayne Mansfield visited Toronto August 2nd to promote “Will Success Spoil Rock Hunter?”

In town for a few hours was Mike Todd, Jr., with a lot of data pertaining to his father’s “Around The World In Eighty Days.” Commenting on his dad’s determination, Mike Todd Jr. said: “One way to get a rise out of Dad is to tell him that something is impossible.”

Freddy Grant’s Trio, happily ensconced at the Silver Rail, is impressing the customers with pleasant renditions of oldies, and by changing instruments every now and then to show their versatility. ... Moe Koffman, local jazz saxophonist and flutist, has cut a 12-inch Jubilee LP titled “Cool And Hot Sax.” Sidemen are: Ed Bickert, Ed Karam, Rob McCollin, Jack Long, Ron Rolly, and Hugh Currie.

McGill University’s musical satire “My Fair Lady,” now showing at Stratford’s Shakespearean Festival, will be held over another two weeks.

Steve Lawrence (Coral) proved a tremendous success in his July 29-August 3rd stint at Jackie Gee’s, Ltd. Door. ... Toronto’s Smokey & The Bears ...

Sam (Shopsy) Shopowitz is taking over the management of the Club One Two. ... Dave Marks has been named the new Manager of the Club One Two. ... Al Dubin will leave the Prince George to assist him ... Barry Neshit, Quality recording artist and CKFX DJ, takes over for Europe August 23rd.

Frank Jones, Columbia Records Director of Sales, left Toronto August 4th for his annual cross-Canada business trip. ... Paul Anka recently in Toronto to plug his smash hit “Diana” recorded on RCA Victor label in Canada. ... Stan Geats, outstanding tenor saxist appearing at the Town Tavern, said in a newspaper interview that contrary to all reports, he is not giving up music for the medical profession.

Bytown Browsing:

French Canadian vocalist Monique Cadou (Kapp) now appearing at the Cachélieue Rose Room. ... Virtuoso Don Elliott delighting Century Couch lounge customers with offerings on four different instruments. Sings too! ... Patti Sheren, a talented young lady who sings locally, has announced that her first record (on the London label) will be issued within a month.

Jeff Chandler (from the Spencer-Hagen Orchestra)

“HALF OF MY HEART”

From the Columbia Picture “Jeanne Eagels”

# 50992

“DRIVE IN SHOW”

Eddie Cochran

记录公司，记录，美国，记录公司，美国，音乐，记录公司，记录，记录公司，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，记录，录
NEW YORK:

Over at Atlantic the pace is buzzing with activity. The label's latest advance is the "Big Boy" series, followed by "Lonely Chair" (a two-sided) on KRC by Lloyd Price; Clyde McPhatter's "Long Lonely Night"; Chuck Willis's "C. C. Rider" (which refuses to stop selling); and the tidiest guaranteed sales on new re-leasings by Ivory Joe Pepper, Lavern Baker, Chuck Willis, the fourth of that last package, Pretty Boy, is not to be overlooked, the newcomer to Atlantic has all the excitement of a little Richard—and how he belts that "Big Boy"! ... Riding right alongside is the sister label, Atco, which is putting out "Searchin'" by the Coasters, and Bobby Darrin's "Million Dollar Baby" and "Talk To Me Something." Atco is out this week with Gloria Lynn's "If I Should Love You" and "It Hurts To Love Someone." Buddy Thompson's "I've Got A Good Thing Going"; and "This Is The Night"; Linda Hopkins' "Rock And Roll Blues" and "Silvers And Shakes." ... Charles Monroe, on Apollo records, smiles as he views the strong upward surge of "Bermuda Shorts" by the Del-Rois and the building of the "Juicy Crocodile" by the Cellos. "Bermuda Shorts" is getting a real solid sales reaction and seems headed toward the charts. ... Ernie Young, Excello, has two good sellers in "I'm A King Of Crime" and "Miss You So" by Lillian Offit. The latter is now getting nationwide action. ... Herman Lubinsky started, but pleased, to see Wilbert Harrison's "My Love Is True" taking hold. ... George Goldner picked up a new aster this week "Baby Oh Baby" by the Shells on Jubilee. The Shells is stirring up excitement in Philadelphia, Pittsburgh, and Cleveland. George also has a new one starting locally on his End label, "He's Gone" by the Chantels. "Don't Ask Me To Be Lonely" by the Dales and "It Took A Long Time" by Malcolm Dobbs & The Tundrabe are two hot selling items for the Goldner set up. ... Bobbie Smith is also doing very well with "He's Gone" by the Chantels on End; "Sun Is Shining" by Jimmy Reed on Vee-Jay; and "Moody's Mood For Love"—the Argo LP. "In fact," says Sam, "the entire Argo LP catalog is doing great."

Los Angeles: 

Modern Records has signed new vocalist Johnnie Orvis, who's first release for the label will be a rock-a-billy number. ...Dottie Williams has a big one for his Dooto label in "Fun On A Saturday Night" and "Everybody Has A Foot" by the Whole Hells Orchestra. Due to the successes they are enjoying, The Platters have had their original six weeks extended, and the others from "Close To You" will be released in October.

CHICAGO:

Gerry Grainger advises "Short Fat Fanny" by Larry Williams has not taken the reducing route yet but is getting bigger and bigger. Says Grainger, "The deck is turning into a bonfire hit with tremendous display play and sales to match" ... ISAC, Inc. is putting out with Atlantic in "Every Time I Hear That Song" by Jack Smith. ... Shon Gossman, one of the best guitar men in the city, has been given one for the very personable Hunter. ... Jimmy Bowan plans to chip for the season's biggest release, "Rock 'n Roll Fanny" by Harry Smith on Vee-Jay, and even a big one in Nappy Brown's waxing of "Bye, Bye Baby". ... Irv Shertom of Allied Distributing, now at home recuperating after having been hospitalized for three weeks for surgery, is doing stellar, but the most, business in this area. Series includes Clyde McPhatter, Lavern Baker and a whole raft of other R&B greats.

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

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

---

**ALL YOUR LOVE**

**Magic Sam** (Cobra 5013)

**ARROW OF LOVE**

Six Teen (Flip 322)

**AIN'T NO WAY IN THE WORLD**

Mamie & Robert (Glory 260)

**BABY**

Arens (Hall 722)

**BEAUTIFUL WEEKEND**

Gangoo Rone (Class 121)

**BERMUDA SHORTS**

Doboy (Apollo 514)

**BYE BYE BABY**

Happy Browns (Savoy 1515)

**CAN I COME OVER TONIGHT**

Valleurs (Dove 312)

**CHERRY**

Palmer & Joe Bovers (Savoy 1515)

**CHICKEN BABY CHICKEN**

Tony Harris (Ebb 104)

**COME HOME BABY**

Mobley Mothers (Chess 1667)

**COOL SHAKE**

Dog-Vikings (Mercury 71122)

**DANCE WITH ME**

Et Torres (Duke 175)

**DARLING IT'S WONDERFUL**

Lauris (Lamp 2003)

**DEDICATED TO YOU**

Sunny Knight (Starday 3-1)

**DERSIE**

Zoop Char (Brestafol 5001)

**DIANA**

Paul Anka (ABC-Paramount 9381)

**DIANE**

Bo Rhomba (Cash 425)

**DO YOU MEAN IT**

Ike Turner (Federal 12997)

**DON'T ASK ME TO BE LONELY**

Dubs (Gone 5002)

**DREAM BOY**

Danilo Lee (Tampa 121)

**EVERYBODY'S SOMEBODY'S FOOL**

Heartbeats (Roma 231)

**FATTENING FROGS FOR SHAKES**

Sunny Boy Williamson (Checker 846)

**GET ON THE RIGHT TRACK BABY**

Ray Charles (Atlantic 1462)

**HEAR MY PLEA**

Dennie Ellbert (Deluxe 6125)

**IF I THOUGHT YOU NEEDED ME**

Little Willie John (King 5066)

**I'M A KING BEE**

Sly Harps (Excello 2113)

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

Billy Williams (Coral 61830)

**I'M GRIEVING**

Ray M. Moore (King 5035)

**I'M SO EXCITED**

John Lee Hooker (Vee-Jay 245)

**IN THE DOORWAY CRYING**

Midlifers (Atlantic 12253)

**I SMELL TROUBLE**

Bobby Blue Bland (Duke 167)

**IS YOUR LOVE FOR REAL**

Midlifers (Atlantic 12259)

**IT MUST BE YOU**

Annie Lou (Deluxe 6135)

**IT'S NOT FOR ME TO SAY**

Johnny Mathis (Columbia 40581)

**IT TOOK A LONG TIME**

Malcolm Golds & Tunedrops (End 1000)

---

**SEARCHIN'**

Castors (Atco 6087)

**SEND FOR ME**

Net "Kingo" Cole (Capital 3737)

**SHORT FAT**

Fannie (Laurie 61)

**STARBUST**

Billy Ward & Dominos (Liberty 7481)

**ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU**

Huey Smith (Joe 530)

**WHISPERING BELLS**

Del-Vikings (Dot 15392)

**JENNY, JENNY**

Little Richard (Specialty 606)

**OVER THE MOUNTAIN AND ACROSS THE SEA**

Johnnie & Joe (Ace 1691)

**TEDDY BEAR**

Ehsie Presley (RCA Victor 7000)

**C. C. RIDER**

Chuck Willis (Atlantic 3130)

**LONG LONELY NIGHTS**

Clyde McPhatter (Atlantic 1149)

**TO THE AISLE**

Five Satins (Ember 1019)

**GOODY GOODY**

Lee & Lamon (Gee 1039)

**SO SAD**

Jimmy Dorsey (Ferotin 755)

**VALLEY OF TEARS**

Fats Domino (Imperial 5492)

**MISS YOU SO**

Lillian Offit (Excello 2104)

**PLEASE SEND ME SOMEONE TO LOVE**

Moonglows (Chess 1661)

**FARTHER UP THE ROAD**

Bobby Blue Bland (Duke 170)

**LET THE FOUR WINDS BLOW**

Ray Brown (Imperial 5439)

**BYE BYE BABY**

Everly Brothers (Cadence 1315)

---

**SUMMER BLUES**

Jimmy Reed (Chess 1661)

**JENNY, JENNY**

Little Richard (Specialty 606)

---

**IT'S WHAT'S IN THE CASHER BOX THAT COUNTS—INTERNATIONALLY.**

---

**Basie To Paris**

NEW YORK—Count Basie and his Orchestra will headline a one-week engagement at the famed Olympia Theatre in Paris, opening on Saturday, November 16th.

Basie, who has been a favorite via records with the French, won the readers' poll as most popular orchestra in the Gallic monthly, "Le Jazz Hot." The French engagement will follow Basie's tour of the British Isles commencing on October 18th.

**N.Y. Debuts At Vanguard**

NEW YORK—The Village Vanguard, the jazz nitey at 7th Avenue and 11th St., will present the Eastern debut of the jazz pianist Jean Hoff- man and his Jazz Workshop Trio, and the New York debut, as a unit, of the Rube Braff All-Stars for a two-week period beginning August 8th.

Miss Hoffman, from the West Coast and a graduate of Juilliard, uses an electric piano as his jazz instrument. The Ruby Braff All-Stars, recent performers at the Newport Jazz Festival, consists of trumpetist Braff; clarinet- pist Pee Wee Russell; pianist Nat Pierce; bassist Walter Page; drumer Bobby Donaldson; and guitarist Steve Jordan.

The Village Vanguard has offered this year each outfit as the Jimmy Giuffre Trio, The Modern Jazz Quartet, and jazzmen Chico Hamilton and Stan Getz.

**Taking Off!**

**Gus Jenkins—PAYDAY SHUFFLE**

**FLASH RECORDS**

623 E. Vernon Ave.
Los Angeles, Calif.

---

**RECORDS, INC.**

1697 Broadway, N. Y. 19, N. Y.

**Breaking For Top!! POP SMASH**

**TO THE AISLE**

**THE FIVE SATINS**

**HEADING FOR THE CHARTS**

**TODAY TONIGHT**

**THE MELLO-KINGS**

**HERALD 302**

**BREAKING BIG IN**

**HOU S TON, NEW ORLEANS**

---

**HERALD RECORDS**

1697 E. Vernon Ave., N. Y. 19, N. Y.

---

**THE HERALD**

12.

**HERALD 301**

---

**HEAR IT ON THE HERALD**

12.

---

**HERALD RECORDS**

1697 E. Vernon Ave., N. Y. 19, N. Y.

---

**HERALD RECORDS**

1697 E. Vernon Ave., N. Y. 19, N. Y.
Dee Hutton Hitting The Cash Box, Music

Dee Hutton Own

"Fraulein" Hit

NEW YORK—The song "Fraulein," originally released as a country record by Bobby Helms on Decca, now has representation in both the Country and Pop fields on the label. The success of the Helms rendition led Decca to release a pop version of the tune by vocalist Don Estes. It was then given another rendition by artist Kelly Wells in the form of an "answer" to "Fraulein". The Wells disk is titled "I'll Always Be Your Fraulein". Now Decca has purchased the master, from Festival Records, of another version of "Fraulein". This disk was originally released in Australia, and was recorded by Vic Sabrito. The Sabrito rendition was issued on the Decca label last week.

ANOTHER MILLION SELLER #4854

FATS DOMINO

"When I See You"

"What Will I Tell My Heart"

Imperial Records

JUST RELEASED

ORDER QUICK!

"IF YOU DON'T WANT ME NO MORE"

b/w

"I'M PLEADING JUST FOR YOU"

Larry Birdsong

Vee-Jay #254

Vee-Jay Records, Inc.

1279 S. Michigan Avenue

Chicago, Ill.

TWO SMASH HITS!

I'M A KING BEE

SLIM HARPO

EXCELLO 2113

I'M A ROLLIN' STONE

Lightnin' Slim

EXCELLO 2116

STILL GOING GREAT GUNS

MISS YOU SO

Lillian Offitt

EXCELLO 2104

Wired or phone 355-2215

NASHBORO RECORD CO., INC.

177 3rd Ave. N.

Nashville, Tenn.

BUFFALO, N.Y.—WKBW display "How About Them There" Coke time out from his activities to get rid of stub- able trouble with an assist from RCA Victor thrush Pat O'Day. Pat's current Victor pressing is "Three Roads."

Web Signs Godfrey Winner

NEW YORK—Web Records has announced the signing of Vicki Belamonte, a 10 year old winner on Arthur Godfrey's Talent Scouts show, and the addition of three new distributors.

Miss Belamonte's initial release for Web will feature two novelties, "A Pair Of Wooden Shoes," b/w "Dance Your Fraulein."

Web's three new distributors are Sea- board Distributors in East Hartford, Conn.; Mangold Distributors in Baltimore, Md.; and Mainline Distributors in Philadelphia, Pa.

Turk Murphy Set For Long Run At Bourbon St.

NEW YORK—Turk Murphy's San Franciscans have been invited to a 2- month holdover at Bourbon Street, making a total of 3 whole months at the new Dixieland Jazz Club on East 56th.

WPEN Sponsors Platoon

PHILADELPHIA — Cal Miller, disk jockey of WPEN's 950 Club, along with Platoon Queen Barbara Ann Hirsch and Captain George E. Beattie, Assistant Officer in Charge, Marine Corps Recruiting Station, Philadelphia, Pa., are shown presenting the guidance of the U.S. Marine Corps' second annual 906 Club Platoon to PFC Stephen P. Mesario of Roslyn, Pa. The platoon, sponsored by WPEN, was sworn in on the air and left for Paris Island, S.C. last week.

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

<table>
<thead>
<tr>
<th>1</th>
<th>SHORT FAT FANNIE</th>
<th>Larry Williams</th>
<th>Specialty 608</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU</td>
<td>Huey Smith</td>
<td>Ace 530</td>
</tr>
<tr>
<td>3</td>
<td>SEARCHIN'</td>
<td>Coasters</td>
<td>Ace 6087</td>
</tr>
<tr>
<td>4</td>
<td>PASSING STRANGERS</td>
<td>Vaughn &amp; Exceline</td>
<td>Mercury 71152</td>
</tr>
<tr>
<td>5</td>
<td>Suzie-Q</td>
<td>Dale Hawkins</td>
<td>Checker 681</td>
</tr>
<tr>
<td>6</td>
<td>Goody Goody</td>
<td>Lyman &amp; Teenagers</td>
<td>Dot 1039</td>
</tr>
<tr>
<td>7</td>
<td>LONG LONELY NIGHTS</td>
<td>Lee Andrews &amp; Hearts</td>
<td>Chess 1665</td>
</tr>
<tr>
<td>8</td>
<td>To The Aisle</td>
<td>Four Serenaders</td>
<td>Ember 1019</td>
</tr>
<tr>
<td>9</td>
<td>It Took A Long Time</td>
<td>Malcolm Dudds &amp; Turners</td>
<td>Ember 1009</td>
</tr>
<tr>
<td>10</td>
<td>Whispering Bells</td>
<td>Del-Vikings</td>
<td>Dot 15396</td>
</tr>
</tbody>
</table>

**LOS ANGELES**

<table>
<thead>
<tr>
<th>1</th>
<th>Short Fat Fannie</th>
<th>Larry Williams</th>
<th>Specialty 608</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>SEARCHIN'</td>
<td>Coasters</td>
<td>Ace 6087</td>
</tr>
<tr>
<td>3</td>
<td>MISS YOU SO</td>
<td>Little Richard</td>
<td>Specialty 608</td>
</tr>
<tr>
<td>4</td>
<td>THINK</td>
<td>&quot;5&quot; Royales</td>
<td>King 5051</td>
</tr>
<tr>
<td>5</td>
<td>C. C. RIDER</td>
<td>Chuck Willis</td>
<td>Atlantic 1130</td>
</tr>
<tr>
<td>6</td>
<td>JENNY, JENNY</td>
<td>Little Richard</td>
<td>Specialty 606</td>
</tr>
<tr>
<td>7</td>
<td>EVERYONE'S LAUGHING</td>
<td>Specials</td>
<td>Psyched 246</td>
</tr>
<tr>
<td>8</td>
<td>Whole Lot of Shakin' Going On</td>
<td>Jerry Lee Lewis</td>
<td>Sun 247</td>
</tr>
<tr>
<td>9</td>
<td>Young Blood</td>
<td>Coasters</td>
<td>Ace 6087</td>
</tr>
<tr>
<td>10</td>
<td>SEND FOR ME</td>
<td>Het &quot;Kings&quot; Cafe</td>
<td>Capitol 3737</td>
</tr>
</tbody>
</table>

**DETROIT**

<table>
<thead>
<tr>
<th>1</th>
<th>SEARCHIN'</th>
<th>Coasters</th>
<th>Ace 6087</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>OVER THE MOUNTAIN AND ACROSS THE SEA</td>
<td>Johnny &amp; Joe</td>
<td>Chess 16354</td>
</tr>
<tr>
<td>3</td>
<td>ARROW OF LOVE</td>
<td>Tales 322</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>SEND FOR ME</td>
<td>Het &quot;Kings&quot; Cafe</td>
<td>Capitol 3737</td>
</tr>
<tr>
<td>5</td>
<td>STAR DUST</td>
<td>Billy Word &amp; Dominico</td>
<td>Liberty 55071</td>
</tr>
<tr>
<td>6</td>
<td>SHORT FAT FANNIE</td>
<td>Larry Williams</td>
<td>Specialty 608</td>
</tr>
<tr>
<td>7</td>
<td>LONG LONELY NIGHTS</td>
<td>Lee Andrews &amp; Hearts</td>
<td>Chess 1665</td>
</tr>
<tr>
<td>8</td>
<td>TONIGHT</td>
<td>Midnighters</td>
<td>Atlantic 5055</td>
</tr>
<tr>
<td>9</td>
<td>DARLING IT'S WONDERFUL</td>
<td>Lovers</td>
<td>Loma 2005</td>
</tr>
<tr>
<td>10</td>
<td>JENNY, JENNY</td>
<td>Little Richard</td>
<td>Specialty 608</td>
</tr>
</tbody>
</table>

**ATLANTA**

<table>
<thead>
<tr>
<th>1</th>
<th>Short Fat Fannie</th>
<th>Larry Williams</th>
<th>Specialty 608</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>SEARCHIN'</td>
<td>Coasters</td>
<td>Ace 6087</td>
</tr>
<tr>
<td>3</td>
<td>MISS YOU SO</td>
<td>Little Richard</td>
<td>Specialty 608</td>
</tr>
<tr>
<td>4</td>
<td>THINK</td>
<td>&quot;5&quot; Royales</td>
<td>King 5051</td>
</tr>
<tr>
<td>5</td>
<td>C. C. RIDER</td>
<td>Chuck Willis</td>
<td>Atlantic 1130</td>
</tr>
<tr>
<td>6</td>
<td>EVERYONE'S LAUGHING</td>
<td>Specials</td>
<td>Psyched 246</td>
</tr>
<tr>
<td>7</td>
<td>whole Lot of Shakin' Going On</td>
<td>Jerry Lee Lewis</td>
<td>Sun 247</td>
</tr>
<tr>
<td>8</td>
<td>Young Blood</td>
<td>Coasters</td>
<td>Ace 6087</td>
</tr>
<tr>
<td>9</td>
<td>SEND FOR ME</td>
<td>Het &quot;Kings&quot; Cafe</td>
<td>Capitol 3737</td>
</tr>
<tr>
<td>10</td>
<td>MISS YOU SO</td>
<td>Little Richard</td>
<td>Specialty 608</td>
</tr>
</tbody>
</table>

**MEMPHIS**

<table>
<thead>
<tr>
<th>1</th>
<th>Searchin'</th>
<th>Coasters</th>
<th>Ace 6087</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>SO RARE</td>
<td>Jimmy Dorsey</td>
<td>Eternally 756</td>
</tr>
<tr>
<td>3</td>
<td>SEND FOR ME</td>
<td>Het &quot;Kings&quot; Cafe</td>
<td>Capitol 3737</td>
</tr>
<tr>
<td>4</td>
<td>PLEASE RELIEVE ME</td>
<td>Percy Mayfield</td>
<td>Speciality 607</td>
</tr>
<tr>
<td>5</td>
<td>FARTHER UP THE ROAD</td>
<td>Bobby Blue Bland</td>
<td>Duke 170</td>
</tr>
<tr>
<td>6</td>
<td>SEARCHIN'</td>
<td>Coasters</td>
<td>Ace 6087</td>
</tr>
<tr>
<td>7</td>
<td>SHORT FAT FANNIE</td>
<td>Larry Williams</td>
<td>Specialty 608</td>
</tr>
<tr>
<td>8</td>
<td>TEDDY BEAR</td>
<td>Edd Pavey</td>
<td>RCA Victor 7000</td>
</tr>
<tr>
<td>9</td>
<td>FARHER UP THE ROAD</td>
<td>Edd Pavey</td>
<td>RCA Victor 7000</td>
</tr>
<tr>
<td>10</td>
<td>JENNY, JENNY</td>
<td>Little Richard</td>
<td>Specialty 606</td>
</tr>
</tbody>
</table>

**SAN FRANCISCO**

<table>
<thead>
<tr>
<th>1</th>
<th>Searchin'</th>
<th>Coasters</th>
<th>Ace 6087</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU</td>
<td>Huey Smith</td>
<td>Ace 530</td>
</tr>
<tr>
<td>3</td>
<td>OVER THE MOUNTAIN AND ACROSS THE SEA</td>
<td>Johnny &amp; Joe</td>
<td>Chess 16354</td>
</tr>
<tr>
<td>4</td>
<td>SEND FOR ME</td>
<td>Het &quot;Kings&quot; Cafe</td>
<td>Capitol 3737</td>
</tr>
<tr>
<td>5</td>
<td>IT'S NOT FOR ME TO SAY</td>
<td>Johnny Mathis</td>
<td>Columbia 40581</td>
</tr>
<tr>
<td>6</td>
<td>SO RARE</td>
<td>Jimmy Dorsey</td>
<td>Eternally 756</td>
</tr>
<tr>
<td>7</td>
<td>EVERYONE'S LAUGHING</td>
<td>Specials</td>
<td>Psyched 246</td>
</tr>
<tr>
<td>8</td>
<td>LOUIE LOUIE</td>
<td>Berry &amp; Phonos</td>
<td>Flip 331</td>
</tr>
<tr>
<td>9</td>
<td>THE BIG TWIST</td>
<td>C. C. RIDER</td>
<td>Atlantic 1130</td>
</tr>
</tbody>
</table>

**NEW YORK**

SAN FRANCISCO—Bob Scobey, and his Frisco Jazz Band, featuring Clancy Hayes, Dave Black, and Pete Dovido, are now appearing at the Pioneer Village in Lafayette, every Friday and Saturday evening.

Scobey already has one album for RCA Victor, "Beauty and the Beat," and in August, his new album, "Swinging on the Golden Gate," will be released. The album that Scobey cut with Bing Crosby, called "Bing with a Beat," will be released in September.

**Pianist-Dancer Joins Sig Sakowicz's Overseas Unit**

CHICAGO—Virginia Paul, pianist and dancer in the Dome Room of the Sherman Hotel, here, has been added to WHFC-Chicago deejay Sig Sakowicz's Overseas Unit scheduled to leave September 15th for a five week tour to entertain the American Army and Air Force troops in Europe.

Thus far, the talent for the European tour includes Miss Paul; comic Manny Oppen; ventriloquist Hank Sloman; singers Ernie McClean, John Johnson, Paula Zwan, plus the Harmonics Sweethearts.

**Sensational is the word for Visit Capitol Records**

PLAS JOHNSON

his SAXOPHONE and ORCHESTRA

and his introduction on Capitol with record no. 3773

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
The Cash Box
Award of the Week

"EVERYTIME I HEAR THAT SONG" (2:15) [Decad BMI—Hunters]
"SHE'S GONE" (2:36) [Progressive BMI—St. John Hunter]

IVORY JOE HUNTER

- Another two-sided in the Atlantic release is the Ivory Joe Hunter silk ten vocalizing of “Everytime I Hear That Song” and “She’s Gone”. The former is a slow, symphonic Quality, melody, enlivened by chorus support and deft arrangement. Big Ivory Joe handles the tune with a tender feeling that sells the lyrics. "She's Gone" is another slow beat rhythm ballad. Joe fits the tender love story to the melodic styling. A lovely listen on both sides.

"THE FLIRT" (1:52) [Aladdin BMI—Lee, Palmer]
"ROCKIN' WITH THE CLOCK" (2:28) [Aladdin BMI—Lee, Mesner]

SHERYL & LEI

- This Stylus—Shirelles, & Gaynor's rendition of a beautiful ballad, good tempo, happy, jump wax.

"HAMMER HEAD" (2:50) [Lyric BMI—Doggett, Scott, Shepherd]

BILL DOGGETT (King 5070)

- This is a very popular piece, "Hammer Head" by Shingle and Shirelles, & Gaynor's rendition of it. With a beautiful melody and happy beat, it is a great success of the Stylus—Shirelles, & Gaynor's version.

"MY LOVE IS TRUE" (2:40) [Crossroads BMI—Harrison]
"I KNOW MY BABY LOVES ME" (2:23) [Crossroads BMI—Harrison]

WILBERT HARRISON

- "My Love Is True" comes off with warm and emits a tear jerker that captures the listener. Harrison handles the vocal dynamics simply but with sincerity. A deck to be cautiously have an infectious quality and sound that puts a lift into the already popular marketplace. Good listen and dance music. Keep close watch on this release.

"BIP BOP HIP" (1:55) [Progressive BMI—Covay, Padas, Perrin]
"PAPER DOLLAR" (2:35) [Progressive BMI—Padas, Perrin]

(Atlanta 1147)

- Pretty Boy, with a sound and attack similar to that of a rock 'n' roll star, does his own bow on the Atlantic label with a pair of potent offerings. The newcomer belts a quick rock 'n' roll favored with a little all with the force of a Notre Dame back coming through a female high school school. Gravelly voices better screams his way through this teen teeter with a restful feeling. The coupling, "Paper Dollar", is a change of pace. Pretty Boy is a great talent we should hear much of in the near future.

IKE TURNER

(federa 12304)

"THE BIG QUESTION" (2:29) [Armo BMI—Ike Turner] Ike Turner leaves a slow, rhythm blues with a great deal of personality. Turner sings in good voice and is intense in his interpretation. Swingy deck that makes good listening, Kids should like it.

LIGHTNIN' SLIM

(Excels 218)

"THE ROLLIN' STONE" (2:27) [Excelsior BMI—West, Hicks] Lightnin' Slim wafts a slow blues with a deep and deep feeling. The wheel tells his story with impact. The market, especially the southern, should find this item a good addition to their stock.

B+ "LOVE ME MAMA" (2:30) [Excelsior BMI—West, Hicks] Slim steps in a middle beat blues with his usual good performance. Potent deck— but not up to the excellence of "I'm A Believer's Hotel".

RHYTHM CASTERS

(federa 12301)

"LOVE LOVE BABY (1:42) [Excelsior BMI—Joe Wade] The Rhythm Casters put out a quick and exciting with a different sound and originality. The Casters bounce out the ball with a fast beat and screams. An exciting the kids should be in for a treat.

B "OH MY DARLING" (2:38) [Excelsior BMI—Joe Wade] The Rhythm Casters put out a quick and exciting with a different sound and originality. The Casters bounce out the ball with a fast beat and screams. An exciting the kids should be in for a treat.

B+ "ONE MOMENT WITH YOU" (2:31) [Ward Marks BMI—Ward] Billy Ward and His Dominoes offer a revamped version of their current "Stardust call in.

B+ "LOUIS BLUES" (2:50) [Handy J & C Handy Ward and team swing out on the classic Louisiana style and do well. This is a very popular tune, as ever, and read with enthusiasm.

GEO. & EUNICE

(Aladdin 1376)

"DOODLE DOODLE DOO" (2:40) [Crosston BMI—Ward] Gene and Eunice team up on a happy middle beat novelty. Good vocal blend on a background of a fortiy beat backer and the dancer.

B "DON'T BE ME THIS WAY" (1:50) [Aladdin BMI—Forrest, Levy] The song is a lilting melody with a very catchy hit. The gal dishes up a swinging rocker with a reading that is bound to grab attention.

B+ "SHIVER AND SHAKE" (2:25) [Exclus BMI—Hicks] Miss Hopkins gives a top-flight treatment of a slow, insinuating beat. The gal, back by the pounding of the big drum, turns up an exciting wax.

SUNNY KNIGHT

(federa 1114)

"DEDICATED TO YOU" (2:44) [Guld BMI-Morgan, Egnol] Knight couples with an infectious middle beat honker. A great beat in the listening back- ground is just as important as the Knight vocal. Very strong deck—which makes two powerful records.

B+ "SHORT WALK" (2:30) [Guld BMI—Morgan, Smith, Egnol] Knight is a great middle beat honker. A great beat in the listening back- ground is just as important as the Knight vocal. Very strong deck—which makes two powerful records back to back.

BOB JONES

(Web 1114)

"UNUSUAL COMPLEX" (2:14) [Walter Earl BMI-Jones, Gordon] Bob Jones adds a middle beat beat to his act. Offers a treat to take old.

B+ "FOXY TAIL" (1:57) [Beatrice ASCAP-Not, Waters, Darmonin] Teenage lyric set to a honker the kids can cut to.

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

R & B Retail Outlets
From Coast to Coast

R & B Disk Jockey Regional Reports

Lavner Baker Teams Up With Comic
Haley To Tour Europe Again

NEW YORK—The angry looking lass is the dynamic Atlantic barker, Lavner Baker, and the worried looking fellow is Stump Stump and Stumpy, Miss Baker has teamed with Stump, their most recent appearance being at the New York Apollo Theatre. Lavner’s current Atlantic deck is “Humphrey Dumpty Heart.”

NEW YORK—Bill Haley and his Comets, who had an extremely successful tour of Europe recently, has been set for another European stint by Jolly Joyce, the group’s booker, to begin September 30th for a 5 to 6 week period.

On this tour, the Haley aggregation will hit France, Italy, Germany, Switzerland, Greece and Belgium.

Before they leave on the 30th, the boys will attend to their packed schedule for the months of August and September. Before heading “over there,” the Comets will be in Wilkes Barre, Pa.; Mahonkey City, Pa.; Sea Isle, N. J.; Angola, Ind.; and many other cities across the country.

On September 17, they will be in Hollywood to film a movie for Columbia’s Sam Katzman. The shooting schedule should take 12 days, and from there the crew goes overseas.

Two New Artists Join Decca Roster

Jockey Jack

NEW YORK—Two new names were added to the Decca roster last week. The company has dubbed 22 year old Gene Maltzis, originally from Concord, New Hampshire, Maltis makes his bow on the label with two tunes he composed, “Crazy Baby” and “Deep River Blues”. Also making his Decca debut at the same time is pianist Billy Plano, whose initial release couple “Holiday In Portofino” and “Middle Of June”.

“You’ll Wally You Waltz”

JAY-JAY POLK RECORD CO 2603 W. AUGUSTA BLVD. CHICAGO, ILLINOIS

WELCOME EVERYBODY HAS A FOOL

Fun On Saturday Night WILLIE HEADEN #417

Making Waves

AMERICA’S TOP BLUES - ROCK & ROLL - SPIRITUAL - ONE-STOP
60¢ for 45’s BARNEY’S COMPLETE STOCK
65¢ for 78’s ONE - STOP R&B - ROCK & ROLL
LP’S 30% OFF 11408 S. KEDZIE CHICAGO 12, ILLINOIS
SPECIAL PRICES - ALL PHONES: NE6-5053

“The What’s In THE CASH BOX That Counts—INTERNATIONALLY”
NASHVILLE, TENN.—Seated at his desk is Murray Nash, presby of Murray Nash Associates, who was recently awarded a plaque (seen on the wall behind Nash’s desk) by the “Country Music Disk Jockey Association” at the group’s Kansas City meeting. The inscription reads: “1957 Award To R. Murray Nash In Recognition Of His Contribution To Country Music And The CMDJ Association—Given In Memory Of Radiozark’s Lou Black And His Devoted Country Music Promotion.”

Sands Signs Long Term With 20th-Century Fox

NEW YORK — Teenage favorite Tommy Sands (Capitol) has been signed to a long-term contract by 20th-Century Fox. The singer’s first starring role will be that of a rock & roll performer who rises to fame in “The Singing Idol.” Sands gained national prominence in an acting-singing appearance on the Kraft Television Theatre last year, and via a hit recording of a song from the TV show, “Teenage Crush.”

Memphis Record Shop Moves

MEMPHIS, TENN.—Ferguson’s Record Shop, formerly of 5837 Poplar Ave., Memphis, is now situated at 10600 Madison Ave., also in Memphis. The new store has separate rooms for hit units, and a big, paved parking lot in the rear.

Decca Artists Help To Celebrate “Founders Day”

NEW YORK—Two Decca recording artists, one representing the Pop field and one the Country field, were the guests of honor last week in Parkersburg, West Virginia. Vocally Kitt Yallon and Webb Pierce were boosted by the Governor of the State, the Mayor of the City, and the City Council, at the celebration in honor of “Founders Day” in Parkersburg. Both artists were met by the officials as their planes landed and the schedule for the day included a parade through town, a Founders Day dinner, and statewide press, television and radio coverage of the festivities.
The Cash Box, Music
Page 45
August 10, 1957

Country Reviews

**BULLSEYE**

*Only those records best suited for commercial use are reviewed by The Cash Box*

**BULLSEYE**

**THE CASH BOX**

**BULLSEYE**

**"I HEARD THE BLUEBIRDS SING"** (2:33) [Peer Int'l BMI—H. Paris] The story of the little bird that knows it's a bird and can fly.

**"THE LAST THING I WANT"** (2:28) [Acuff-Rose BMI—J. & C. Louvin]

Jim Edward, Maxine & Bonnie Brown (RCA Victor 6959)

- The Browns, Jim Edward, Maxine and Bonnie, can always be counted on to turn out a grade "A" platter and they let no one down on either end of their latest Victor pairing. On the top half the trio comes up with "Bluebirds Sing," an oldie but goodie that you just can't help falling in love with. It's a charming, quick moving romantic opus that the artists wrap up in most attractive fashion. On the other half they combine their voices in warm, sincere style as they beautifully project a heartfelt, moderate paced lover's tale tagged "The Last Thing I Want." The Browns are headed toward hitsville once again. Watch both sides.

**"LOVE ME TO PIECES"** [Acuff-Rose BMI—M. Easley]

- Another song hit in the pop field has resulted from a TV plug. The tune, "Love Me To Pieces," was heard on a recent "Studio One," CBS-TV show and immediately thereafter Jim Core was riding high on the popularity charts. Now Hickory's top-flight duo hopes on the quick beat romantic delight, injects some wonderful country stylings and comes off with a potent deck that can easily derive a country smash. Flipside the boys tastefully revue the persuasive, old rhythmic favorite, "I Never Had The Blues." It's a standout coupler for maximum results. Top half has the edge tho.

**ROY DRUSKY** (Columbia 40964)

- "WALK TO HEAVEN" (2:36) [Acuff-Rose BMI—Welsh] An ultra-lovely, moderate paced romantic item is ripe for a presentation of graceful, beautiful fashion by the smooth-toned Roy Drusky. Perfect welding of melody and lyrics coupled with a choral and instrumental backdrop makes this an outstanding contender for the charts.

**"WALKIN'"** (2:45) [Lowery Publishing] Drusky is backed up in slick of slick once again. He impressively polishes off a captivating, rhythmic blue item. Both ends should meet with great approval from the jocks, ops and dealers.

**VAUGHN HORTON'S PINETOPPERS** (Decca 30356)

- "CONSOLATION" (2:28) [Amber ASCAP—V. Horton] Vaughn Horton's Pinetoppers provides this appealing instrumental showcase for the Anita Kerr Singers' wonderful reading on this powerful, up tempo lover's lament. Superb side that could take off in both the pop and country markets. Watch it closely.

**"THE BLUE SKIRT WALTZ"** [Acuff-Rose BMI—Disha, M. Parish] Reverse slicing is another standout item that displays the grade "A" talents of both groups. The beautiful guitar that also has strong potential in both fields is a tipped-money makers for ops and dealers.

**CURLEY SANDERS** (Concept 898)

- "WALKING BLUES" (2:41) [Bonnie BMI—D. Shirley] Newcomer Curley Sanders sadly reflects that his left hand is missing. A fine moving piece that the songster puts across with telling effect. Off-beat slicing that could stir up a heap of attention. Watch it.

**"WHAT TIME"** (1:50) [Gaylord BMI—C. Sanders] Harried Sanders vows that he'll never again be trapped by a false-hearted gal. Catchy, up tempo piece that the artist spins in a refreshing, easy-on-the-ears fashion. The Sanders tastefully assist on two excellent intro offerings.

**JIMMIE SKINNER** (Mercury-Starday 71163)

- "PITA DO SOMETHIN' "BOUT THAT" (2:59) [Starrite BMI—Skinner] The distinctive man of delivery that Jimmie Skinner has to offer is evident once again on these two contenders for the dookey charts. On this end, an up tempo affair, the chanter feels that the time has come to put an end to his wife's shenanigans.

**LES YORK** (Sage 241)

- "NDER NO RETURN" (2:29) [Simon BMI—L. Newman, J. Darby] Les York puts a great deal of feeling into his delivery of a touching, moderately paced cowboy's lament. Expressive platter that falls pleasant on the ear.

**JOHNNY MILLER** (4 Sec 12909)

- "AWAY FROM HOME" (4 Star BMI—C. D. Smith, J. Miller) The mellow chords of Johnny Miller make for easy listening as the warbler in-vitigates his song on this tear-compelling, middle beat lover's tale. Both ends rate a heap of airplay.

**"SPORTS CAR",** [C. D. Smith, J. Miller] Miller sez he's gonna trade in his little car for a real big one cause the present model leaves no room for sport. A sprightly, quick beat ditty that Miller bounces out in delectable fashion.

**"It's What's In THE CASH BOX That Counts—INTERNATIONALLY?"**

**THE COUNTRY RECORDS**

**DISK JOCKEYS PLAYED MOST**

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

<table>
<thead>
<tr>
<th>Week</th>
<th>1. BYE BYE LOVE</th>
<th>2. FOUR WALLS</th>
<th>3. A FALLEN STAR</th>
<th>4. GONNA FIND ME A BLUEBIRD</th>
<th>5. TEDDY BEAR</th>
<th>6. FRAULEIN</th>
<th>7. MY SHOES KEEP WALKING BACK TO YOU</th>
<th>8. A WHITE SPORT COAT</th>
<th>9. NEXT IN LINE</th>
<th>10. WHOLE LOT OF SHAKIN' GOING ON</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;BYE BYE LOVE&quot;</td>
<td>&quot;FOUR WALLS&quot;</td>
<td>&quot;A FALLEN STAR&quot;</td>
<td>&quot;GONNA FIND ME A BLUEBIRD&quot;</td>
<td>&quot;TEDDY BEAR&quot;</td>
<td>&quot;FRAULEIN&quot;</td>
<td>&quot;MY SHOES KEEP WALKING BACK TO YOU&quot;</td>
<td>&quot;A WHITE SPORT COAT&quot;</td>
<td>&quot;NEXT IN LINE&quot;</td>
<td>&quot;WHOLE LOT OF SHAKIN' GOING ON&quot;</td>
</tr>
<tr>
<td>2</td>
<td>&quot;EVELYN BROTHERS (Cadence)&quot;</td>
<td>&quot;WEBB FIERCE (Decca 30321)&quot;</td>
<td>&quot;JIM REEVE (RCA Victor)&quot;</td>
<td>&quot;JIMMY NEUMANN (Dot)&quot;</td>
<td>&quot;FERRU HUSKIES&quot; (Capitol)</td>
<td>&quot;ELVIS PRESLEY (RCA Victor)&quot;</td>
<td>&quot;BOBBY HOLMES (Decca)&quot;</td>
<td>&quot;MARTY ROBBINS (Columbia)&quot;</td>
<td>&quot;JACKIE LEWIS (Sun)&quot;</td>
<td>&quot;JACKIE LEWIS (Sun)&quot;</td>
</tr>
</tbody>
</table>

**VICTOR UPS SACRED RELEASES**

**NEW YORK** — The popular response to evangelist Billy Graham's new sacred recording, "Good News," has caused RCA Victor to increase its production of sacred music. Plans have been made to release two to three records every four weeks in contrast to a two week irregular schedule. Among the new releases are "How Great Thou Art" and "I'M A TRAVELER," sung by George Beverly Shea and the 1500 voices of the Billy Graham New York Crusade Choir. The choir was taped at Madison Square Garden during a recent meeting.

**HUSKY ON TV DRAMATIC SHOW**

**NASHVILLE, TENN.** — Ferlin Husky, star on WSM's Graham and Opie, and Capitol recording artist ("Gonna Find Me A Bluebird" — RCA Victor 40954) — which debuts on the Kraft Television Theatre, Wednesday, August 7th over NBC-TV when he will star in the comedy, "Sixpactues." Husky is playing an Ozark country singer who becomes a TV favorite because he is the uncle of the sextuplets. The artist will introduce a new song on the show.

**DEL WOOD PARTY**

**NASHVILLE, TENN.** — Grand Ole Opry and RCA Victor keyboard artist Del Wood celebrated her recent management agreement with Jack Lloyd with a party in Miss Wood's suburban Nashville home last week. The contingent on hand consisted mostly of WSM personnel, artist managers, RCA Victor personnel, disk jockeys, song writers, and music publishers.

**LOUVIN BROTHERS**

"PRAYING"

CAPITOL 3770

**WILLIAMSON'S**

"TELL HER.IT'S A LIE"
JOHNNY CASH
With His Latest and Greatest!

"HOME OF THE BLUES"
Sun #279

Hear and see JOHNNY introduce "Home of the Blues" on Jimmy Dean's CBS-TV show Saturday—Aug. 10.
(Also Jimmy Dean morning show Aug. 12-16)

SUN RECORD COMPANY
706 UNION AVE.
MEMPHIS, TENN.

GRAND OL' OPRY
WSM
NASHVILLE, TENN.

Exclusive Management, Booking, Direction—BOB NEAL, 1916 STERICK BLDG.—MEMPHIS, TENN.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
WDT-Weej's new manager, Jack Lloyd from Philadelphia, was a fine lance writer by profession, Del hosted a get-acquainted barbecue for Jack on Monday night, July 22nd.

Chet Atkins and the Anita Kerr Singers have recorded 20 sides for RCA and have been on the road again. Prince Albert's portion of the "Opera" included Porter Wagoner and Benny Martin on July 27th. August 3rd's spotlight will be taken by Ray Price and Bill Monroe.

Johnny Cash and the Tennessee Two went back to work on July 28th at West Grover, Pa., following their appearance at the 10-day tour. Cash has played shows at McNell, Miss., and Clarkdale, Miss., Aug. 1st and 2nd. He has been set for the Jimmy Dean CBS-TV show Saturday, Aug. 10th, and for the Dean morning show, Aug. 18th thru the 19th. Booking plans are in full swing now for Fall and Winter for Cash. Interested promoters can contact manager Bob Neil, 1916 Sterick Building, Memphis, Tenn.

Wilma Lee, Stoner Cooper and the Clinch Mountain Clan, who wind up a month-long tour of Ontario and The Maritimes August 1st, swung through a string of Pennsylvania and Ohio dates before returning home to base. "The Grand Ole Opry," on August 10, they'll show at A. T. Davis, Pa., August 3rd; at the 4th; at Cohoecton, Ohio the 5th; Lewistown, Pa. the 6th; Harvey's Lake, Pa. the 7th; Honesdale, Pa. the 8th; and Mountain Lake, Ohio on the 9th.

After 21 week recordings and personal appearances singing only country songs, the Chuck Wagon Gang of Texas is now going to be doing some ballads, country and western, and semi-pop songs. "It's like they did when the gang first started," says their manager, Gloria Fisher, "they've requested that we broaden their repertoire and sing with gospel, western, and ballad material in the show's two shows. "We'll build up that show and build it to two and a half hours." The Chuck Wagon Gang is planning theater and country show appearances in the midwest and Canada and are also negotiating for network TV stints.

Eddie Bond is back on the turn-table again on KWEM in Memphis, Tenn. The performer has a new disk on Mercury-Starady, "Loving You, Loving You" (Single-Hershey Bar). "Eddie would like to hear from his old and new friends." His address is: Eddie Bond Enterprise, 884 S. Cooper, Memphis, Tenn.

FRED MADDUX of the Maddox Brothers concluded his month long series of remote radio shows over KOCS, Ontario, with a long list of guest stars. They were Joy Anne Farmer, and her Faithful Three, Betty Luther, Billy Rose, Gary Lambert, Jeannie & Janie Black (The Black Sisters), Pauline and Maryllyn Parker of Pep Records as well as the entire cast of "The Search For Talent" show from KOCS. Hereafter Fred will do his Saturday show from the radio station and will spin records for the entire two and a half hours.

Bobbie Grove, deejay at WPOM-Cincinnati, Ohio is recuperating at his home after being hospitalized for several weeks at St. Mary's Hospital in Cincinnati. Bobbie says he will return to work after a few weeks. Bill Price has been transferred from WERB in Rosarita Beach, Mexico to WBLU in Salem, Va. Where he will join Ward Harkrader, C&W salesman for Schwartz Brothers Distributors of Washington, D.C. Bill has three hours per day on WBLU and has a three hour "Hillbilly Hit Parade Show" every Saturday as well. Bill requests that the various stations mark their files to send new releases to his new affiliation at WBLU in Salem. The deejay also welcomes visiting C&W artists who are passing through the Salem-Roanoke, Va. area.

J. C. Burke, WHEYE-Sanford, N.C., has just taken over all the C&W programs on WHEYE. The shows are shared daily with all the top C&W tunes. These programs are from 6 AM to 7 AM each morning, again at 11 AM to 12, and each afternoon from 3 PM to 5 PM. Burke is the process of getting up a band of his own, which will make four shows a day on the air.

Leon McAllister and His Cimarron Boys played to an audience of 500 in Evansville, Ind., on Sunday, July 21st. The show consisted of many stars such as Tex Ritter, Smiley Burnett, the Y-Knot Twirlers, Wanda Jackson and many others. Ritter appeared in the process of filming a scene for the movie "Amphi-theatre. Leon went back to Oklahoma where he was the featured attraction this year at the International C&W Roundup and Powwow, Muskogee, Okla. Following this affair, the artist had dates in Oklahoma, Arkansas, Missouri, Kansas, and all through the month of July.

"Balin' Wire" Bob Strack, KIMO-Inkope, Mo. writes that Johnny & Jack and Kitty Wells are skedded to appear at Happy Hollow Lake in Independence August 3rd. Faron Young is booked for the August 10th show, and Font Dickey has the Labor Day Date.

Tex Ritter and Johnny Bond, specialists in their record publishing companies, Vision Publications, Red River Songs, and Tex Ritter Music, are in the process of compiling a list of names of disk jockeys who do not receive the monthly deejay's requested to write Tex and Johnny's C&W Publications, Inc., 9527 Sunset Blvd., Hollywood 26, Calif. Tex will return to his regular chores at "Town Hall Party" following dates in Illinois, Minnesota, Kansas, and Indiana.

Don Pierce and "Pappy" Daily both attended the NMM Convention in Chicago, and have requested that various C&W radio and TV shows plus appearances in Northern California this month with Joy Anne Farmer. Betty is expected to sign a contract with a major label soon.

Dave Wahshak, KQTL-Gonzales, Texas, has just returned from two weeks duty with the National Guard.

Fiddlin' Rufus Thibodoux, a member of Jimmy Newman's band and h e a r d of on George Jones' record and who is on the Gene Grant Disc, has two new Cajun fiddle instruments out on Starday. The instruments are titled "Mean Andrey," and "Cameron Memorial Waltz," which were inspired by the recent hurricane that struck the Louisiana coastal area. The Starday-Star Andy label in increasingly active in promoting packaged goods aimed at the C&W market. A "Hillbilly Hit Parade" LP was released in July, a George Jones' LP and a Full Kimberly LP are scheduled for this month. Then a Jimy Dean set will be coming out in September with other C&W LP's in the works.

George L. Featherstone, head of Wonderland Ranch Enterprises, has organized his "Wonderland Ranch Boys" western swing band, which is featured at Featherstone's Wonderland Ranch near Duvaline, Can ada each Saturday. The outfit will make several personal appearances in the fall.

Sloppy Jeffers and the Davis Twins from the Charleston, W. Va. area have signed with Starday and their first release is scheduled on this month. Also, the Marquise, of the Ozark Jubilee are due for an August release on the label.

Twelve year old Cathie Taylor of Morgan Hill, Calif. has been selected Miss Country Music of Central California and she will compete for the title of Miss Country Music Of The West Coast at the Country Music Convention in Salinas August 23rd and 24th. Cathie is a new featured vocalist with the California Hayride TV show over channel 13 in Stockton.

Attention: Please address any information concerning Country Music and talent to Ira Howard, Country Editor, The Cash Box, 1721 Broadway, New York, 10, N. Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
singles, of course

PROGRAM CURRENT RELEASES ON SINGLES AT ONE PRICE!

DUAL PRICING UNITS
Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units for programming singles at one price and albums (two tunes per side) at a proportionately higher price.

and album records, too!

PROGRAM ALBUMS — STANDARDS, SHOW TUNES, JAZZ AND CLASSICS — AT A PROPORTIONATELY HIGHER PRICE

America's finest and most complete music systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. Seeburg
Chicago 22, Illinois
Division of Fort Pitt Industries, Incorporated
CHICAGO—The St. Lawrence Seaway opening is not too far distant. A subject for bitter controversy since it was first proposed in 1959, the waterway promises to still generate heated arguments in the period ahead. Great expectations have been expressed concerning the economic contribution this major gateway will make to the mid-western area. However, it is pointed out that the "jackpot" question of determining the toll rates to be charged for transit is now coming up. It is reported that there might never have been any problem had the original cost estimates been maintained in the construction. But now it is learned that the original estimate of about $300 million has been upped to an expected cost of close to $500 million. The annual operating expense estimate has jumped from $14.5 million to about $28 million. It now has to be determined just how the approximately 100 per cent rise in construction and operating costs is to be handled in the toll structure. These matters will be aired at the public hearing on the toll question scheduled by the Development Corporation for September 9 in Washington and September 10 in Chicago.

NEW YORK — "While American productivity has steadily gone up, working hours have steadily gone down, from an average of about 70 hours per week in 1850 to the 40-hour week of today", states a report based on the Twentieth Century Fund's study. It continues, "Leisure time for recreation for the average employed American has nearly doubled since 1900 and seems likely to increase still further. Long-term trends indicate an average work week perhaps of 37 1/2, hours in 1960." Other very interesting facts in the report are: In the past 50 years, population has risen from around 75 million to nearly 170 million; average yearly income per family now stands at more than $6,000 and still rising; average output per hour of work has tripled; and consumer spending has more than tripled. "The United States has not merely climbed to a new plateau", the report concluded, "but is ascending heights whose upper limit is not yet measurable, and at an accelerated rate of speed."

DETROIT, MICH.—Trend of the times! Ward's Automotive Report says in its current issue that the recent advance in steel prices, along with the auto industry's cost-of-living and improvement factors pay raises, will add $20 to $60 to present passenger car prices.


"There's nothing like trying", he added.

"Sometime ago", he continued, "I went around visiting my locations.

"A personal visit", he explained.

"I first talked general business conditions. How prices and overhead and labor had gone up.

"Then I took out a couple of your editorials from The Cash Box on '10¢ Play Plus'.

"Well", he stated, "believe it or not, they completely agreed with what you had written.

"That's why I suggest you write and tell the operators—there's nothing like trying.

"Instead of a lot of talking, guessing, theorizing, speculating, let 'em get around and visit each of their locations personally.

"Make a real try. A real intensive sales coverage of every spot they've got.

"I'm betting right here and now, the greater majority, the earnest, sincere operators, the men who gave their locations good service and the best equipment, are going to be the most surprised lads in the world when they learn that the big majority of their locations, the locations that are really worthwhile, are going to agree with them.

"Yep", he enthusiastically continued, "just what happened in my case is going to happen to them.

"They'll get minimums in some spots and, in other places they'll work out a more equitable commission arrangement.

"It all depends on the location. The average income from the location. And the way the location owner feels about the operator, the service and equipment the operator gives him.

"All in all", he commented, "they'll be happier operators.

"But", he sagely added, "what's most important, they'll be operators who have a real opportunity for a profitable and progressive future.

"I came up here", he advised, "to commend and thank you people of The Cash Box for your very fine and outstanding work in behalf of all the industry.

"Your editorials and the other articles you print helped me. They'll help all other operators, too.

"Sure", he agreed, "if you think what I've just told you is worth printing—go ahead and print it.

"I hope it'll wake up the other operators to get around and make a real, intensive sales coverage of their locations and enjoy The Cash Box' '10¢ Play Plus' plan for their own future good and welfare."
“These items from all over the country including Canada, I’ve been reading in your past few issues regarding 10% play and which is the most equitable method, are just like an open forum composed of the Nation’s top operators.”

CHICAGO — The above paragraph was contained in a message from a well-known operator who recently reported that, in his estimation, where 10% is involved, some people believe that 15% or wouldn’t have the chance to speak up, they are doing so by mail.

In recent weeks, many, many others, a national “forum in print” was developing past weeks issues of The Cash Box.

What’s more, as he states, the items being mailed in “are by reality”, engaged coin machine men who have been engaged in this industry for 20 years or more.

That, he adds, is what makes this readable and valuable to every operator.

He furthermore believes that, if the operators will study the items being presented, they will find in their own best method for a truly equitable method. The intake from all of their machines, the operators, everywhere in the world, will find at least one system they can use in their areas.

In other words, letters were received from New York, Chicago, Baltimore, Phoenix, Ariz., Montreal, Que., Canada, Portland, Me., Fine Bluff, Ark., Oklahoma City, Okla., Toronto, N.D., Cleveland, O., Detroit, Mich., Grand Island, Neb., Ajo, Ariz., and many, many more cities.

The amazing number of returns have been from 10 to 24 months. On truly outstanding and informative “forum in print” for “10¢ play plus” but this is the only time, he says, they have ever given up space free.

He also, says, “many in the South in more than one state, have no doubt paid the $20 or 10$ that the operators, everywhere, mailed in their real sincerity in obtaining a workable basis.”

Such great interest by the leading operators of the country on the members of The Cash Box “20 Year Club” is true of the great American business for all in the industry, worldwide.

Chicag0—Howard R. Greenberg of Viking Export Company, Inc., Mineola, L.L., New York, who has been exporting machines to Latin America for many years and knows the Latin American countries thoroughly, advised this past week, that he will ask all of his many clients to join The Cash Box “International Coin Machines Export-Import Council.”

“We think your idea of your “Export-Import Council” is an excellent one,” advises Greenberg, “and are hastening to write for membership.

If we,” he adds, “who have been exporting machines for a good number of years, and know the Latin American markets truly, can be of any assistance whatever, please do not hesitate to call upon us.”

Greenberg goes on to ask permission to advise his clients to join The Cash Box “International Coin Machines Export-Import Council.” This permission has been granted by this publication. Greenberg was very sincerely thanked for his offer.

Other members of the field, such as Joe Mangone of Miami, Florida, have also advised that he plans to bring many of the coin machines importers from Central and South America into membership in The Cash Box “International Coin Machines Export-Import Council.”

Mangone became “member number one” of the council while visiting in Chicago the day that The Cash Box’ 15th Anniversary Encyclopedia and Directory reached this city.

Coinmen from the far east have also advised that they will urge all to join the “International Coin Machines Export-Import Council.”

These men have asked that a special “Far Eastern Division” of the Council be set up for them and that an initial meeting be held in Tokyo, Japan.

European coinmen have also asked for a “European Division” with a meeting which may take place this fall in Paris, France.

The general hope is that membership will be so great that a special worldwide meeting will be possible this forthcoming 1958. Perhaps even within the MOA (Music Operators Association) convention in Chicago.

“Most Progressive Idea”

BALTIMORE, Md.—“I think that The Cash Box ‘should be tremendously congratulated upon one of the finest things ever presented to the coin machine industry,” stated Samuel A. Weissman of Double-U Sales Corporation, this city, referring to the “International Coin Machines Export-Import Council.

In addition,” continued Weissman, “The Cash Box ‘should be congratulated for its wonderful co-operation with all distributors who have been exporting equipment abroad.

Not only has Weissman applied for membership in The Cash Box “International Coin Machines Export-Import Council” but is also arranging to have any distributor who export or import to become members.

Juke Box Donation To Youth Organization

NEW YORK—In a continual effort to promote good will for the coin machine industry, and at the same time cooperate in combating juvenile delinquency, Runyon Sales Company, this city, and its Newark, N. J. office, have contributed a number of Juke boxes to worthwhile agencies.

The New York office received a letter this past week from the attention of Barney Supervisor and Morris Road, from Edith Seidel of the Ulster County Girl Scout Council, which reached in the interest of the Girl Scouts of Ulster County and myself, I want to thank you for your generosity in supplying a juke box which is being used at the scout camp, “Camp Wendy,” in Wallkill, N.Y. My sincere gratitude.

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
Sweet-Operating and Sweet-Sounding for Sweet PROFITS!

Write for details on the new United Phonograph

UNITED MUSIC CORPORATION
2401 NORTH CALIFORNIA AVENUE
CHICAGO 32, ILLINOIS
CABLE ADDRESS: UNICOR

English Phon Op Programs From “The Cash Box” Charts

Awaiting Import Restriction Removal So He Can Buy U.S. Machines From Advertisers in “The Cash Box”

Op Reports Gain On 10c, 3 For 25c Play

INDIANAPOLIS, IND.—Jack Boyd of Boyd Music Company, this city, reported this past week that 40% of his phonograph route is now on dime play, three plays for 25c.

“Just two years ago”, Boyd stated, “none of the locations in this area were on dime play.

“In spite of competition from other operators in Indianapolis who are still on nickel play”, Boyd declared, “I intend to continue along the lines suggested by The Cash Box.

“I'm getting front money on marginal locations, and expect to expand this policy as soon as I can.

“Dime play plus front money is the only way for the juke box operator to stay in business”, Boyd concluded.

Says Ops Deserve 75%-

SAVANNAH, GA. — “I sincerely believe the operators of America should receive 75% of the collections from juke boxes”, said Milton Braun of this city.

“The operator has all the investment in the machine. He has to buy the records, parts, bulbs, needles, and has to maintain outstanding service. There are also a great many hidden expenses.

“The location, in turn, loses only a small space in his place. He pays for a little electricity. His cash layout is a few pennies at the most.

“The operator's expenses run into hundreds of dollars during the year. The depreciation on his juke boxes is tremendous.

“Even tho I do not operate juke boxes, I am in sympathy with the operators receiving 75% of all juke box collections.”

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY!”

KEENEY’S BOWL-O-RAMA

6-PLAYER Regulation Bowler
Better for Individual and Team Play!

TOTAL TEAM SCORING
Actual Gutter optional
Colored Reels for Team Scoring
MARKS
Black and White Reels
TEAM Gun Marks
Mark High Ball Return, National Slu Releug Hinged Insert.

J. H. KEENEY & CO., INC.
2600 W., 50th St., Chicago 32, Ill.

Williams

Now Delivering:

• ARROW HEAD 5-Ball
• HI-HAND 5-Ball with High Cord Handle, “Wild” Joker!
• 1957 BASEBALL
• CROSSFIRE Gun Game
• 6-Pocket POOL TABLE

See Your Williams Distributor
Sidney H. Levine Dies
Suddenly Of Heart Attack

NEW YORK—As we were going to press, we received notification that Sidney H. Levine died Friday morning, August 2, of a sudden heart attack. Details were unavailable immediately. He was about 53 years old.

The coin machine industry, and the music machine industry, in particular, lost one of its greatest supporters. Levine, for a number of years served as legal counsel for the Music Operators of America (MOA), national juke box operators’ organization; and as legal counsel for the Music Machine Operators of New York since its inception 20 years ago. He was first brought into contact with the industry when he acted as lawyer for Modern Vending Company, distributing organization headed by Irv Sammer, Nat Cohn and Harry Rosen.

Levine gained great prominence as counsel for the New York operators’ group, but became nationally known through the coin machine and music industries because of his staunch defense of the music machine operators’ welfare in his brilliant, successful battles against ASCAP in the U. S. Congress, acting for MOA, Congressmen and even his legal opponents privately admitted that Sidney Levine, not only knew more about the Copyright Act of 1909, but his defense of the operators’ position was argued and presented so brilliantly that the U. S. Congress sub-committees on Judiciary had no alternative but to allow the various ASCAP-sponsored bills die in committee.

An example of Levine’s most brilliant defending ability was reproduced in the July 20 issue of The Cash Box—a letter he and George A. Miller, president, MOA, sent to Sen. Joseph C. O’Mahoney.

In addition to serving the two music organizations, Levine also handled the business of many music machine firms.

When Levine was a friendly, happy, pepperpot, always ready for some fun, he was seldom missed in the industry after whether it was near or far. From both a business and social viewpoint, Sidney Levine will be sorely missed.

He leaves a wife, Nan, twin daughters, and a married daughter.

FOR BEST BUYS

Specializes In Quantity

CHICAGO—Pointing to row after row of game-filled crates jamming every available inch of storage space at All-State Coin Machine Exchange, Vince Shay and Stan Levin can’t help with their answer to what the operators want.

“We’re specializing in quantity,” stated Shay, “and then we’re passing on the savings to our customers. ‘What we look for,’ he explained, ‘are surplus stocks in factories and from distributors all over the country. ‘Could be brand new or late stuff. Games or phonos. As long as there’s a lot of each, we’ll take it.’ ‘Because we buy in big quantities,’ Vince continued, ‘we can offer the operator the best buys, whether it’s for a few or a hundred pieces. Shay revealed that during the past several months the firm has bought and sold a tremendous number of games and phonos in quantity lots.

ATTENTION!

DO YOU EXPORT? DO YOU IMPORT?

It is to your best interest and continued future better business welfare to join—absolutely free—“The Cash Box International Coin Machines Export-Import Council”.

Write for your membership card today to:

THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

LIMITED!

EXPORTER SIE? IMPORTER SIE?

Es liegt in Ihrem höchsten Interesse und gereicht zu Ihrem besten künftigen Geschäftsvorteil wenn die dem “Cash Box International Coin Machine Export-Import Council” (dem Internationalen-Münzmaschinen-Export-Sport-Tag des “Cash Box”) vollständig gebührenfrei beitreten.

Verlangen Sie heute noch Ihre Mitgliedskarte!

THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

ATTENDEZ!

exportez-vous? importez-vous?

C’est dans votre propre intérêt et pour améliorer l’avenir de vos affaires commerciales, que vous pouvez devenir membre, et à titre gratuit, du “Cash Box International Coin Machine Export-Import Council” (Conseil International de l’exportation et de l’importation de Machines Automatiques du “Cash Box”).

Ecrivez-nous aujourd’hui pour recevoir votre carte de membre!

THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

ATTENZIONE!

SI UDS. EXPORTAN? SI UDS. IMPORTAN?

Les seria sumamente ventajoso para el desarrollo en el futuro de continuos y prosperos negocios, asociarse, sin cargo alguno, al “Cash Box International Coin Machine Export-Import Council” (Consiglio Internazionale di Importazione ed Esportazione Distributrice Automatiche “Cash Box”).

Escriba hoy solicitando su tarjeta de socio.

THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

ATTENTION!

SE ESPORTATE? SE IMPORTATE?

Sara a beneficio assoluto del Vostro interesse ed del continuo miglioramento futuro della Vostra prosperità’ commerciale iscrivervi senza pagare un centesimo al “Cash Box International Coin Machine Export-Import Council” (Consiglio Internazionale di Importazione ed Esportazione Distributrice Automatiche “Cash Box”).

Richtedie tertasseren di iscrizione oggi stesso!

THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

U.S. Manufacturer And Distributor Exporters:

CHICAGO—All manufacturers and distributors in the U.S. who export coin machines are urged to become members immediately of the “International Coin Machines Export-Import Council”.

Membership cards and certificates are now being prepared and these will be forwarded to all members of the “International Coin Machines Export-Import Council” just as soon as they are ready.
CHICAGO—Unless population experts have guessed wrong, the greatest market of all time will be in store for this industry in 1967, just ten years from today.

A market of 90,000,000 teenagers. This opens a tremendously vast panorama for sales of merchandise and enjoyment of amusements of every and all kinds. It means a dancing population the likes of which has never yet been known to the U.S.

It also means a sports-minded buying segment of the population that can, should it take to any one new type sport, make many firms wealthy. As far as the juke box industry is concerned, and even the far over 650,000 juke boxes are expected to be operating ten years from today, it will mean the biggest listening audience of teenagers ever known to the industry.

In short, if the estimates of population growth come true, there are great, good times ahead for all in this field in 1967—just ten years from today!

Increases Intake With Quarter Play

CHICAGO—John Kass of J & R Amusement, this city, reported this past week that he is operating more and more games on his route on 25¢ play.

"Collections from pool tables and other games for two or more players," says John emphatically, "never drops and puts them in locations on quarter play.

"Players will play the game anyway whether it’s on dime or quarter play. Besides," he added, "there’s less wear and tear on the coin box, so it’s a lot better to count quarters."

John also stated that, in his opinion, all the new bowlers and other games should come from the factories with quarter chutes.

"This will help the operator when he installs the new game, and it will positively help collections," John declared.

John concluded by saying that he prefers to operate games on quarter play rather than on 60-40% commission basis.

Incentive Commish Basis

BROOKLYN, N.Y.—"The answer to profitable operating," according to Clinton S. Pierce, of C. S. Pierce Music, this city, is to give play plus a graduated commission scale

"The percentage to the location to range from 25% to 50% of the gross on a weekly basis."

"This encourages," advises Pierce, "and is also an incentive for the location to keep the machine playing and everyone spend some of their own money for music so as to bring the gross high enough so that they can receive 50%.

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

Enclosed find my check.

$15 for a full year (52 weeks) subscription
$30 for a full year (outside United States)
$45 for a full year (Airmail outside U.S.)

NAME

FIRM

ADDRESS

CITY ZONE STATE

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

Balls Actually Hit The Pins!

SUPER-SIZE 3½ LB. BALLS CRASH INTO SUPER-SIZE BOWLING PINS! MOST EXCITING, MOST REALISTIC GAME EVER CREATED, FEATURING GREATER PROFITS FOR OPERATORS—1 GAME FOR 25¢

Specials!

Miami Shuffle, Like New $ 65 Exhibit

Ringer Ball, Like New 135

Cash or Trade

Best Deal! Write—Phone!
For Greater Profits
Always TRY-BUY-RELY
On WORLD WIDE!

PHONOGRAPH:

<table>
<thead>
<tr>
<th>Reference</th>
<th>Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeburg V1200</td>
<td>Skent Shoot</td>
<td>$395</td>
</tr>
<tr>
<td>Seeburg HF100R</td>
<td>Gunsnoke</td>
<td>$295</td>
</tr>
<tr>
<td>Seeburg HF100G</td>
<td>Big Horn</td>
<td>$275</td>
</tr>
<tr>
<td>Seeburg M100C</td>
<td>The Hunter</td>
<td>$195</td>
</tr>
<tr>
<td>Seeburg M100B</td>
<td>County Fair</td>
<td>$325</td>
</tr>
</tbody>
</table>

UPTIGHT:

<table>
<thead>
<tr>
<th>Reference</th>
<th>Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI G-120</td>
<td>Williams Crane</td>
<td>$125</td>
</tr>
<tr>
<td>AMI L-120</td>
<td>Williams 4 Bag</td>
<td>$275</td>
</tr>
<tr>
<td>AMI E-105</td>
<td>United Pirate Gun</td>
<td>$325</td>
</tr>
<tr>
<td>Wurlitzer 1550</td>
<td>United Carnival Gun</td>
<td>$165</td>
</tr>
</tbody>
</table>

ARCADE:

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ganc 2 Pl. Basketball</td>
<td>$165</td>
</tr>
<tr>
<td>Williams Crane</td>
<td>$125</td>
</tr>
<tr>
<td>Williams 4 Bag</td>
<td>$275</td>
</tr>
<tr>
<td>United Pirate Gun</td>
<td>$325</td>
</tr>
<tr>
<td>United Carnival Gun</td>
<td>$165</td>
</tr>
</tbody>
</table>

FINEST RECONDITIONING — IMMEDIATE DELIVERY

Phone:
1-2300

WORLD WIDE DISTRIBUTORS
2330 N. Western Ave.

FINES RECONDITIONED BINGO GAMES

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key West</td>
<td>$209.50</td>
</tr>
<tr>
<td>Night Club</td>
<td>$199.50</td>
</tr>
<tr>
<td>Big Show</td>
<td>$199.50</td>
</tr>
<tr>
<td>5 Variety</td>
<td>$99.50</td>
</tr>
<tr>
<td>Goyerty</td>
<td>$49.50</td>
</tr>
</tbody>
</table>

1/2 CERTIFIED DEPOSIT, BALANCE C. O. D.

A. M. AMUSEMENT CO.
1049 BARONE ST.
(Canal 5338)
NEW ORLEANS, LA.

Results

. . . FROM OUR ADVERTISING IN THE CASH BOX EXCEED ANYTHING WE HAVE EVER BEFORE ENJOYED!

Check the above with The Cash Box

1721 Broadway
NEW YORK 19, N. Y.
32 W. Randolph St.
CHICAGO 1, ILL.
627 Sunset Blvd.
HOLLYWOOD 28, CALIF.
10 Battery St.
BOSTON 16, MASS.
17 Hilltop
LONDON, N.W. 11, ENG.

Through The Coin Chute

EASTERN FLASHES

Roy Porter of Sioux Falls, S.D., drove to Mpls. with some friends and spent the day visiting the distributors. Had to pick up some parts and looking for something new in coin amusement games. . . . Elgin McDaniel in town for the day on a hurry up trip. Elgin is adding some rooms to his home and says it will cost him a pretty penny. . . . Earl Ackley and his wife of Spooner, Wis., in town for the day. Earl made the rounds while the Mrs. taking time out to do a little shopping of her own. . . . Gordon Woonson, Key City Sales, Mankato, Minn., in town for the day. Gordon telling us all about his seventeen day trip East with his wife and four children. Told us that they spent several days in Washington, D. C., New York, Philadelphia, then up the east coast to Maine, Boston, and then home. Says it was very educational for the children and they all enjoyed it. And Danny Heilicher, Advance Music Co., also distributors for Mercury and Columbia records, back from Manhattan Beach, Calif., on Monday and attended a meeting of Columbia Distributors. . . . Roy Stone and his service man, Fritz Leonard, of Rice Lake, Wisc., in town for the day. Roy says that the town is really busy. Dorothy with townie. Dorothy has bought a new 97 Pontiac and they are spending as much money as they did a year ago. . . . Mr. & Mrs. Lawrence Schillinger of Knapp, Wisc., in town for the day. Lawrence picking up parts and records for his new 97 Pontiac. He just bought a new 97 Pontiac, 57,000 miles on the one he traded in, less than two years. Really come from downtown, Dr. Ch. . . . Pete Vanderheide of Dodge Center, Wis., in town for the day. Pete leaving for Duluth, Minn., the first of the month. Always spends about six weeks there during hay fever season. . . . Harold Mokoskel, of Estherville, Iowa, staying in Mpls. for a while so that after vacationing for several days up north. Did plenty of fishing and got plenty of rest. . . . Russell Gherly of Baldwin, Wisc., in town for the day making the rounds. . . . Roger Cerniak, attending the University of Wisconsin, and working during his summer vacation for United Ind., Milwaukee, visiting his folks in Duluth, Minn., for a few days. Roger Cerniak runs a pretty good route in Duluth. . . . Bill Welch, of Chippewa Falls, Wis., in town for the day.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Through The Coin Chute

CHICAGO CHATTER

Quite a while ago, The Cash Box coined the slogan “Two-Bits For Two”. This was to remind ops that, due to continuing inflation and spiraling costs, games with two or more players will just as easily get quarters as a couple of dimes. At that time, it was pointed out that play holds up that more efficient collections would result in bigger net profits. Recent tests by many progressive two-bit machines for “Two-Bits For Two” indicates that operating pool tables, bowlers and other machines on quarter play will help all toward greater prosperity. Providing, they maintain that the ops all get together and stick to the 25¢ chutes. . . . Bill O’Donnell of Bally claims he hasn’t yet found a tennis player among Chi coinmen who might resent the change on weekend end. Bill ready to challenge any tennis player from here to Noo O’leans to a friendly match. Playing at the Ballyplant this week— Abe Wissen, Phil; Harold Lieberman, Phil; Phil Greenberg, Pitts.

KURT KLEVER

Secore calling in from from here midwest this past week and to advise that the customers are yelling at him for more truckloads. . . . Bill Deelman at United advises, “I’ve been doing a fine job of production and every- thing’s rolling along here.” Bob Reaver in Oak and heading up the coast. Johnny Casola covering All this past week. Al Thoelke in Pitts on way east. United states going good. Bill still out bowling at Jim Marietta. In-One on second hole at Sportsmen. Hank Debe now tied with Kurt Nelson and Marison for low gross. And all kidding Clara Brandt for playing all the also-rans one and Sunday.

Avron Gensburg at Genco leading Ralph Sheffield and coming on strong. Robert Aaron pleased with work being accomplished by firm’s engineering dept, and says they’ll have some terrific products ready in forth- coming weeks.

Transatlantic phone call from A. W. Adickes of Nova, Hamburg, Germany to Judd Weinberg, Judd Distributing, export division of D. Gottlieb & Co., corrects error. Nova is Gottlieb distrub in Holland, Luxembourg, Belgium and Austria, as well as in Germany. Kurt Klever at Rock-Ola consisted of meetings with production dept. meetings with credit dept., meetings with parts dept., meetings with marketing dept. and Ed Ristau, in the meantime, calling on Eli Ross, Miami, then Vince Marcella of Huey Dist. New Orleans. Les Rieke also out working with Joe Abraham of Lab’s (Bally Machine Co.) of Joliet, Youngstown; B. D. and J. D. Lazar, Pitts. Jack Barabash seeing Tom Crosby of Automatic Games, St. Paul. “Little Jimmy” Johnson described proper health technique to Art Garvey and Dan Moloney. “Had in em stitches. . . . Gas company has Paul Huelsch fuming, along with all other home owners on the block. Seems they shut off the gas for a while for main repairs. Paul can hardly wait for Roy McGinnis to get back to Kansas City office so he can take Rosemary and the kids up to Wis. for vacation.

Ted Rubenstein of Hurvoll all been busy these days as he nears a record number of orders for targets. . . . Diana Neason, who was with one of the factories here for some years, has opened her own secretarial service. She’s now doing big downtown Chicago Office Services. As a starter, Diane says, she handles work for Bally Records.

Jack Mitnick of United Music advises that production of the “UPA-100” has been increased this past week. “Not enough”, adds Jack, “to come even near to catching up with the backlog of orders”. . . . Wayne Toan, sales rep for First Coin, back from extensive trip around the territory calling on West Coast. Wayne says he had some great remarks concerning Joe Kline, Wally Finek, Sam Kolber and others of the firm. “Nearly all the orders” he said “so we want to try the new Chicago Coin ‘Classic Bowling League’ on two for a quarter play. They are convinced this will make them a couple of thousand. Hal’s Health and all the promotions, public relations and idea work he does constantly, also takes on the task of developing a system for keeping mailings up to date and properly classified. . . . Gil Kilt has a big remodeling job going on at Empire. But that isn’t all. Dusty Hohenseen seem- ingly not distracted or bothered by sounds of saws and pounding of hammers. They’re taking the phone calls all day long. Joe, by the way, is up at crack of every Sun. morn. to play golf with Sam Greenberg and Len Micon. John on an outdrive the others, when they make him nervous.

Harold Schwartz of Atlas just had no time to talk, what with Nate Feinstein away in a vacation and a crowd of ops into see the phonos and games. . . . Art Weinand getting all enthused as he discusses current and forthcoming releases from the Williams factory. Sam Stern

with so much to do in office and plant he can’t stop for even a minute. John Coven thought that with Old Paris around to help, ’hbd more time. “However”, sighs Ben, “I’m all out in Gary and Herb Biderkan in Peoria, I find ’mbusier than ever”. Local up John Goodman sent his wife and two daughters to Wins resort for cool relaxation and health. “First thing they all got”, says Jack, “were colds”.

Wally Finek, at the Cash Box ‘In’ C.M. Export-Import Council” the “most progressive idea ever presented to the industry.”


WORTH REPEATING: If money is the root of all evil, the world must be getting to a better place to live.

NATE Feinstein
Heavy Play On "Rifle Sport"

"All I have to do is count the numbers sent in for repair and replacement of worn parts in the guns. In addition to the repair jobs, Frantz states, "we are now receiving more orders for targets than ever before."

"Which proves," he added, "that 'Rifle Sport' is making more money for operators than at any time in the past. People like to shoot. And operators everywhere like the safety and economy features of this famous shooting gallery."

John Frantz, who is now well-known as the "Penny King" of the industry, also advises that his sales of counter games has been very satisfactory this year."

New Equip. $10 Front Money Old Equip. $10 Every 2nd Week

BINGHAMTON, N. Y. — Bob Charles of Binghamton Amusement Works on a system which meets with the approval of his locations. "We get the first $10 per week and then split 50-50 on new equipment. On secondary equipment", he reports, "we get the first $10 every two weeks and split 50-50."

Through The Coin Chute CALIFORNIA CLIPPINGS

Several people on Pico, away enjoying their vacations this week, with those still at their desks keeping busy as business continues to hold up during the summer months. . . . Harry Orsge of Miniborne Music is one of the lucky ones, taking it easy for the next two weeks. George Malum reported that those operators from all the surrounding territory, including those from San Bernardino, Bakersfield, Santa Barbara, and Needles were in town to attend the Seeburg Service School held at Miniborne last week. . . . Mr. Malum of California Music, Martha Delagado is back selling the records after a week's vacation. Sammy Ricklin and his family took a few days trip to the Mission Beach area in San Diego. Sammy is predicting a big hit for the Era label in the Western territory way . . . Sammy said he doesn't very often "go out on a limb" for a record, but he feels that this is 'the best instrumental heard in a long time' and compares it to 'The Third Man Theme'. Buddy Robinson agreed with Sammy and also picked Jimmie Rodgers' "Roulette" Things Will Be Different" as a good bet for the operators . . . Walt Capelot, back at his desk at Sierra Distributors, still trying to take it easy after his recent appendicitis operation. Shorty Culp of Culp Distributing, Oklahoma City, in town spending a week at Sierra. The territory being covered for Wurlitzer this week with Ed Wieler in San Bernardino, and Pete Ley covering the Bakersfield area. Frank Davis reports another carload of Wurlitzer 2150's arriving this week and moving out fast.

The American Coin Machine Service with headquarters in the Sierra Distributors building looking for larger quarters for their annex. Also, in line with expansion moves, American this week added additional help in the person of J. S. Hawkins of San Diego. . . . At Norty's Music Center, Norty and Jan Graham busy filling a batch of mail orders, many requesting "Long Lonely Nights" by The Kings on Baton, which Jan feels will be a big hit, while Rocky Brock is picking the "Fascination" by Dick Jacobs for the Era label. . . . At Leuvenhaghen, Mary Solle was showing the wares she received while trying out the ice-skating rink at Blue Jay over the past weekend. During the week, Bea Terry had called Mary and said she had received a call from RCA-Victor artist, Jim Reeves. Jim had read in The Cash Box, that Mary had picked Jim Lowe's version of "Four Walls" for a hit rather than his record. Bea called to say Jim didn't mind as long as Mary was plugging his new release of "Young Hearts" with the operators. Claire and Barbara Chandler were busy showing some color slides the girls had taken at recent weekends in Long Beach and Blue Jay area.

At Bettleman at C. A. Robinson reports that business has been exceptionally good for the so-called slow time of the year. Hank Tronicke returned from a trip to San Diego with Ben Bever from the United factory in Chicago. Hank said the United factory is now back on a full production schedule after a close down of two weeks for vacations. . . . Paul and Lucille Laymon entertained Mrs. Carl Hoeelz and daughter Janet from Kansas City last week. Carl Hoeelz runs Uni-Con Dist. Co., Kansas City, which is the Bally distributor for that territory. Frank Lamb was telling Paul Laymon about the excellent fishing he enjoyed at the new Ensenada Yacht Club over the weekend, Jimmie Wilkens was describing the hot Mexican food that Mike Ortega and Jimmy Silva had brought him from Mexicali. Don Peters, phonograph technician at Laymon's off to Colorado to spend a two week vacation. . . . Ben Cortez still ill in the hospital in Burbank, and would enjoy hearing from his many friends in the business. . . . At Badger Sales, operator Leonard Rubin said he had not been using The Cash Box for a few weeks, but admitted he had to go back to the magazine to help him properly program his boxes.

A call from Tommie very proud that his 11 year old son, Stephen, had won four winning games in the YMCA Little League, and was going after his fifth this month. Marshall had been fishing in the Mexican waters below San Diego and caught a seven foot shark weighing 297 pounds.

Through The Coin Chute DALLAS DOINGS

We hear Abe Susman had an enjoyable time attending the Sheriff's Convention at the Shamrock Hilton Hotel in Houston . . . Fred Barber of Walbix was out visiting the different Coin Chute Coinrow companies taking time out for a fishing trip and a trip to the hospital in Burbank, and would enjoy hearing from his many friends in the business . . . Everyone at Commercial Music Company busy taking inventory, . . . Carl French, service man at Certain Music Company, back on the job after vacation in Denver.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
“Shuffle Games Important Export Item” Says Joe Robbins

Foreign inquiries disclose that there exists an amazing appetite for coin operated amusement games in South America, Africa, Spain, the Far East and numerous other countries where U.S. exporters could open a tremendous new market.

“We are constantly examining present and future aspects of this important factor”, Robbins concluded, “and look forward with confidence to these opportunities in the near future”.

Sign All Locations To Contracts With Front Money

BROOKLYN, N. Y.—Albert Koon del of Empire Automatic Corporation, this city, believes that much of the answer to the operators’ present problems is in signing contracts for a definite period of time with locations.

“My suggestion”, he advises, “is to sign all locations to a contract with $10 top money and the balance 50-50.

“Also stated in the contract”, he continues, “which should be signed for a period of from one to three years, should be an outline of what this $10 covers.

“As for example”, he adds, “this covers insurance, union dues, and so forth and so forth.”

New Nat’l Vending Distrib Organization Holds First Meet

CHICAGO—The first meeting of the National Vending Machine Distributors, Inc. was held at the Hotel Gramercy, this city, on Saturday, Sunday and Monday, July 7, 8 and 9.

Distributors who represent manufacturers of vending machines and vending machine supplies were in attendance.

Officers elected to head this new organization were: Moe Mandell, Northwestern Sales and Service Company, New York, president; Russ Thomas, Vender Distributing Company, Memphis, Tenn., secretary-treasurer. Voted to serve on the Board of Directors were: Paul Crisman, King & Company, Chicago; Ed Flanagan, Northwestern Sales and Service Company, Boston; Bert Fraga, Standard Specialty Company, Oakland, Calif.; Everett Graff, Graff Vending Supply Company, Dallas, Tex.; Tom King, King & Company, Chicago; Moe Mandell; Jack Nelson, Logan Distributing Company, Chicago; Syd Rubenstein, Pioneer Vending Service, Brooklyn, N. Y.; Jack Schoenbach, Jack Schoenbach Company, Brooklyn, N. Y.; Russ Thomas; and Jack Zarin, Upton Vending Distributing Company, Bronx, N. Y.

The new organization plans to hold meetings periodically to discuss and take action on problems pertinent to the distribution of vending machines and vending machine supplies.

Next meeting will be held in Philadelphia, Pa., on October 11 thru 13.

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
Judd Distributing Corrects Listing Of Nova European Territory

Distributing, export division of D. Gottlieb & Company, this city, advised this past week that the listing of European distributors in The Cash Box "15th Anniversary Encyclopedia And Directory" was not correct.

Weinberg reported that Nova Apparate Gesellschaft of Hamburg, West Germany, were distributors for D. Gottlieb & Company in Holland, Belgium, Luxembourg and Austria, as well as in Germany.

Those who desire to make this correction in their copies of the "15th Anniversary Encyclopedia And Directory" will find this distributor listing on Page 43 of the Coin Machines Section of this July 20, 1957 issue.
WANT—To Purchase 5,000,000 Surplus Records, All Speeds. We Prefer Large Quantities. We will Buy For Cash. Top Prices Offered. Write Or Phone, Collect—RASSEL TRADING CORP., 1000 AUSTIN BIRD PLACE, BALTIMORE 2, MD. (General 2-1650), JESSE SELTER, PRES.

WANT—to buy for cash 1436 Fireball, 45 rpm and 1438 Comet, SEACOAST DISTRIBUTING, INC., 1206 NORTH AVE., ELIZABETH, NEW JERSEY (Tel. B 3-3524).

WANT—Used Bally Bingo; Gottlieb and Williams Pins; Guns and Phonographs. Send complete list. Highest prices paid. Representatives of Wurter and Gottschall Games. CABLE FORM OR SANDY MORE, 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 brand new LP’s (33-1/3 r.p.m.) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36, N. Y. (Tel. Judson 6-4568).

WANT—Used Bingo games reconditioned or not, also Seeburg M100A, M100B. Are also interested in agencies for new games for Chicago and London. Game Airline, selling seaworthy packing f.o.s. New York and catalogues to: ETS, SONI, BALLY, AVE. DU PORT, BRUSSELS, BELGIUM.

WANT—Gimmicks, Screeching, Howling—They are no substitute for talent. Survey reports, Mike Anthony, Great Baritone Crooner. Side is coming back. Write or FBI card for free Michael Anthony Sample Record. H.R.C. DISTRIBUTIONS, 301 E. LYNNWOOD WAY, WOBURBANK, CALIF.


WANT—Literature on any type of coin machine—Merchandising, Amusement, Skill, Rides, Music—anything that takes a coin for any purpose. WITHIN 90 DAYS—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 until you have a complete sale. Send samples to BELGIAN AMUSEMENT CO., 334 NORTH BROAD ST., PHILADELPHIA, PA.

WANT—Seeburg V 200 and M-100-A and all kinds of United Shuffle Alleys. Also buy trade in on purchase of Six Pocket Pool Tables. CLEVELAND COIN MACHINE EXCHANGE, 2093 PROSPECT AVENUE, CLEVELAND, OHIO. (Tel. TOWER 1-6715).

WANT—To Buy, Chicago Coin Band Coin Op Distributors, Advise condition and lowest price. BURBANK CO., 540 SECOND AVE., NO., BIRMINGHAM, ALA. (Tel. 54-7526).

WANT—Mechanic for Music, Old or Young. PAUL MACELI MUSIC, FRONTENAC, KANSAS.

WANT—Used Gottlieb and Williams Ball Pins. Highball Model 1954 on. Call collect.—Union Sales, Inc., 3-3627, H. BETTI & SONS, 1726 MANHATTAN AVE., UNION CITY, N. J.

WANT—Used Records: 45’s, 78’s and LP’s. No amount too small or too large. Large, wide statement on hand. We pay premium prices for proper merchandise. PRESTIGE NOVELTY CO., 4404 N. PAULINA ST., CHICAGO 30, ILL. (Uptown 9-6860).

WANT—Chi-Coin Deluxe Skredders. MOWAHK SKILL GAMES, 67 NEW-BRIGHTON ROAD, EAST LANSING, N. Y. (Tel. Union 4-5197 & Franklin 7-2162).

WANT—To Buy—Juke Machines, late models. Condition: A-1; A-2; A-3; A-4. Condition, ready for location. Candy, Cigarettes, Coffee, etc.—REGENCY MUSIC COMPANY, INC., 184 WINDSOR ST., HARTFORD, CONN. (Tel. 6-3354).

WANT—To Buy or Trade, Used Muscle—Kidde Rides, LIEBERMAN MUSIC CO., 257 PLYMOUTH AVE., NORTH, MINNEAPOLIS 11, MINN. (Tel. Federal 9-0051).

WANT—For Sale—Used machines of all models, as is or shopped and ready for location. AUTOMATIC MUSIC DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY 6, OKLA. (Tel. 1-405-354).

WANT—Hi-Speed Super Flat Shuffle Board wall, 24 one-pound cans per case, $.80.00 L.C. Dallas, Texas. Sold on money back guar- antee. Distributor for D. Gottlieb, Chicago Coin Band, & National Music DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

WANT—For Sale—Bowlers; ABC Bally 14’ and 11’, Deluxe Congress, Deluxx ABC, Bally Bowles; Show Times, Key Wests, Big Shows, Big Times, all models. GLOBE DISTRIBUTING COMPANY, 1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL (AR 0780).

WANT—For Sale—All types of used Pool Tables, and parts. Also late Shuffle Alleys. Will trade for ABC Ball Games. No 200S on ultra modern speaker and Baffls (8 inch speaker), $7.50. GATEWAY DISTRIBUTORS, 1623 W. NEW YORK STREET, CHICAGO 47, ILL. (Tel. Dickens 2-1214).


WANT—For Sale—The best buy in used Bally Bingo Games. Just buy one and you will not have another one for 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 SABES, INC., 937 MARKET ST., WHEELING, W. VA. (Tel. CEdar 2-7690).

WANT—For Sale—New modern wall speakers, $11.95 ea. C.G. Band Box (used), $9.25. Wall Boxes, $29.50; Seeburg 100 sel, Wall Boxes, $45.50; Wurlitzer Wall Box, $79.50; DISTRIBUTOR CO., 224 N. MAIN STREET, NEWARK, N. Y. (Tel. Newark 5-93).

WANT—For Sale—Guns—Genco State Fair, Exhibits solution Shooting Gallery, Bally, Ironton, Pits, Singapore, Carnahan, SALINA MUSIC AND AMUSEMENT CO., 121 NORTH 7TH, SALINA, KANSAS.

WANT—United and Chicago Coin Shufflers, 40 Frame and later models. Used in condition. D n K DISTRIBUTORS, 401 E. 5 Skipping, TUCSON, ARIZONA. (Tel. 3-8688).

WANT—Bally Gold Medals & Blue Ribbons $175.00 ea. United Bowling Alley (Lately Ball Life) Write: Mercury $150.00; Super Slugger $225.00.

WANT—For sale—Records!!! 1¢ over wholesale, and label, Free title strip, quick service. New accounts, tokens received with order. sole sales agent, GABE YOHE INC., 122 JAMAICA AVE., JAMAICA 32, N. Y. (Tel. Olimpia 4-8012, 4013).

WANT—For Sale—Wurlitzer 1800, $745; Wurlitzer 1700, $615; Wurlitzer Wall Boxes $853, Like New, $125; Seeburg Ball Games, $525; Steppers, $35. Large stock of Bingo Machines, LEE JONES DISTRIBUTING CO., 1301 N. CARROLL AVE., INDIANAPOLIS 2, IND. (Tel. Melrose 5-1939).

WANT—To Buy—Machines, late models. Condition: A-1; A-2; A-3; A-4. Condition, ready for location. Candy, Cigarettes, Coffee, etc.—REGENCY MUSIC COMPANY, INC., 184 WINDSOR ST., HARTFORD, CONN. (Tel. 6-3354).
FOR SALE—Attention Export Buyers! We have unlimited quantities of usable Pinball, Slot Machine, Pool Tables, etc. No reasonable offer refused. Make us an offer. SHELTON SALES, INC., 881 MAIN ST., BUFFALO, NEW YORK. (Tel.: Lincoln 9106).

FOR SALE—Games: Exhibit Jungle Hunt Slide Show, Shoot the Spook, $75; Geno Circus Riff Gallery (New), $425; W. B. DISTRIBUTING, INC., 1012 MARKET ST., ST. LOUIS 1, MO. (Tel.: Central 1-2929).

FOR SALE—$20,000 will buy all of the following 78 RPM Phonographs: 20 Model 1015 Wurlitzer Phonograph, $1,475.00; 1710T Remote Control Phonograph, $1,975.00; 5 Packard 6 Adapters; 1,000 Wurlitzer; 3,780 Wurlitzer; 2 Rock-Ola Fireballs. The above phonographs are all in playing condition. For $1,000, we will add 20,000 used 78 RPM records and 50 Packard Boxes and all new parts needed to rebuild these phonographs which would be a big help in keeping them operating. If interested, write or call.栗

FOR SALE—200 Seeburg, Write: AMI Model A's No broken plates, $75; Seeburg 20 Selection Boxes, complete, $525; 50 Seeburg 3020, $5; Two Vendor Coin Changers, $65, 1717 Rock-Ola, $65; Gold Star, $145; Stage Coach, $155; Gypsy Queen, $165; Rock & Roll Music and DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL. (Tel.: 4-6703).

FOR SALE—Export Buyers Attention! In-Lines Games, $35 & up; Pool Tables, $50 & up; Music, $25 & up; Kiddle Rides, $200 & up, ASSOCIATED AMUSEMENTS, INC., 8 RUGG ROAD, ALLSTON $4, MASS. (Tel.: Stadium 2-6109).

FOR SALE—Camco—Extended Range Speakers, $125; Ballast, $15; Rack $25; 100 Wax #150, $5; Seeburg 2000, $15; 400 Dollas Jukebox, $15; Jukebox $25; Music $5; and DISTRIBUTING MUSEUM CO., 1181-3 ELSTON AVE., CHICAGO 18, ILL. (Tel.: Independence 3-2169).

FOR SALE—Beach Beauty, $200; Key West, $95; Big Show, $300; Nite Club, $285; Broadway, $250; Pennsylvania, $200; Rock-Ola, $350; Saddle & Turf, $155; CROWN NOVELTY CO., INC., 920 HOW- AVER STREET, CHICAGO 21. (Tel.: Aus-1-4600).

FOR SALE—AMI F-120, $675; AMI E-80, $400; Seeburg, $1000, $545; Wurlitzer, $1000, $545; Wurlitzer, $1700, $575; Wurlitzer, $1800, $695; MIBER'S NOVELTY & DISTRIBUTING EXCHANGE, INC., 423 PAYNE AVE., CLEVELAND 14, OHIO (Tel.: Superior 1-4600).

FOR SALE—Broadway, $255; Key West, $350; Night Club, $225; Seeburg 2000, $1000; Wurlitzer, $850; Packard Phonographs, Model 1700, $450; Wurlitzer Phonographs, Model 1700, 48 Selection, $140; Racket, location, 1/3 Deposit, Balance COD, Sight Draft, NASTASI DISTRIBUTING CO., INC., 1205 NEW ORLEANS 12, LA (Tel.: Ma-3686).

FOR SALE—Moto Photomatic with envelope roll, $2350.00 worth supplies, $475.00. Got. 2-Player Tournament $650.00; Got. 4-Player Seeburg $450.00; Ball Point Rollers Ball, $400.00, King of Swat, $275.00; Rock and Roll, $15; Gladstone, $765; Marathon, $235; Broadway, $235; Nite Club, $400; Wurlitzer, $1800, $625, NEW ENGLAND EXHIBIT CO., NEW TON, MASS. (Tel.: DE 2-1500).

WANT—Used 12 American Rock & Roll Stock, $150.00 each. For details, call Rock-Ola. (Tel.: 3-1500).

FOR SALE—Big Ben; Hot Digity—Thunderbird; Skill Pool; Surf Riders; Three Buccees; Lulub World; Hoosier; Snafr; Derby Day; Green Pastures; Grand Short; Guys & Dolls. All priced at $10 above Low Cash Box prices. GIBER AUTOMATIC VENDING COMPANY, 291 WATER STREET, QUINCY, MASS. (Tel.: Mayflower 9-0100).

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment, Clean and shipped or as is. Factory Distributor for Seeburg. DICKSON DISTRIBUTING, 1124 WILSON AVE., COLUMBUS, OHIO. (Tel.: 317-3722).

FOR SALE—Large stock of Bingos, Shock Lans, Pool Tables, Jukeboxes and Phonographs. If we don't have what you want, we will make an honest effort to locate it for you. Write: Exhibt, Rock-Ola and Williams. Write: Jukebox's discount, DAN'S DISTRIBUTING, INC., 1400 SOUTH, SALT LAKE CITY 11, UTAH. (Tel.: Davis 2-2473).

FOR SALE—New Six Pocket Poker Table, $475-74. Write: Milan, $39.40; Gun Sticks, $1.69 ca.; $10.80; Duckpin and Live Rubber Ball, $32.95; $10.95; 3rd Mar- bellized Rubber Balls, $1.49 ca.; $7.30; Distribution, $1.45 W. DIVISION ST., CHICAGO, ILL. (Tel.: Albany 2-3272).

FOR SALE—Habor Lites, $210; Snafrs, $165; Hawaiian Beauty, $135; Happy Days, $65; 4 Corners, $65; Chinatown, $65; Shindig, $65; Quintette, $65; UNIVERSITY COIN MACHINE EXCHANGE, 858 N. HIGH ST., COLUMBUS 8, OHIO. (Tel.: AXminster 4-3529).

FOR SALE—This Week's Special—Bally ABC Shuffle Alleys and AMI E-120 Phonos. Printed Right Face Action Gets Fast Action. RUNYON SALES CO., 933 TENTH AVE., NEW YORK CITY. (Tel.: 4-1880).

FOR SALE—Williams, United and Chicago Coin Electric Front Pool Tables, $475.00. Write: WILLIAM VANDA VENDING CORP., 1826 E. CARSON ST., PITTSBURGH 3, PA.

FOR SALE—Complete line of used Phonographs, Shuffle Games, Gacha Machines and various types of all Shuffles. These are current and lowest prices. Best merchandise. One letter, wire or phone call will con- vincing you that this is the best represent- atives for United, Williams, Bank, and Bally. DISTRIBUTING, INC., 3401 N.W. 56th ST., MIAMI 42, FLA. (Tel.: Eaton 5-2543).

FOR SALE—America's finest recon- ditioned phonographs and music are available. With the help of our re- conditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. (Tel.: UNIVERSE 4-0773).

FOR SALE—Muto Photomatic with envelope roll, $2350.00 worth supplies, $475.00. Got. 4-Player Tournament $650.00; Got. 2-Player Seeburg $450.00, King of Swat, $275.00; Rock and Roll, $15; Gladstone, $765; Marathon, $235; Broadway, $235; Nite Club, $400; Wurlitzer, $1800, $625, NEW ENGLAND EXHIBIT CO., NEW TON, MASS. (Tel.: DE 2-1500).

FOR SALE—Wurlitzer 1000, $695,00; Wurlitzer 2000, $795.00; Seeburg Model "C" converted to 45 RPM. HASTINGS DISTRIBUTING COMPANY, 6100 West BLUEMOUND Road, MILWAUKEE 38, WIS. (Tel.: Bluemound 8-6700).
FOR SALE—Eight assorted 14 foot bowlers — Bally, United, Chicago Coin. Write, ready for locations. T & T DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. (Tel.: Main 1-8751).

FOR SALE—We have a large stock of reconditioned Shuffle Games and Bings. Write, ready for locations. W. H. BAUS CORP., 3726 KESSEN AVE., CINCINNATI, OHIO. (Tel.: Montana 1-5000).

FOR SALE—Bally’s Pixie $125.00; Savvy $65.00; Taititi, Nevada $35.00; Fireball’s White Kids, Springtime, College Daze, Pin Bowler, Georgia, Holiday $35.00 ea.; 3-Dimensional Theatre $175.00; Shuffleboard Electric Scoreboards, with casn rejector $35.00 ea. All equipment checked and ready for locations. PACIFIC KIDS RIDES DISTRIBUTING COMPANY, 1212 SOUTH TACOMA AVENUE, TACOMA, WASHINGTON.

FOR SALE—14 and 11 foot Bowler Parts Specials; Back glass protector, $11.95 ea. Plexiglas Pin Panel protector, 12½” x 23”, $5.95 ea. Non-veined vellela balls, 3”, $1.95 ea. WICO CORP., 2913 N. PULASKI RD., CHICAGO 41, ILL. (Tel.: Mulberry 3-5000).

FOR SALE—100 Telequiz, with film. Reconditioned, refurbished, ready for locations. Write for list. W. E. W. DISTRIBUTING CO., 8313 S. 36TH PLACE, PHOENIX, Ariz. (Tel.: 24-4098).

FOR SALE—Wurlitzer 2000, $900; Wurlitzer 1900, $825; Seeburg M-100A, $225; United Handicaps, used, $455. WANT—All 45 rpm phonograph records, especially Seeburg’s, C’s, R’s, G’s, and J’s. NATIONAL NOVELTY CO., 640 W. MERRICK ROAD, VALLEY STREAM, L. I., N. Y. (Tel.: Long 1-6770 and 6771).

FOR SALE—Reconditioned Seeburg 100 Selection Wall-O-Matics, Model 3W1, Chrome Covers, New Selection Buttons, New Aluminum Instruction Plates, $57.50. Telephone or wire collect. SYRACUSE 7-1631. DAVIS DISTRIBUTING CORP., 738 ERIE BLVD., E., SYRACUSE 3, N. Y.

FOR SALE—Seeburg M100A, $225; M1000, $175; M100C, $175; Seeburg $700; M100W, $700; M101R, $800; 3W1 Chrome, $55; Wurlitzer 1900, $790; 1990, Wire, AMI D20, $300; 40, $115; Evans Century, $275. INTERNATIONAL, 2334-36 OLIVE STREET, ST. LOUIS 3, MO. (Tel.: CH 1-8561).

FOR SALE—Large (Tel. 3W1 August) new $230.00; CINCINNATI, HAUS Coin, DISTRIBUTING Company, 1609 ORLEANS AVE., NEW ORLEANS, LA. (Tel.: TU- lane 6729).

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

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

NOTICE—Louisiana & Southern Missouri 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-cooperatives affect you? How can you get your locations’ cooperation? How can “10c Play Plus” help you? What percentage of the nation’s juke boxes feature 10c play? What percentage of U. S. amusements feature 10c play? All this and more 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 expanded for: “National Public Relations Bureau,” “Dime Play,” “National Credit Bureau,” “National Board of Trade,” “National School for Mechanics,” “2-Minute Recordings,” “Equalized Record Tone Level,” “The Cash Box” Quarterly Export Edition has won world wide recognition and international acclaim. The Cash Box Annual Encyclopedia Edition plus its Anniversary 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 leading operators. Make hundreds of dollars each week with our “Especially made for the ‘profit’ trade merchandizing approach” in the specialty food field. A.B.C. MFG. CO., 3441 W. NORTH AVE., CHICAGO 47, ILL.
<table>
<thead>
<tr>
<th>No.</th>
<th>Model</th>
<th>A.M.</th>
<th>Type</th>
<th>RPM</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>401</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>150.00</td>
</tr>
<tr>
<td>2</td>
<td>402</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>175.00</td>
</tr>
<tr>
<td>3</td>
<td>403</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>200.00</td>
</tr>
<tr>
<td>4</td>
<td>404</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>225.00</td>
</tr>
<tr>
<td>5</td>
<td>405</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>250.00</td>
</tr>
<tr>
<td>6</td>
<td>406</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>275.00</td>
</tr>
<tr>
<td>7</td>
<td>407</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>300.00</td>
</tr>
<tr>
<td>8</td>
<td>408</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>325.00</td>
</tr>
<tr>
<td>9</td>
<td>409</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>350.00</td>
</tr>
<tr>
<td>10</td>
<td>410</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>375.00</td>
</tr>
<tr>
<td>11</td>
<td>411</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>400.00</td>
</tr>
<tr>
<td>12</td>
<td>412</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>425.00</td>
</tr>
<tr>
<td>13</td>
<td>413</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>450.00</td>
</tr>
<tr>
<td>14</td>
<td>414</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>475.00</td>
</tr>
<tr>
<td>15</td>
<td>415</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>500.00</td>
</tr>
<tr>
<td>16</td>
<td>416</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>525.00</td>
</tr>
<tr>
<td>17</td>
<td>417</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>550.00</td>
</tr>
<tr>
<td>18</td>
<td>418</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>575.00</td>
</tr>
<tr>
<td>19</td>
<td>419</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>600.00</td>
</tr>
</tbody>
</table>

**PORT-A-VISION**

<table>
<thead>
<tr>
<th>No.</th>
<th>Model</th>
<th>A.M.</th>
<th>Type</th>
<th>RPM</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>420</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>150.00</td>
</tr>
<tr>
<td>2</td>
<td>421</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>175.00</td>
</tr>
<tr>
<td>3</td>
<td>422</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>200.00</td>
</tr>
<tr>
<td>4</td>
<td>423</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>225.00</td>
</tr>
<tr>
<td>5</td>
<td>424</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>250.00</td>
</tr>
<tr>
<td>6</td>
<td>425</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>275.00</td>
</tr>
<tr>
<td>7</td>
<td>426</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>300.00</td>
</tr>
<tr>
<td>8</td>
<td>427</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>325.00</td>
</tr>
<tr>
<td>9</td>
<td>428</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>350.00</td>
</tr>
<tr>
<td>10</td>
<td>429</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>375.00</td>
</tr>
<tr>
<td>11</td>
<td>430</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>400.00</td>
</tr>
<tr>
<td>12</td>
<td>431</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>425.00</td>
</tr>
<tr>
<td>13</td>
<td>432</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>450.00</td>
</tr>
<tr>
<td>14</td>
<td>433</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>475.00</td>
</tr>
<tr>
<td>15</td>
<td>434</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>500.00</td>
</tr>
<tr>
<td>16</td>
<td>435</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>525.00</td>
</tr>
<tr>
<td>17</td>
<td>436</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>550.00</td>
</tr>
<tr>
<td>18</td>
<td>437</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>575.00</td>
</tr>
<tr>
<td>19</td>
<td>438</td>
<td>45</td>
<td>45</td>
<td>78</td>
<td>600.00</td>
</tr>
</tbody>
</table>
YOUR BUSINESS AND OURS...

How you program and price your music is your business.

Our business is providing juke boxes that will earn the most money for you—whatever programming or pricing you want.

The ShowBox "H-200" gives you the widest possible choice of programming, 200 selections, singles or singles and EP discs.

The ShowBox "H-200" gives you the widest possible combination of pricing. Half-dollars . . . quarters . . . dimes . . . and nickels—in an almost infinite variety of crediting arrangements. You choose what suits you best—in any combination—all coins in the same chute.

If your operation calls for a 120 selection machine—AMI gives you the "H-120." Gives you all the design and mechanical superiority of the "H-200"—with a lesser number of selections.

For operators who need a limited number of selections, AMI gives you the "H-100" for low investment . . . high earning power. You get the same outstanding design in the "H-100" as the "H-200" and "H-120."

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

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

Licensee: Jensen Music Automates—building the JMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
<table>
<thead>
<tr>
<th>Pinball Game Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Flying High</td>
<td>$250.00</td>
</tr>
<tr>
<td>5. Four Bells</td>
<td>$125.00</td>
</tr>
<tr>
<td>6. Four Crowns</td>
<td>$50.00</td>
</tr>
<tr>
<td>7. Four Horsemen</td>
<td>$50.00</td>
</tr>
<tr>
<td>8. &quot;600&quot; (Upright)</td>
<td>$30.00</td>
</tr>
<tr>
<td>9. Four Frolics</td>
<td>$50.00</td>
</tr>
<tr>
<td>10. Grand Champion</td>
<td>$45.00</td>
</tr>
<tr>
<td>11. Grand Slam (Get 7/5)</td>
<td>$40.00</td>
</tr>
<tr>
<td>12. Green Pastures</td>
<td>$100.00</td>
</tr>
<tr>
<td>13. Gun Club (Wm 11/5)</td>
<td>$35.00</td>
</tr>
<tr>
<td>14. Guys-By-3 (Get 5/3)</td>
<td>$30.00</td>
</tr>
<tr>
<td>15. Handicap (Wm 6/2)</td>
<td>$30.00</td>
</tr>
<tr>
<td>16. Happy Boys (Get 7/2)</td>
<td>$35.00</td>
</tr>
<tr>
<td>17. Havana (Get 3/5)</td>
<td>$25.00</td>
</tr>
<tr>
<td>18. Havana (Get 3/6)</td>
<td>$30.00</td>
</tr>
<tr>
<td>19. Havana (Un 6/2)</td>
<td>$20.00</td>
</tr>
<tr>
<td>20. Horse Shoe</td>
<td>$25.00</td>
</tr>
<tr>
<td>21. Hot Dogity (Wm 8/6)</td>
<td>$225.00</td>
</tr>
<tr>
<td>22. Ice-Crocies (B 1/5)</td>
<td>$40.00</td>
</tr>
<tr>
<td>23. Jagoey (Wm 8/5)</td>
<td>$25.00</td>
</tr>
<tr>
<td>24. Jagoey (Un 1/5)</td>
<td>$20.00</td>
</tr>
<tr>
<td>25. Jolly (Un 1/5)</td>
<td>$50.00</td>
</tr>
<tr>
<td>26. Julielee (Get 5/5)</td>
<td>$230.00</td>
</tr>
<tr>
<td>27. Jumping Jacks (Upright)</td>
<td>$20.00</td>
</tr>
<tr>
<td>28. Key West (B 12/6)</td>
<td>$295.00</td>
</tr>
<tr>
<td>29. King Pin (CC 12/5)</td>
<td>$20.00</td>
</tr>
<tr>
<td>30. Kneeknot (Get 1/5)</td>
<td>$10.00</td>
</tr>
<tr>
<td>31. Lezard (Wm 6/2)</td>
<td>$50.00</td>
</tr>
<tr>
<td>32. Lucky &quot;O&quot; (Wm 6/4)</td>
<td>$25.00</td>
</tr>
<tr>
<td>33. Leaders (Un 10/1)</td>
<td>$20.00</td>
</tr>
<tr>
<td>34. Lite-A-Line (Ke 5/6)</td>
<td>$35.00</td>
</tr>
<tr>
<td>35. Long Beach (Wm 7/5)</td>
<td>$150.00</td>
</tr>
<tr>
<td>36. Lurilac B (Wm 2/6)</td>
<td>$50.00</td>
</tr>
<tr>
<td>37. Lucky Innig (Wm 3/6)</td>
<td>$15.00</td>
</tr>
<tr>
<td>38. Lulu (Wm 12/4)</td>
<td>$125.00</td>
</tr>
<tr>
<td>39. Mad. Sq. Garden (Got 6/5)</td>
<td>$15.00</td>
</tr>
<tr>
<td>40. Majorettes (Wm 4/5)</td>
<td>$20.00</td>
</tr>
<tr>
<td>41. Marquis (Get 3/5)</td>
<td>$150.00</td>
</tr>
<tr>
<td>42. Marathon (Get 10)</td>
<td>$245.00</td>
</tr>
<tr>
<td>43. Marble Queen</td>
<td>$60.00</td>
</tr>
<tr>
<td>44. Get 8/5)</td>
<td>$90.00</td>
</tr>
<tr>
<td>45. Metroplex (Wm 4/6)</td>
<td>$100.00</td>
</tr>
<tr>
<td>46. Mexico (Un 8/3)</td>
<td>$100.00</td>
</tr>
<tr>
<td>47. Miami Beach (B 9/5)</td>
<td>$225.00</td>
</tr>
<tr>
<td>48. Minster Spell</td>
<td>$20.00</td>
</tr>
<tr>
<td>49. Monaco (Un 8/6)</td>
<td>$195.00</td>
</tr>
<tr>
<td>50. Mystico Marvel</td>
<td>$100.00</td>
</tr>
<tr>
<td>51. Nevada (Un 8/4)</td>
<td>$30.00</td>
</tr>
<tr>
<td>52. Niagara (Get 12/1)</td>
<td>$20.00</td>
</tr>
<tr>
<td>53. Nifty (Wm 8/5)</td>
<td>$10.00</td>
</tr>
<tr>
<td>54. &quot;N&quot;Hibbe (Wm 8/5)</td>
<td>$50.00</td>
</tr>
<tr>
<td>55. &quot;N&quot; Girls (Wm 5/5)</td>
<td>$100.00</td>
</tr>
<tr>
<td>56. Olympics (Wm 5/3)</td>
<td>$50.00</td>
</tr>
<tr>
<td>57. Palladex (Wm 1/3)</td>
<td>$40.00</td>
</tr>
<tr>
<td>58. Palm Beach (B 11/3)</td>
<td>$70.00</td>
</tr>
<tr>
<td>59. Palm Springs (Wm 11/3)</td>
<td>$40.00</td>
</tr>
<tr>
<td>60. Parade (B 6/6)</td>
<td>$250.00</td>
</tr>
<tr>
<td>61. Paratrooper (Wm 8/2)</td>
<td>$20.00</td>
</tr>
</tbody>
</table>
**Manufacturers New Equipment**

**AMERICAN INCORPORATED**

- H-200 200-sel. phonograph
- H-125 125-sel. phonograph
- H-100 100-sel. phonograph
- HAB-200 Selective-play
- Hideaway
- HB-200 Continuous-play
- Hideaway
- WQ-200 200-sel. Wallbox
- WQ-120 120-sel. Wallbox
- Bargrip Wallbox Bracket
- Reconditioned Car Singer
- Wall Singer
- Corner Speaker

**AUTO-PHOTO CO.**

- Studio Model "11" $3,245.00

**BALLY MFG. CO.**

- Sun Valley (In Line Game) § $375.00
- All American 125 Foot 1,255.00
- 14 Foot 1,255.00
- (Kiddie Ride) 850.00
- Model T (without Record Change) 705.00
- Model T (with Record Change) 755.00

**CHICAGO COIN MACHINE CO.**

- Classic Bowling League (6 Player) 16 Foot 835.00
- Super Bowling League (6 Player) 14 Foot 835.00

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

- Kicker & Catcher (Counter Game) 100-Sel. $1,150.00
- ABT Challenger Pistol (Counter Game) 100-Sel. $1,150.00
- ABT Gresser Scale 100-Sel. $1,150.00

**GENCO MFG. & SALES CO.**

- Sweet Twenty One (2 Player Roll Down Game) 2157.00
- Rotation Pool 1145.00
- Gypsy Grandma Fortune Teller 1047.00
- Circus Ring Gallery 1047.00
- Regular Model 1047.00
- Match Model 1047.00
- Davy Crockett (Rifle Gallery) 1047.00

**D. GOTTIEB & CO.**

- Continental Cafe (2 Player S-Ball) 7200.00

**ROCK-O-LA MFG. CORP.**

- Model 1455, 20 Sel. 1500.00
- Model 1455, 20 Sel. 1500.00
- Model 1450, Playmaster, 125 Sel. 1500.00
- Model 1554, Chrome Wall Box, 129 Sel. 1500.00
- Model 1548, 50 Sel. Wall Box 1617-Hi-Fi Wall Speaker 1500.00
- Model 1543, Remote Volume Control 1500.00
- Model 1927, Remote Volume Control 1500.00

**J. P. SEEBURG CORP.**

- KD200 Phonograph L160 Phonograph
- G357 Master 200 MBVC-Master Remote
- Volume Control HFCV-6-Hi-Fidelity
- HFCV-12-Hi-Fidelity
- PSLZ-Power Supply HFAL-6-Power Amplifier

**UNITED MFG. CO.**

- Hi-Score Bowling Alley (6 Player) 14 Foot 1,150.00
- 14 Foot 1,150.00
- Play Time (In-Line Game) 825.00
- Bowling Alley (6 Player) 825.00
- 11 Foot 1,150.00
- 18 Foot 1,150.00
- Team Play Bowling Alley 11 Foot 1,150.00
- 14 Foot 1,250.00
- 14 Foot 1,250.00
- Available in 2½ Play, also available in 2 Play—52 with Credit Unit—Partial Set

**UNITED MUSIC CORP.**

- UPA-100 100-Sel. Phonograph

**WILLIAMS MFG. CO.**

- Arrow Head (Single Player S-Ball) Hi-Hat (Single Player, Straight Novelty S-Ball) Deluxe Baseball 6-Pocket Pool Table Crossfire (Regular Model) Deluxe (Clock Model) Peppy, The Clown Crane

**THE RUDOLPH WURZLITZER CO.**

- Model 2100, Phonograph, 290 Sel. Model 2104, Phonograph, 104 Sel. Model 2150, Phonograph, 290 Sel. Model 5210 Wall Box, 290 Sel, 3-Wire Model 5210 Wall Box, 104 Sel, 3-Wire Model 5210 Wall Box, 194 Sel, 4-Wire Model 5115 Hi-Fi Corner Speaker, 4 1/2" Matched Cone Model Single Player, Hi-Fi Corner Speaker, 8 Heavy Duty with Extended Range

---

**COPYRIGHTED 1957. REPRODUCTION NOT PERMITTED.**
THREE SHOTS AT EVERY TARGET

The Wurlitzer All-Location Line gives you a triple opportunity to satisfy the musical needs of any location. Every model features 50-cent play. Each has a record for increasing earnings wherever installed. Each, in its class, is priced to pay you a greater return than you could enjoy from any other phonograph.

WURLITZER
ALL-LOCATION LINE

SEE ALL THREE AT YOUR WURLITZER DISTRIBUTOR

THE WURLITZER CO. — NORTH TONAWANDA, N. Y.
ESTABLISHED 1856

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
DIRECT SCORES TALLIED INSTANTLY EACH FRAME
SPARES ✗ SCORE 200
STRIKES ✗ SCORE 300
THROUGH 9TH FRAME

UNITED'S HI-SCORE BOWLING ALLEY

NEW DIRECT SCORING
SPEEDS PLAY
MORE GAMES PLAYED PER HOUR MEANS
MORE COINS PER HOUR FOR YOU

UNITED'S BOWLING ALLEY IS ALSO AVAILABLE IN REGULAR AND TEAM MODELS
SEE UNITED'S GREAT IN-LINE GAME PLAYTIME NOW AT YOUR DISTRIBUTOR

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

TENTH FRAME DOUBLE SCORES
FOR SPARES AND STRIKES WITH TENTH FRAME FEATURE (CAN SCORE 1800 IN TENTH FRAME)

UNITED'S HI-SCORE BOWLING ALLEY is the FASTEST BOWLER ON THE MARKET

ORDER FROM YOUR UNITED DISTRIBUTOR NOW!
More Magic! More Money!
Magic Squares and Lines cover entire Card of Sun Valley

Biggest blaze of money-making “magic” ever flashed on a backglass! All 25 numbers in Magic Squares or Magic Lines! Results: more fun for players, more coins through the chute, more profit for you!

Get your share... get SUN VALLEY now!

ABC Tournament
See husky 3½ in. balls actually plow into pins... just like real bowling... and you see why ABC TOURNAMENT out-earns every other bowling-game. Order ABC TOURNAMENT today.

Free TOURNAMENT PROMOTION KIT WITH EACH GAME

• 4 Magic Squares
• 2 Magic Lines
• 4-Way Extra Time
• Corner Scores
• Advancing Scores
• Extra Balls

See your favorite distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS