Johnny Cash, Sun Records’ sensation, is shown signing autographs for part of the large following he has created with his three hits in a row. Johnny broke into the big money with his Country-Pop smash, “I Walk The Line”; followed it with “There You Go” backed with “Train Of Love”; and his current hit is “Next In Line” and “Don’t Make Me Go”. His newest chart contenders, “Home Of The Blues” and “Give My Love To Rose” were recently introduced.
I WAS A CHILD TILL TONIGHT
c/w THEN IT STARTS AGAIN
with Hugo Winterhalter's Orchestra and Chorus
47/20-7026

SUGAR CORSAGE
c/w I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME
47/20-7025

LEYENDA MEXICANA
(Legend of Mexico)
c/w BEAUTIFUL MARGARET
47/20-6990
The music business, on occasion, becomes so obsessed with trends, that it sometimes seems to affect the clear thinking of people who should know better.

We are referring particularly to the current tendency towards softer music. True, ballads are having a much better time of it today and it looks like the immediate future should prove even more gratifying to those who have been promoting that type of music through several lean years. But on the other hand, it in no way means that Rock and Roll is finished, as some of these people are trying to claim.

One of the tragic fallacies in the music business—and probably in all businesses—is that everyone is always trying to climb on the bandwagon and usually by the time they do, the trend has changed. Nothing was more graphically illustrated than when the recent calypso trend was with us. What started out as a delightful change of pace soon became so overwhelming, with everyone trying to do a calypso record whether he was qualified to do or not, that the public quickly became so fed up with it that nothing with a calypso beat could sell.

The point we are trying to make is that ballads again have a chance. But they are not the whole answer. Anyone in the music business who thinks that Rock and Roll can be neglected at this point is in for a big surprise. For Rock and Roll was not just a passing trend in the business. It established a definite new beat, one which is going to produce hit records for years to come.

The cry against Rock and Roll was not so much that people didn’t like it, but that it was so overpowering that it monopolized the entire record picture to the extent that no other type of record had a chance. If Rock and Roll had produced an occasional hit along with other types of music, the cry against it would have probably been nonexistent.

Now just such a situation is beginning to develop. The whole picture is no longer Rock and Roll. Country music for several months has been playing a vital part in the national picture and now ballads are again being given an opportunity to make it. We are in for a period of better balanced record fare, i.e. a variety of different types of music instead of just one type.

And the people who are responsible for making records would do well not to push any one type beyond endurance — for a straight diet of ballads can pall just as much as a straight diet of Rock and Roll. In particular let them not think that now that other types of records are becoming hits, that they have heard the last of Rock and Roll. It’s still going to produce plenty of hits for those who have enough restraint not to be stampeded into one direction.
"Only those records best suited for commercial use are reviewed by THE CASH BOX"
FIND OF 1957

JAXON

His Sensational Appearance on Ed Sullivan's Sunday TV Show is Sky-Rocketing Sales!

HIT OF THE YEAR . . . .

SOMETHING FRANK"

47/20-

words and music by

BOB HILLIARD and MORT GARSON

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**THE NATION'S TOP TEN**

(JUKE BOX TUNES
(PRIOS THE NEXT 25)

<table>
<thead>
<tr>
<th>No.</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tammy</td>
<td>Debbie Reynolds</td>
<td>DE-10319</td>
<td>1</td>
</tr>
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<td>2</td>
<td>Teddy Bear</td>
<td>Elvis Presley</td>
<td>V1-7000</td>
<td>3</td>
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<td>3</td>
<td>Billy Williams</td>
<td>I'm Gonna Sit Right Down</td>
<td>RO-4014</td>
<td>2</td>
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<tr>
<td>4</td>
<td>Diana</td>
<td>Paul Anka</td>
<td>V1-7000</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>Johnny Mathis</td>
<td>It's Not for Me to Say</td>
<td>KA-185</td>
<td>4</td>
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<td>6</td>
<td>White Silver Sands</td>
<td>Don Rondo</td>
<td>V1-7000</td>
<td>6</td>
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<tr>
<td>7</td>
<td>Bye, Bye Love</td>
<td>Everly Brothers</td>
<td>DO-15578</td>
<td>5</td>
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<td>Russ Hamilton</td>
<td>V1-7000</td>
<td>8</td>
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<td>9</td>
<td>Nat &quot;King&quot; Cole</td>
<td>Nat &quot;King&quot; Cole</td>
<td>V1-7000</td>
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<tr>
<td>10</td>
<td>Love Letters in the Sand</td>
<td>Pat Boone</td>
<td>V1-7000</td>
<td>7</td>
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</tbody>
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**THE CASH BOX**

**3 ATCO HITS!**

*The Coasters*

"My Baby Comes to Me" #6098

"Idol with the Golden Head"

*Guitar Slim*

"If I Should Lose You" #6097

"It Hurts to Love Someone" (That Don't Love You)

*Linda Hopkins*

"Rock and Roll Blues" #6096

"Shiver and Shake"

**ATCO**

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

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

Allen's got it, and he's getting more! With a tremendous following from his record appearance in "Damn Yankees," he here lifts another B'way-Hollywood tune to sure-fire winning position. Flip tune was a smash in '44 and looks to be one all over again!

A New Town Is a Blue Town (from "The Pajama Game")
b/w One Meat Ball
with Ray Conniff and His Orchestra
4—40977

PEGGY KING

The "Julius LaRosa Show" was hardly off the air before we knew Peggy's "C'mon Over" was On The Way! It's a certain winner that's already halfway there! Flip is a unique song with a performance that adds the whole deal up to one of Peggy's most exciting to date!

C'mon Over
b/w If You Don't Love Me with Jimmy Carroll and His Orchestra
4—40996

RONNIE SELF

A star of the touring, high-rating "Philip Morris Country Music Show," Ronnie's got an ever-growing and devoted following who'll be snapping these showcase numbers up like fresh doughnuts! A new artist with lots of talent who can make lots of the old green stuff for you!

Ain't I'm a Dog
b/w Rocky Road Blues
Ronnie Self
4—40989-c

GUY MITCHELL

The "Ed Sullivan Show" sent "Rosie" off to one of the fastest starts of the year, and this has been Guy's best year yet (for you, too!). Flip? Well, Guy and the "Blues" are sales synonymous!

Call Rosie on the Phone
b/w Cure For The Blues
with Jimmy Carroll and His Orchestra
4—40987

LESTER FLATT & EARL SCRUGGS

The "Ed Sullivan Show" sent "Rosie" off to one of the fastest starts of the year, and this has been Guy's best year yet (for you, too!). Flip? Well, Guy and the "Blues" are sales synonymous!

Call Rosie on the Phone
b/w Cure For The Blues
with Jimmy Carroll and His Orchestra
4—40987

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

COLUMBIA RECORDS

® "Columbia" © Marcas Reg.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
FOR SOUND SALES
BUY
THE SOUND THAT SELLS!

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
22 ALBUMS . . . ALL NEW . . .
ALL RECORDED IN
BRILLIANT "NEW ORTHOPHONIC"
HIGH FIDELITY SOUND!

*MONTENEGRO* loves of my life

Julie Wilson my old flame

CONCERT MINIATURES NEAL HEFTI ORCHESTRA

The Four Brothers ...Together Again!

WINGED VICTORY CHORUS

NEIL WOLFE for a lazy afternoon

Christmas with Gisele

JAZZ GOES BROADWAY

ASK YOUR VIK DISTRIBUTOR ABOUT
THE VIK "SOUND BUY" DEAL!

All available on Long Play...
most available on 45 EP

*"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"*
Two Sure Shot Hits from Vik

From his new picture "Mr. Rock and Roll"

Teddy Randazzo
I WAS THE LAST ONE TO KNOW

b/w

KIDDIO
VIK X/4X-0289

Their first for VIK—and it's a solid smash!

The Gallahads
sing
ONE LOVE ALONE

b/w
TAKE BACK MY RING
VIK X/4X-0291

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
For Jet Propelled Action it's...

Mickey & Sylvia

LOVE IS A TREASURE
b/w

LET'S HAVE A PICNIC

VIK X/4X-0290

Vik Best Buys

TOMMY LEONETTI

PRECIOUS LOVE
b/w

I'd Climb the Highest Mountain

VIK X/4X-0286

MARTY GOLD

ONE IS A LONELY NUMBER
b/w

Acapulco

VIK X/4X-0284

THE ROVER BOYS

SOFT SANDS
b/w

My Baby's Steppin' Out

VIK X/4X-0283

BROOK BENTON

I WANNA DO EVERYTHING FOR YOU
b/w

Come On, Be Nice

VIK X/4X-0285

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
BILL HALEY and his COMETS

have a torrid tid-bit for the teenagers

"THE DIPSY DOODLE"

DECCA 9-30394; 30394

THE DIPSY DOODLE

is also featured among the greatest collection of "Oldies" in the new album

BILL HALEY and his COMETS

"ROCKIN' THE OLDIES"

DL 8569

also available on Extended Play ED 2532

A NEW WORLD OF SOUND

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
VAUGHN MONROE
(RCA Victor 7019)

“I WANT YOU, TOMORROW” (2:02) [E. B. Marks-BMI-Jay, Reid, Gray] This is one of the most recent recordings from Monroe and is select enough to be heard in quite some time. It’s a march-polk tempo ditty with a very nice rhythm in which he sings a cute romantic lyric. Number grows on you. It could be Monroe’s biggest seller since “They Were Doing The Mambo”.

“MISS YOU” (2:23) [Santly-Joy Select ASCAP-Tobias, Tobias, Tobias] The chorus blends warmly with Monroe’s deep baritone voice on this romantic number and makes a pretty good free-swinging Jimmy Dorsey style. Belloc’s rocking sax is exciting. Could make a hit.

“HIGH TIDE BOOGIE” (2:15) [Scherer-CAP-Gabriel, Tobias, Tobias] The familiar “High Tide Boogie” from Jimmy Dorsey’s recent album is given a jazz-like tempo on this end by Belloc and the gang. Another good dance item.

BEVERLEY SISTERS
(Lagoon 717)

“OLD ENOUGH TO KNOW” (2:02) [Mills ASCAP-Yance, Pokriss] The Beverley Sisters or “Greenleeves” fame, take hold of a good rock and roll number and send it across in a manner that smoothly ties in a free-swinging Jimmie Dorsey style. Solid, strong piece of material.

“THEN IT STARTS AGAIN” (3:07) [Bob Miller ASCAP-Kaye, Hass] This end displays the gifted vocalist as she chants a piccolo and emotional song of love. Heart rending delivery of a class ballad.

DOTTIE FERGUSON
(Mercury 71182)

“HAPPY, HAPPY BIRTHDAY” +BABY+ [Donna Mills-Sylvia, Lopes] A tune that’s starting to make big news. It’s a neat R & B ballad, is treated to an exciting pop performance by Dottie Ferguson. Terrific multiple vocals, a catchy melody, makes the singer enjoy a healthy run in the teenage market. Keep a tab on this sleeper.

“DARLING, IT’S WONDERFUL” [Lamp BMI-Bunn] Another fast-rising R & B hit that should do well in pop via this record. Side has a good beat and a pretty melody.

The Cash Box
Disk of the Week

“FORSKALL ALL OTHERS” “THEY’RE ONLY YOU” (2:39) (2:34) [Kahl BMI-Roberts, Jacobson] [Broadcast BMI-Mare]

DON RONDO (Jubilee 5297)

- Don Rondo is rapidly developing into one of the top disk names in the business. He hit with his initial Jubilee platter “Two Different Worlds” a few months ago and proved that he’s an artist to be reckoned with when he followed-up with what is now one of the nation’s top platters, “White Silver Sands”. Now Jubilee offers a new Rondo disk both sides of which have all the earmarks of chart riders. The new coupling brings together a waltz, “Forskál All Others”, with an R & R ballad, “There’s Only You”. Both are class items well written and excellently delivered by the rich-voiced baritone. Two strong sides that should make Rondo more important as a record personality. Don’t be surprised if both tunes walk hand-in-hand into the winner’s circle.

“ONLY BECAUSE” (2:49) [Argo BMI-Yates, Small, Paul] “THE MYSTERY OF YOU” (2:56) [Argo BMI-Grant, Goering] “THE PLATTERS” (Mercury 71184)

- The Platters, one of the most consistent hit making groups in the business, are in top form once again as they introduce two big new songs coupled on their latest Mercury disk. With Tony Williams’ exciting tenor voice leading the way, the Platters hand in a brilliant rendition of a great new tune dubbed “Only Because”. It’s an emotional love story set to a stirring rock and roll ballad beat. Youngster’s returning from their vacations will definitely put this at the top of their “New Records I Must Get” list. The coupling is another dramatic and melodic R & R ballad tagged “The Mystery Of You”. Powerful two-sider that will make big noise this fall.


- The Coasters, who continue to ride high on the pop and R & R charts with both sides of one of the year’s longest running hit disks “Searchin’” and “Young Blood”, come top with another sensational rockin’ blues item that should follow in the footsteps of their initial smash. This one is dubbed “My Baby Comes To Me”, and features the quartet with another down-home reading of a poten blues item. It’s got an exciting beat and a cute lyric that should make this side as popular with the rock and roll enthusiasts as “Searchin’”. The jive boxes will be hopping when this appears on the title strips. The coupling displays the boys in top form again as they give out with another deep blues item about an “Idol With The Golden Head”. Both sides earn heavy load with the upper portion leading the way.

“DEEP PURPLE” (2:13) [Robbins ASCAP-De Rose, Parish] “DO IT AGAIN” (2:10) [Billy Ward BMI-Ward] “WILLARD & HIS DOMINOS” (Liberty 55999)

- The fabulous “new sound” of Billy Ward and his Dominoes, that paid off so handsomely when Ward set this sound to the great oldie “Star Dust”, is employed once again on the group’s follow-up release. And you can bet your bottom dollar that the new platter will enjoy at least an equal if not greater run on the charts. For his second Liberty release, Ward has chosen another top-notch evergreen, “Deep Purple”. And with the exciting lead voice belting the tune from the heels against another striking, string-filled Vic Schoen orchestral accompaniment, the results are once again superb. The overall sound and beat are just overpowering. We can expect to see this one up there in short order. One spin of the tune leaves you wanting to hear it again. The companion piece, “Do It Again”, is an original Ward item set to a Latin tempo. Contagious novelty with a cute lyric. Watch the top side.

“The only records best suited for commercial use are reviewed by THE CASH BOX”

The Bachelors
(National 104)

“DARLING, IT’S ONLY YOU” (2:46) [Veronique ASCAP-Young, Lehnby] The National label could have its first storm hit this very commercial platter featuring the Bachelors. The polished new group has a legitimate blend that’s sure to be a delight to the ear, and they set it to a lovely R & R ballad beat. A few commercial gimmicks on guitar, add further color. Watch this sleeper; it’s loaded with hit ingredients.

“NEON TEARDROPS” (2:01) [Veronique ASCAP-Young, Lehnby] The boys pick up the bat on this one, they shuffle thru a contagious rhythm rocker also aimed at the teeners.

PEGGY KING
(Columbia 46096)

“SHE’S SO SWEET” (2:40) [Lo+feit ASCAP-Leisler] Peggy King could have her biggest seller to date in this contagious, happy-beat novelty about a love affair between two youngsters. Likely become quite a hit and make a good pop & R & B hit. This could well be an exciting pop and R & B record with an excellent all-round personality to the Columbia label.

“SOMETHING I DON’T WANT YOU” “ONLY MY IMAGINATION” (2:42) [Commander ASCAP-Gonzalez] Peggy threatens to put a hex on this record. The lyric is no good and she doesn’t love her. She sings about her very beautiful, tall gal and the notes are all off. She is a terrible galloping novelty with a very funny set of lyrics. Strong two-sider.

CLARE NELSON
(Epic 9213)

“MORNING SWIM” (2:30) [Chas. N. Daniels ASCAP-Weisman, Dee] A delightful Hawaiian flavor tune, a soothing, pleasing number that should sell like the hot cakes. Clare Nelson’s voice is unusually sweet, a side that will sell itself and the girl has a pleasant side that will find the Evelyns in the Hawaiian class.

“FLOWERS ON THE WATER” (2:12) [Choice ASCAP-Parker, Reynolds] A sweet romantic record that should sell in any setting atmosphere of the tropic tales.

CALVIN (HOUNDGO) RUFFIN
(Golden Crest 114)

“A LITTLE HOME ON THE RANGE” (2:30) [C.F.G. BMI-Ruffin] Calvin Ruffin and his combo work with a great free-swinging beat that’s got a lot of pop and R & R flavor as Cal chants a strong home-down version of a great western favorite. Sound is excellent and the stylish piano accompaniment delightful phrasing could send the disk soaring. Side has a unique charm. It deserves attention.

“HURRY, HURRY” (2:27) [BMI—Ruffin, Claiborne] Cal belts the blues to a swinging, gallop-ing tempo on this end. Ruffin has a sound that’s refreshing and exciting material to work with. Fine coupling that could go places.

THE MELODY MAKERS
(Hollis 1001)

“CAROLINA MOON” (1:50) [BMI-ACS-Davis, Burris] The Melody Makers and the new Hollis label debut simultaneously presenting an exciting hit pop record that’s sure to be a favorite oldie. Dancing swing stuff.

“LET’S MAKE LOVE WORTH” (2:08) [BMI-Ruffin, Claiborne] Trini BMI-Baskerville] Gary Scalbert, in a fine disc that takes a swing from a well-known hit.

September 7, 1957

Record Reviews

A DISK & SLEEPER
B+ VERY GOOD
B+ EXCELLENT
C+ GOOD
D MIDDICRE

Only those records best suited for commercial use are reviewed by THE CASH BOX
A FABULOUS HIT

June Night
BY
THE FABULOUS

jimmy dorsey

ORCHESTRA AND CHORUS
WITH
DICK STABILE

F 777

fraternity RECORDS
413 RACE ST.
CINCINNATI-2, OHIO.

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

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

Record Reviews

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

The Cash Box

Sleeper of the Week

“HOMESICK BLUES” (2:08) [Southern ASCAP—Horton] [Broadcast BMI—Marl]

DON CORNELL (Coral 61879)

- Two big songs, back-to-back to skyrocket Don’s name on the charts. It’s fair and away their two best sides (Don has had in quite some time and both are tailor-made for his mellow voice), “Homesick Blues” is a corny soft-shoe number that comes right out of the hoary catalog. Pleasant letter with a good sentimental lyric. Equally outstanding is Don’s dramatic, heart-felt interpretation of a stirring love song “There’s Only One.” Emotional reading of a top-grade composition.

“MY SPECIAL ANGEL” (2:01) [Merge BMI-Duncan]

- The Prep label, which is coming through in fine form with its first big hit “Boy You’re O.K.” and now, presents a second hit to the best-seller lists with a new release dubbed “My Special Angel” which introduces the Sonny Land Trio. The song is a beautiful romantic ballad handled by the group in a warm and mature manner that should make it appealing to record rovers of all ages. It’s a well written tune with all the ear-marks of a commercial hit. The Sonny Land Trio is a polished group of vocalists that come off extremely well on its first showing. The boys have a rich blend that grows on you with each listen. Keep a tab on this release, it’s got the goods. The coupling “The Spreading Chestnut” again displays the Trio singing a melodic and simple love song. Pretty companion deck. Top half could make it a big Fall for Prep.

“ID CLIMB THE HIGHEST MOUNTAIN” (2:42) [Bourne ASCAP—Brown, Clare]

- Tommy Leonetti, the talented youngster who takes over one of the important singing jobs on “Your Hit Parade” when the show returns this fall to NBC-TV, may make his debut on the show with a hit record on the boards. For the gifted lad has a fabulous new release that could make him a big record name in short order. The new disk is an exciting rock and roll rendition of the evergreen “I’d Climb The Highest Mountain” and it could do for him what the tag “Precious Love” did for the Columbia artists on their hit records, that is, to make him a star. The coupling “Some Other Love” is a well written love tune which Tommy handled with heart.

“LOVE ME SO I’LL KNOW” (2:56) [Famous ASCAP—Hampton] [Dominion BMI—Harvey, Seligson]

JIMMY DEAN (Columbia 49955)

- TV star Jimmy Dean does his usual thing on this Columbia release with a couple that could give him his first big pop hit. (See Country Reviews)

“MAKE ME LOVE AGAIN” [Central Songs BMI—Morton, Napolitano] [Magnus-Brookville BMI—Ficella, Bland, Husky]

FELIN HUSKY (Capitol 3790)

- Ferlin Husky, who made his mark in the pop field with “Gone” and his latest effort “A Fallen Star,” has two new tunes that should also enjoy success in the pop department. (See Country Reviews)

“SIGHTSEEING” (2:44) [Target BMI-Temple, Van Cleve]

- This hit business is set to take off with a bang as the Columbia artists on this hit record, two new numbers are featured in this easy-going instrumental offering. And a chorus joins in singing without words. Inviting snare drum.

JOAN O’BRIEN

THE PHANTOMS (Coral 16656)

- “DEAR LOVE ONE” (2:20) [Con-Cal BMI—Conniff, Gluck] Joan O’Brien, a talented newcomers, with a warm, sweet voice, delivers a pretty folky flavored ballad set to a delightful lilting tempo. Touching song.

- “TALK TO ME SOMETHING” (2:34) [Duchess BMI—Darby, Kirchner] The lark belts out a well-written torch item on this end. Soothing rhythm number.

RAY CONNIF & HIS ORCH.

(Columbia 40991)

- “WALKIN’ AND WHISTLIN’” (2:38) [Con-Cal BMI-Conniff] Ray Conniff has one of the best bands in the country today and this hit single shows. A delightful interpretation.

ANDY ANDERSON & THE WANDERERS

(Kapp 193)

- “BEAUTIFUL WEEKEND” (2:14) [BMI-Bracall] Two gals are featured in this easy-going instrumental offering. A chorus joins in singing without words. Inviting snare drum.

JOHN GREEN & MGM SYMPHONY ORCHESTRA

(MGM 12338)

- “THE SONG OF RAINBOW GOURD” (2:16) [Robbins ASCAP-Green, Webster] The beautiful theme from a big MGM flier is treated to an enchanting diva by the MGM Symphonists. A lovely female vocal in the title song.


The Cash Box, Music

Page 16

September 7, 1957

The Cash Box, Music

Page 16

September 7, 1957
Something To Rave About!

VAUGHN MONROE'S

Latest and Greatest

"TOMORROW, TOMORROW"

With JOE REISMAN'S Orchestra and Chorus

bw "MISS YOU"

47/20-7019

Published by:

E. B. Marks Music Corp.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Bonnie Scott
(RCA Victor 7025)
B “SUGAR CORSAGE” (2:29) [E. B. Marks BMI—Eh, Klein] The strong voice of Bonnie Scott is tailor-made for this emotional song about young love delivered tearfully by the lark. Good teenage fare.

C “I CAN’T BELIEVE THAT YOU'RE IN LOVE WITH ME” (2:38) [Mills ASCAP—Gaskill, McGugh] The canary leans into a hard hitting rendition of a great oldie on this side. Side has a good beat.

LOU BREESE ORCH.
(Sally 1045)
B “BREEZIN’ ALONG WITH THE BREEZE” (2:06) [Remick AS- CAP—Gillespie, Simons, Whiting] Lou Breese, his orchestra and chorus bring a great oldie up to date via a delightful shuffle beat arrangement. Free-swinging delivery set to a good dance tempo. Jockeys should enjoy this change of pace interpretation.

B “THE ROYAL COACHMAN” (1:53) [Crosstown BM—Jiric] This is the swingiestest royal coachman you’ll ever witness. It’s a solid dance item with a smooth jump beat that should have the kids hoppin’. Melody is built around the familiar French Horn calls used in hunts.

THE FOUR FRESHMEN
(Capitol 3779)
B “SOMETIMES I'M HAPPY” (2:03) [Harms ASCAP—Youmans, Caesar] Here's another oldie that could join the chain ofrevivals that are hitting again. The Four Freshmen lend their progressive harmony to a top standard and come thru with a solid swinging dance opus.

B “JULIE IS HER NAME” (2:24) [Skyview BM—Troup] A beautiful love song describing the many wonderful qualities of an attractive damsel named Julie, is chanted with feeling by the quartet. Class tune.

Henri Rene Orch.
(RCA Victor 7021)
B “WHAT'S THAT?” (2:22) [Reg Connelly ASCAP—Hoffman, Manning, Fields] Henri Rene and his string filled aggregation dance thru a quaint instrumental novelty that falls most pleasantly on the ears. Colorful and imaginative arrangement.

C “PERPETUAL MELODY” (2:00) [Criteron ASCAP—Faber] A pretty mood item with a delicate quality about it, is treated tenderly to a latin arrangement by Rene and the orchestra. Easy listening.

JOHNNY MADDOX
(Dot 15619)
B “YOU CAN'T GET LOVIN’” (1:55) [Skidmore ASCAP—Skidmore, Bailey] A chorus assists Johnny Maddox as he honky-tonks it up on a grand cornballer with a clever lyric. Side should do very well in the juke boxes, especially in tavern locations.

B “OLD FASHIONED LOVE” (1:55) [Harms ASCAP—McPherson, Johnson] Handclapping accompanies Maddox as he pounds the ivories, belting out another wonderful honky tonk item.

THE SMITH SISTERS
(Dot 15623)
B “LOVE ME TONIGHT” (2:00) [Varzon-Fairway BMI—De Varzon] The Smith Sisters bow on Dot with a solid rock and roll swinger with clickability. The gals have a commercial blend and a pleasant dance item to work with.

C+ “STEADY DATE” (2:04) [Terri ASCAP—Atkerson, Levy] Here the lastest belt across a strong fish-boat ballad. Right up the teenagers’ alley. Both halves could develop into money-makers.

JOHNNIE BOMBA ORCH.
(Decca 3362)

B “CINDY” [Sajeveski Music—Bomb] The boys are once again at home as they bounce thru a colorful polka ditty. Happy-go-lucky dance item.

JACK PLEIS ORCH.
(Decca 30439)

B “SERENADE TO MICHELLE” (2:08) [Michie ASCAP-Pleis] Pleis composed this fragrant Waltz-ten- po lullaby, Pretty instrumental selec- tion with some charmingly simple melodic strains.
A New Star Is Born With Double Smash Hits

Darling
It's Wonderful

Happy, Happy Birthday Baby

MERCURY 71182

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

Julie London will be the first guest on “Person To Person” when it returns to TV on September 13. The “Port Said” album on Audio Fidelity Records has sold over 10,000 copies in two weeks. The Saturday Evening Post featured a story this week on Gene Austin titled “A Crooner Comes Back.” Cape Cod is enjoying a boom this year which the Chamber of Commerce attributes to Patti Page’s hit “Old Cape Cod.” Sammy Davis Jr. is boosting Sally Blair for the feminine lead in “Porgy And Bess.” Sammy would also like her to be his leading lady in “Jazz Train,” the film in which he is to star and which will be produced by Frank Sinatra.

Large Al Sears, the famed tenor sax player, has been signed by Jubilee Records. Buddy Basch has named him to handle promotion for the company’s newly formed Safari Records. Neal Hefti has been asked to submit his ideas for a jazz ballet for use at the New York City Center. The Four Voices out to Los Angeles to start rehearsals for the Pontiac Industrial Show which will play 18 dates in major cities.

Turk Murphy’s San Franciscans held over at Bourbon Street until October 8. Raymond Paige is featuring “And That Reminds Me” in the current Radio City Music Hall show.

Chicago:

Hy Frankin of Frankin Sales Company reports tremendous interest on the new 10-inch LP, “Hymns That Live” by George W. A. Music Spectacular” on Grand Award label by Charlie Magnani (all Italian selections) and on 10-inch, by Elia Lancashire, “Songs For A Smoke Filled Room.”

Vie Ferrari, S. D. Dist’s promotional man, informs us that hottest waxings on the sales chart are “Lips Of Wine” by Andy Williams and “Deep Purple” by Billy Ward, also crowding the charts are, Tommy Lovette’s “Precious Love” and “Love Is A Treasure” by Mickey and Sylvia... Chicago Theatre take started off very low. But, hope springs eternal (etc.) and, as Nate Platt stated, “everyone hoped to see the financial figure set in advance reached before the week was over.”

Deejays Del Clark, WJJD and Don Ferris, WYMP, lined up for a vacation tour of N.Y.C. 9/13... Eddie Balleint, bandleader for the “Breakfast Club” show, all excited about his daughter, Betta Laine, and her new label on the Chess label. Bette’s song “Rock A Bye Rock” and “A Broken Heart” were both penned by Dad, Eddie, and both very pleased over reaction so far... Gerry Grainger, All-State’s promotion man, reports that “Happy, Happy Birthday Baby” by the Tuneweavers, on the Checker label is heading for the top of the heap. “Honeymoon” by Jimmy Rushing on the Roulette label is really breaking wide open, according to Gerry, they can’t keep it in stock... RV Kupcinet, renowned Sun-Times columnist and well rated WBBM-TV personality, vacationing in the southwest.

Hollywood:

Harry Carlson, Fraternity Records proxy, in town to record singers Dick Noel and Danny Kellerman... Singer Carole Jarris leaving on an eleven city tour to promote her Dot record of “It’s My Party”... Music, Inc. hosts a luncheon for Earl McDaniel last Thursday on the occasion of his taking over the 4:30 to 5:00 P.M. spot on KLAC... Jules Losh and Bob Bacon headed the committee arranging the luncheon... Fred Shyker excited about the new Hank Locklin recording of “Georgia Girl” on RCA-Victor... Tune was written by the writer of the very successful “Plaulein”, and Fred reports that Tom Edwards has made it his #1 plug in Cleveland... Dave Axelrod signed to produce another LP for the Specialty label. His “Around the World In Eighty Days” by The Gerald Wiggins Trio on specialty getting top play from the top jockeys... Louis Prima and Keely Smith open a ten day engagement at The Mocambo this Friday, Sept. 6... Jimmie Maddin, owner of the Sanbahn night club, makes his recording debut on the Dot label with “Tongue Tied” and “You Know” to be released in the next couple of weeks... Ted Newman, who made some noise with his first record of “Plaything” on the new Rev label, decides to make personal appearances and promoting the record the East Coast... Liberty Records have signed Vicki Lenard to an exclusive long term contract... Vocalist leaves for Europe next week and will do first two albums for Liberty while on tour... Joel Gray, who created the role of “Jack and The Beanstalk” on television a short time ago, bows on the Capitol label with “Moonlight Swim” and “Everytime I Ask My Heart”... Jules Losh hosted a cocktail party for Phil Kahl of Roulette Records at the Brown Derby last week... Frankie Lyman of Gee Records also in town visiting the disk jockeys.
<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist/Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TAMMY</td>
<td>DEBBIE REYNOLDS (Coral)</td>
</tr>
<tr>
<td>2</td>
<td>ANNA</td>
<td>PAUL ANKA (ABC-Paramount)</td>
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<td>3</td>
<td>HONEYCOMB</td>
<td>JIMMIE RODGERS (Roulette)</td>
</tr>
<tr>
<td>4</td>
<td>THAT’LL BE THE DAY</td>
<td>CRICKETS (Brunswick)</td>
</tr>
<tr>
<td>5</td>
<td>WHITE SILVER SANDS</td>
<td>DON RONDO (Jubilee)</td>
</tr>
<tr>
<td>6</td>
<td>TEDDY BEAR</td>
<td>ELVIS PRESLEY (RCA Victor)</td>
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<tr>
<td>7</td>
<td>IN THE MIDDLE OF AN ISLAND</td>
<td>TONY BENTNET (Columbia)</td>
</tr>
<tr>
<td>8</td>
<td>I’M GONNA SIT RIGHT DOWN</td>
<td>BILLY WILLIAMS (Coral)</td>
</tr>
<tr>
<td>9</td>
<td>FASCINATION</td>
<td>JANE MASON (Kapp) — DICK JACOBS (Coral)</td>
</tr>
<tr>
<td>10</td>
<td>RAINBOW</td>
<td>RUSS HAMILTON (Kapp)</td>
</tr>
<tr>
<td>11</td>
<td>IT’S NOT FOR ME TO SAY</td>
<td>JOHNNY MATHIS (Columbia)</td>
</tr>
<tr>
<td>12</td>
<td>AROUND THE WORLD</td>
<td>MANTOVANI (London) — VICTOR YOUNG (Decca)</td>
</tr>
<tr>
<td>13</td>
<td>WHOLE LOT OF SHAKIN’ GOING ON</td>
<td>JERRY LEE LEWIS (Sun)</td>
</tr>
<tr>
<td>14</td>
<td>SEND FOR ME</td>
<td>NAT “KING” COLE (Capitol)</td>
</tr>
<tr>
<td>15</td>
<td>(MY HEART/AND THAT) REMINDS ME</td>
<td>KAY STARR (RCA Victor)</td>
</tr>
<tr>
<td>16</td>
<td>REMEMBER YOU’RE MINE</td>
<td>JAILA REESE (Jubilee)</td>
</tr>
<tr>
<td>17</td>
<td>LOVE ME TO PIECES</td>
<td>PAT BOONE (Dot)</td>
</tr>
<tr>
<td>18</td>
<td>AND GREAT C&amp;W</td>
<td>MR. LEE (ABC-Paramount)</td>
</tr>
<tr>
<td>19</td>
<td>JUNE NIGHT</td>
<td>JIMMY DORSEY (Fraternity)</td>
</tr>
<tr>
<td>20</td>
<td>WHISPERING BELLS</td>
<td>DEL-VIKINGS (Dot)</td>
</tr>
</tbody>
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**The Records Disk Jockeys Played Most**

A summary of reports received from the nation’s disk jockeys.

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**CashMaker**

NEW POP FROM CAPITOL!

**JOE FINGERS’ CARR**

SOPHIA

SEABREEZE

(Puamama)

Record No. 3791

**FERLIN HUSKY**

MAKE ME LIVE AGAIN

THIS MOMENT OF LOVE

Both from the Paramount Picture

"Mister Rock And Roll"

Record No. 3790

**SONNY JAMES**

(LOVE GAME, LOVE SAW)

LOVE CONQUERED

A MIGHTY LOVABLE MAN

Record No. 3792

**TOMMY COLLINS**

I’M NOBODY’S FOOL

BUT YOURS

A LOVE IS BORN

Record No. 3789

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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
LIPS OF WINE
*M
Cadence # 1336

ANDY WILLIAMS

Published by Mack Martin Music

1. CANADIAN SUNSET
2. BABY DOLL
3. BUTTERFLY
4. I LIKE YOUR KIND OF LOVE

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
NOW... it's DON

"FORSAKING ALL OTHERS"

JUBILEE-5297

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
3 in a ROW for.....
RONDO

"THERE'S ONLY YOU"
JUBILEE-5297

Products of JAY-GEE RECORD CO., INC.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Danny Stiles (WNJ-R-Newark, N. J.) conducted a "Radio Clinic" for teenagers at the Spring Garden Country Club at Blooming Park, N. J. with Danny answering their many questions about radio and disk jockeys. There was an informal record hop following the clinic. Some of the guest artists present included Bob Whalen (Jubilee) and Barbara and Viv Gorman (Arrow). ... Leigh Kamman (WLOL-St. Paul, Minneapolis, Minn.) is doing remotes from the new twenty million dollar shopping center in Southdale, Minn. ... Bob Bradford (WCLM-FM-Chicago, Ill.) doing a series of jazz stint spotlighting the contributions of the various foreign countries to the development of jazz. On each of these shows, records of the top artists of the country will be played plus biographical material given of the lesser known personalities as well as interesting sidelights on the jazz world in each country. ... Dave Teig (WKL-Wilkes-Barre, Pa.) is vacationing at Laurel's Country Club in New York. ... Two shows headed by Al Methzer (WHEN-Syracuse, N. Y.), "Record Boom" and "Top Ten Dance Party," are at the New York State Fair through September 7th. Ray McKinley, Liberace, Johnny Mathis (Columbia) and the McGuire Sisters (Coral) will appear there. ... Raul Lovett (WBSM-New Bedford, Mass.) says that since his brother Bill is working for RKO in California, they are now handling records from pressing to spinning. ... Seth Larrabee (WLOP-Portland, Me.) broke the New England record for continuous broadcasting when he completed 108 consecutive hours from a Portland appliance store. The previous record, covering a period of time the station was 107 hours. ... Jack Surrall (WXYZ-Detroit, Mich.) in New York for a few days. ... Tommy Gilbert (WKAB-Mobile, Ala.) thinks that the Rosemary Clooney (Columbia) pressure of the Irving Berlin song, "Colors," is "one of the greatest songs she has recorded in her career." ... Johnny Fairchild (KELP-El Paso, Texas) writes that KELP deejays celebrated Eddie Fisher's birthday with the Cokes- tingers' (Riptide) El Paso Fair Club by declaring August 10th Eddie Fisher Day and playing his old and new records throughout the day and night.

Beauacarte Davis (WLOF-Princeton, Va.) got together with a local car dealer and made a deal to bring in acts to perform on his car lot. Recent artists appearing at the car dealer included Sonny James (Capitol); Marty Robbins (Columbia) and shedded for September 17th, Ferlin Huskey (Capitol). ... WICE-Provident, L. I., N. Y.) brought its "Night Train" show into New York City recently with Frankie Lymon (Gee) headlining the bill. ... Don Ball (KIOA-Des Moines, Iowa) picked the Monica Lewis Vere LP, "Sing It To The Marines," as his record of the week and did it every hour for a week. ... Twenty-two year old deejay Paul Drew (WGST-Atlanta, Ga.) is on the air Monday thru Saturday from 2 to 6 PM and 7:15 to 8 plus Friday and Saturday nights until midnight. ... Walter Powell (WBUL- Barbourville, Ky.) says his listeners haven't been wrong yet in their written reactions as to how far up the charts a particular number will go. ... Bill Dupree (WLIB-New York, N. Y.) feels Atlantic has a real asset in Carol Stiles, and enjoys her new LP effort, for the disky. ... Record artists can call Lou Dennis (WBRY-Westbury, Conn.) on the air Monday thru Friday, 3:30 to 6:00 PM.

Tom Edwards (WRE-Cleveland, Ohio) says he's getting a great reaction from the kids on "Posin '" by Sammy Kaye (Columbia) at his record hops. ... Dick Biondi (WHOT-Youngstown, Ohio) says that the Singing Brothers circuit is making their show even more than already proposed and tie-in with rock 'n roll with the feeling that the kids will attend the circus even more. ... The first attraction for the KOSI Klub, permitting discounts to see various artists perform, was Louis Armstrong and his All-Star Revue writes Sam Blessing (KOSI-Denver, Colorado). ... Henry (KOSI-Denver, Colorado) has added the Shippard Drive-In Theatre Show to his schedule. The drive-in is reported to be the largest in the world, with room for 1,700 cars. ... Bob Elliot (KENT-Shareport, La.) would appreciate voice tracks from artists.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The big new hits are on CORAL RECORDS

DON CORNELL sings

HOMESICK BLUES

BORN TO LOVE

FRAULEIN

IT'S THE SAME OLD JAZZ (MOMMA!!)

TERESA BREWER

I'M BLUE REMEMBERIN' YOU

STEVE LAWRENCE

9-61879

9-61878

9-61876

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
REWARD - $500.00
For information leading to the arrest and conviction of persons guilty of "Bootlegging" and/or selling or offering for sale or distribution and/or counterfeiting or reproducing, without authority, any recorded matter or literary or musical production now distributed by DAUNTLESS INTERNATIONAL of New York City, and/or any other records manufactured by AUDIO FIDELITY, Inc. under the Laws of the State of New York, including Section 436 of the Penal Law of the State of New York, herewith quoted as follows:

"A person who, with intent to defraud or to enable another to defraud any person, manufactures or knowingly sells or causes to be manufactured or sold, any article, marked, stamped or branded or incased or enclosed in any box, bottle or wrapper, having thereon any engraving or printed label, stamp, imprint, mark or trade-mark which article is not the manufacture, workmanship or production of the person named, indicated or denoted by such marking, stamping or branding, or by or upon such engraving, printed label, stamp, imprint, mark or trade-mark is guilty of a misdemeanor."

or under the Laws of the State of New York, including Title 2a:111-1, Chapter III, herewith quoted as follows:

"Any person who, knowingly or设计地, with intent to cheat or defraud any other person, obtains any money, property, security, gain, benefit, advantage or other thing of value by means of false promises, statements, representations, tokens, writings or pretenses, is guilty of a misdemeanor."

or under the Laws of the United States of America, including Section 1341, Chapter 63, Title 18, United States Code Annotated, which is herewith quoted, in part, as follows:

"Whoever, having devised or intending to devise any scheme or artifice to defraud, or for obtaining money or property by means of false or fraudulent pretenses, representations, or promises, or to sell, dispense of, distribute, supply, or furnish or procure for unlawful use any counterfeit or spurious article, or anything represent a counterfeit or intimated to be or hold to be such counterfeit or spurious article, for the purpose of executing such scheme or artifice, or attempting so to do, places in any post office or authorized depository for mail matter, any matter or thing whatever, or any parcels or packages therefrom, any such matter or thing shall be fined not more than $1,000 or imprisoned not more than five years, or both."

Any persons having knowledge or information relating to the foregoing, kindly communicate, in strict confidence, to:

BOX No. 411
THE CASH BOX
1721 BROADWAY
NEW YORK 19, N. Y.

Note: Information submitted should consist of names, dates, descriptions of persons involved, their associates, vehicle license plate numbers, recording studios, pressing plants, label printers, distributors, jobbers, retailers, salesmen, quantities of records, prices, etc., etc.
another great chart maker by

SONNY JAMES
(The Southern Gentleman)

(Love Came, Love Saw,)

LOVE

CONQUERED

A MIGHTY LOVABLE MAN

Record No. 3792

Capitol Records

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

Personal Manager:
Ed, McLemore

Booked through:
Artists Service Bureau
Ed Watts,
Riverside 8-4374
Cadiz and
Industrial Blvds.
Dallas, Texas
“GEORGE GERSHWIN”—Perry Faith And His Orchestra—Columbia CL-2 (1-12" LP)

“JEROME KERN”—Paul Weston And His Orchestra—Columbia CL-2 (1-12" LP)

“RICHARD ROTHWELL”—Andre Kostelanetz And His Orchestra—Columbia CL-3 (2-12" LP)

“COLE PORTER”—Milton Logrand And His Orchestra—Columbia CL-4 (2-12" LP)

Columbia has assembled its most prominent mood music men for a series of four two-disc sets, priced at $8.98, devoted to the music of the most distinguished composers of popular songs. Each of the four packages, each contains the individual mood stamp of the four conductors, Perry Faith; Paul Weston; Andre Kostelanetz; and Milton Logrand. Great mood music, richly interpreted. Mood washings that can expect long range sales.

“LAWRENCE WELK FAVORITES”—Lawrence Welk And His Orchestra—CRL 67139 (1-12" LP)

This entry by the highly successful orch leader is composed of material taken from other Welk sets, and provides a diet of dance and novelty music in the familiar bouncy Welk tradition. Numbers read by Welk and his outfit includes “Getting To Know You,” “Zip-A-Dee Doo Dah,” and “Circo Robles.” The platter has strong chart potential.

“EYDIE SWINGS THE BLUES”—Eydie Gorme—ABC-Paramount MGM 36104 (1-12" LP)

The artist had a steady seller in her last LP effort, “Eydie Goes Big,” and this collection of blues songs sung with a hint by Miss Gorme is in line for excellent sales. Backed by a reliably swinging crew headed by Don Costa, the gals gets fine musicianship into each durable on the program. “Blues In The Night,” “When Your Lover Has Gone,” and “Can’t Help Lovin’ That Man.” Figure wide deuces for play on this, too.

“The SWINGIN’ MISS D’”—Dinah Washington—Quincy Jones And His Orchestra—EMArcy MG 36104 (1-12" LP)

Dealer’s should have another Dinah Washington stock winner in her latest EMaracy waxing. The exciting stylist delivers a collection of old melodic friends with a swinging zest, and an occasional sentimental recital with individual vocal distinction. “But Not For Me,” “They Didn’t Believe Me” and “Every Time We Say Goodbye” are representative of the class material to be found here. Quincy Jones conducts a big band with a stellar line-up.

“PAGE 4”—Patti Page—Mercury MG 20101 (1-12" LP)

Twelve more of the thrush’s previous issues offers an LP of varied vocals. The tunes include several of Miss Page’s chart items (“Let Me Go, Lover,” “I Went To Your Wedding”) plus a round of durables (“Happiness Is A Thing Called Joe,” “There Will Never Be Another You”). This set should go along with the three other similar entries by the artist as fine vocal stock.

“STAN WOLOWIC AND THE POLKA CHIPS”—ABC-Paramount ABC 894 (1-12" LP)

Wołowie’s last ABC-Paramount polka set, “It’s Polka Time,” hits the charts, and this follow-up is going to be a very potent platter on the polka shelf. Here Wołowie and the boys set a lively pace as they go through a twelve ditties, all composed by Wołowie. Besides polkas, sessions include waiters, a Krakowicki and “Obidic” Must for dealers with any amount of polka purchasers.

“HERES TO MY LADY”—The Ray Charles Singers—MGEM E 3586 (1-12" LP)

The fine vocal group, sans the female members, blends and augments the devices of evergreen salutes to the gals. Present are such familiar melodies as “The Very Thought Of You,” “Too Marvelous For Words,” and “Sway As Sweet As You Are.” Soft combo support keeps the ensemble’s harmony in the spotlight. Distinguished mood vocals.

“SWEETHEARTS”—Al Goodman And His Orchestra—EMArcy MG 20137 (1-12" LP)

“The STUDENT PRINCE”—Al Goodman And His Orchestra—EMArcy MG 20139 (1-12" LP)

These prestigeings of the Victor Herbert and Sigmund Romberg teams are first-rate performances of melodies from their scores, and are excellent $1.98 buys. Both disks feature Al Goodman and the orch, and bartonne Earl Wrightson with supporting vocal work from such fine voices as Donald Darnel, Christinta Lind, and the Guild Choristers. Four-color and liner note packages.

“PORTRAIT OF BING”—LRoy Holmes And His Orchestra—MGEM E 3589 (1-12" LP)

This waxing by a fine mood disk devoted to songs featured in Bing Crosby flicks or, as in two cases, associated with him on discs ("Where The Blue Of The Night," "I Surrender Dear.") Vocalist Russ Enery, over the lush Holmes arrangements, whistles and chants in the Crosby style. Such Have Selections as "But Beautiful," "Love In Bloom," and "Moonlight Becomes You" are featured. Admire mood entry with the important Crosby tie-in.

“THIS IS LOREZ”—Lorez Alexandria—King 545 (1-12" LP)

Miss Alexandria is a smart addition to the LP catalogue with her first pressing, a tasteful survey of twelve evergreen hits of the stylist pieces mixed her tempos, swinging through items like "Thou Swell," and "So Young" or expressively reacting to such warm pieces like "I'm Glad There Is You," and "I'm Making Believe." Artful combo treatment. An auspicious package debut, Should be met by a receptive buying public.

“The DAY MANOLETE WAS KILLED” —Written And Narrated By Barnaby Conrad—Audio Fidelity AFLP 133 (1-12" LP)

This narrative by writer Barnaby Conrad on the famed matador who was killed in the ring August 38, 1947 could assume major importance due to the first "Playhouse 90" offering in the fall, which will be on Manolete. Background information and a detailed description of the fatal events is provided by the author of several books on the popular Spanish sport ("Matador," "La Fiesta Brava") and quotes the opinions and reactions of various participants on the event. Pictures of Manolete’s last bull fight are provided. A specialty the TV presentation may open to a wider market.

“GEORGE JONES”—Mercury MG 20300 (1-12" LP)

The popular Country and Western disk and Grand Ole Opry performer heard in a collection of singles, a number of which are made chart head- lines. Aside from his current click "Too Much Water," the entry also includes other winners as "You Don’t Know Why," and "Don’t Stop The Music," all presented with deft C&W rhythm and sentiment by the artist. Must for the C&W shelf.

“PICASSO” —Sound Track From The Documentary Film, “Picasso”—Folkways FS 3880 (1-12" LP)

Art lovers will welcome this colorfully packaged sound-track score to a recent film on the famed contemporary artist. The music by Roman Vlad, with its Spanish settings and exciting, effectively descriptive of Picasso’s artistic phases and paintings. A sixteen page booklet explains the meaning of each disk, and also has drawings of various Picasso efforts, an interesting production, rewarding in its music, and notes on the artist.

“HI-FI CALYPSO”—Peter Ricardo And His Calypso-Camden CAL 393 (1-12" LP)

Ricardo and the crew offers in a labeling calypso entry complete with many songs that proved themselves in the recent calypso boom. These include such familiar items as "Banana Boat Song," "Mama Looka Booho," and "Marianne." For an effective authentic view of calypso ditties this $1.98 Camden bargain is to be recommended.

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

**BING WITH A BEAT**—Bing Crosby With Bob Scobey's Frisco Jazz Band—RCA Victor LPM-1473 (1-12" LP)

This is a fortunate association of vocalist and orchestra, both time-tested pros in a swing delivery. Crosby and the Scobey boys refreshingly click with goofs like "Whispering Like You," "I'm Gonna Sit Right Down And Write Myself A Letter;" Listeners will enjoy the seldom heard verses of many selections. Excellent pop-jazz presentation.

**MAMSELLE GISELE** [Giselle MacKenzie] Vik LX-1075 (1-12" LP)

The thrush, in French vocal garb, is sentimentally at home in a series of twelve melodies that in origin or approach tend themselves to French readings. Miss MacKenzie, with apt instrumental support from Neal Hefti, George Saravo, and Bill Harris, sings with charm and warmth. The former "Hit Parade" star has a fine mood-vocal stint here.

**TEENAGE PARTY**—The McGuire Sisters—Coral CRP 51384 (1-12" LP)

The vocal trio, in its sure-handed, harmony, supplies the beat to a bill of new items and re-vitalizes evergreens and the kids should find the effort an excellent party entry. With Dick Jacobs' orchestra performing with its usual inventiveness, the gals rock; to such ditties as "Everybody Loves My Baby," "Lullaby Of Birdland," and "Rock Bottom," Set should see heavy deejay play.

**WHEN THEY WERE YOUNG**—Eddy Arnold—RCA Victor LPM-1484 (1-12" LP)

Arnold lovingly handles a collection of melodies about children and his stature in both C&W and pop circles ought to make this warm package a major entry aimed at the moggets and adults, too. Songs on the Arnold vocal itinerary include "Little Man You've Had A Busy Day," "When He Was Young," and "Scarlet Ribbons." An issue sure to keep moving on a long-range basis.

**SONGS BY STEVE LAWRENCE**—Coral CRP 57182 (1-12" LP)

This collection of single efforts by the popular vocalist is an appropriate view of the artist's singing versatility, songs that demand a crooner's delivery ("Long Before I Met You"); and tunes that are aimed at the teen beat ("Can't Wait For Summer"). Each approach finds the entertainer in skillful form. Other numbers include "Party Doll," "Adelaide," and "Fabulous.

**THE MAGIC TOUCH**—Harry Winterhalter And His Orchestra—Camden CAL 379 (1-12" LP)

Victor's prominent arranger-ork leader offers his mood music services to Camden in a pressing that at Camden's budget price is a strong sales contender. The Winterhalter orchestra, aided with occasional voices, meets bright and with a well-rounded program of ballads and novelties such as "It Had To Be You," "Tie Tae Tee," and "If I See You In My Dreams."

**THAT SATIN DOLL**—Carol Stevens With Phil Moore's Music—Atlantic 1456 (1-12" LP)

The sensuous, husky-voiced stylist sings six numbers on one side sans lyrics, but nevertheless, "speaks" well for each of the melody's moods. Miss Stevens sings the lyrics of the flip side selections with a suavity, and originality rarely encountered on disks. A factor greatly influencing the overall uniqueness of the effort is the artful Phil Moore ork work. Striking vocal sessions that deserve attention.

**THE COMPLETE TONY SCOTT**—Tony Scott And His Orchestra—RCA Victor LPM-1485 (1-12" LP)

The fourth Victor pressing by the noted clarinetist is his first as a head of a big band, and the product should be heartily welcomed by Scott and swing-band admirers. With a listing of personnel that includes names like Zoot Sims, (tac); Osie Johnson (drums); Thad Jones (trumpet); and Milt Hinton (bass). Scott and the crew swing inventively with both inventively and charm. Delightful swing-easy session on "Time To Go." Standards and original material. Expert ork waxing.

**LEE MORGAN** (Vol. 3)—Blue Note 1557 (1-12" LP)

The already accomplished 18 year old trumpeter is in front of the camera. He makes his third Blue Note starrer an enterprising and provocative stint. The sessions, with the exception of one persuasive take, is a beautiful tribute to the late trumpeter Clifford Brown. Swing brightingly to the inventive arrangements of the tenor sax man on the date, Benny Golson. Important jazz attraction.

**THE FIVE BEETHOVEN CONCERTOS**—Arthur Rubinstein, Pianist—Columbia LPM-1452 (15-12" LP)

Once available in a more expensive edition, this complete collection of the Beethoven piano concertos as performed by Rubinstein will, in this limited edition, retail at $15.98 (the concertos are also being pressed on five separate LPs). Thus, name-value and price are solidly in this corner's favor when a purchaser makes the decision to purchase the Beethoven concertos complete in one package for himself or as a gift. Accompanying booklet fully describes each of the compositions. Must for the classical shelf.

**YERDI: Rigoletto**—RCA Victor LM-605 (2-12" LP)

This is a handsome presentation both in performance and in packaging, and can look forward to an excellent response from the opera trade. The two-disc version of the Verdi classic, which is housed in a book containing the libretto and other information, is beautifully rendered by the cast. Starring are Jussi Bjorling (The Duke); Roberta Peters (Gilda); and Giorgio Tozzi (Giovanni). It is a must acquisition for the opera shelf.

**MOZART":** Quintet For Viola And Strings In E-Flat Major K. 174—Quintet For Viola And Strings In C Flat Minor, K. 406—Budapest String Quartet—with Walter Trampler, Viola—Columbia ML 5191 (12-12" LP)

These performances of two Mozart quintets certainly to attract the well-versed in classical music crowd. The fine group reads the variety of technical challenges presented in the pieces with authority, understanding, and warmth. With only a few pressings out on the two items, this entry should get a good reception from the purchaser.

**THE NEW YORK PHILHARMONIC BRASS ENSEMBLE**—Golden Crest CR 4903 (1-12" LP)

That the brass section of an orchestra can stand alone is handsomely displayed on this Golden Crest disk featuring the brass ensemble from the famed outfit. The waxing is devoted to a brass specialty, two movements by Victor Bouda, a quartet by Robert Sanders and five short pieces, all aptly demonstrating the ingenuity and warmth capable of the brass instruments. Work the classical-minded will find unique.

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C’EST MAGNIFIQUE & BILL BAILEY WON’T YOU PLEASE COME HOME
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PRESENTING ROULETTE’S FIRST COUNTRY & WESTERN RELEASES
JIMMY LLOYD
THE BEGINNING OF THE END & WHERE THE RIO DE ROSA FLOWS
RCW-7001

WILLIE PHELPS
I’M BEGINNING TO FORGET YOU & DO ANYTHING BUT LEAVE ME
RCW-7002

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
The Music Business In Germany
by DAN FISHER

MUNICH, GERMANY—Here I am in Germany and I don't even care for beer!

Just came from Switzerland, where music is secondary, mostly an item for dancing. They play everything but hymns, all too well, and the conversation is mostly about watches. Now and then some would-be Sinatra stands up and yodels, which is why I am now in Germany.

The craze here—set by the teenagers, of course—is a sad type of song where the local publishers refer to as "schulten." "Not up to the usual standards," they lament, which could be the voice of Hammerstein, Porter or Rodgers about our own hit parade crop.

The kids here are like so many European youngsters, strongly influenced by American movies. But they don't have the freedom of American teenagers, so the influence is not as widespread or important. The band-leaders dodge the schulten tunes as much as possible, giving in to them only when they get No. 1 hit parade ranking.

Paul Ahrens, top music publisher in Germany, says, "We hope soon there will be a switch to the better type songs so more standards will be created. We like rhythm songs, but lately there are too few. Cha-cha hasn't done much, and rock and roll will last like boogie woogie did. It's no longer the big thing here. But the dancers in Germany do love rhythm."

An Italian is the top favorite in Germany, Vico Torriani, and a familiar gal is tops among the women, Caterina Valente, followed up by Sweden's Alice Babs. The orchestra captivating most Germans is Irving Lehrn's, along with the Werne Mueller orchestra. The Americans in favor are Bill Haley, Eddie Fisher, Ella Fitzgerald, Duke Ellington, Louis Armstrong and the Ink Spots.

Songwise, No. 1 is "White Holunder," which refers to a flower in your case it is sans dictionary. The only other German song among the winners is a thing called "A Man Mustn't Be Too Handsome".

There's very little copy sale here, and a best-selling record would hit 100,000. The hit of the year might go as high as 700,000, but copywise a peak would be 3,500.

TV is sparse, only 2½ hours a night, and each of the seven stations alternate in presenting the nighttime rackets. The paparazzi are clobbering efforts to get commercial TV underway.

Aside from the business, the most fabulous discovery in both Switzerland and Germany is that the average guy speaks four or five languages. It's harder to communicate than talking to an out-of-work songplugger.

One thing is striking: the way music transcends boundaries. It's the international language—and John Foster Dulles is lucky he finally got a record. It'll do him more good than all the attached cases in the State Dept.

50 Years In Show Business

NEW YORK—Veteran songwriter Nick Kenny (he penned "Love Letters in the Sand") presents the first copy of George Jessel's 50th anniversary in showbusiness Cabot album to the popular entertainer-toastmaster at a testimonial dinner in Jessel's honor held at the Coral Reef Club Beach, Lido Beach, Long Island. Looking on are (left) comedian Al Kelly and (right) Ziggy Lane, the Carousel recording artist.

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

London Lowdown

This week your London scribe is writing from Cannes, one of France's most fashionable resorts. It seems the whole of France has come to this spot to find the sun. It is packed with folk from show business. The place to find them all is a private beach called Plage Sportive, owned by Madeleine and Jean Craft. This cove is known to all of the people in their business and on their belt will find: Les Comedians de la Chanson; Charles Aznavour; Orchestre leader and head of Barclay Records, Eddy Barclay; the last singing rage, Dalida; the very popular Touici, Roux and a host of other world famous recording personalities. They mix pleasure with business and appear at the leading casinos on this famous coast. Monte-Carlo radio stations beam today's top French songs and U.S. imports strong from the hit parade. One of the hits of the moment is the French adaptation of "Amaran's Theme", now called "Amour Perdu." . . . Eddy Barclay gave me a preview of some of the disks made, in Paris and which will be released on Mercury in the States within the next few months. They are tops and deserve much attention.

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

All Shook Up—Elvis Presley (HMV)
2 Diana—Paul Anka (Columbia)
3 Love Letters In The Sand—Pete Boone (London)
4 Island In The Stream—Harry Belafonte (RCA)
5 Bye Bye Love—Everly Brothers (London)
6 Last Train To San Fernando—Johnny Duncan (Columbia)
7 Teddy Bear—Elvis Presley (RCA)
8 Fabulous—Charlie Gracie (Parlophone)
9 With All My Heart—Petula Clark (Pyke-Nixa)
10 We Will Make Love—Russ Hamilton (Orchire)
11 Water Water/Handful Of Songs—Tommie Steele (Decca)
12 Puttin' On The Style/Gamblin' Man—Lowrie Donegan (Pyke-Nixa)
13 Little Darlin'—Diamonds (Mercury)
14 Shindig—Tommie Steele (Decca)
15 Wandering Eyes/I Love You So Much It Hurts—Charlie Gracie (London)
16 Start Movin’—Sal Mineo (Philips)
17 Around The World—Ronnie Hilton (HMV)
18 Dark Moon—Tony Brent (Columbia)
19 Paralyzed—Elvis Presley (HMV)
20 Butterfinger—Tommie Steele (Decca)
20 All Star Hit Parade—Beverley Sisters, Max Bygraves, Billy Cotton, Johnston Brothers, Tommey Steele & Jimmy Young (Decca)
22 Tammy—Dobie Gray/Reynolds (Vogue-Coral)
23 I'm Gonna Sit Right Down And Write Myself A Letter—Bill Williams (Vogue-Coral)
24 In The Middle Of An Island—King Brothers (Parlophone)
25 St. Mark's—Terry Dene (Decca)
26 Back Home—Andy Williams (London)
27 In The Middle Of A Dark, Dark Night—Elvis (Coral)
28 Around The World—Guy Mitchell (Philips)
29 When I Fall In Love—Touici, Roux (Coral)
30 I Like Your Kind Of Love—Andy Williams (London)

On the market less than a year, and already a proven profit winner . . . RECOTON'S NEW WIPE-A-WAY CLOTH cleans, preserves and protects records and records. Containing silicon, it's ANTI-STATIC, removes harmful grit from grooves, and lift sound reproduction. More proof positive that RECOTON IS THE FIRST NAME IN RECORD ACCESSORIES!

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THE "S" ROYALES
THINK
KING 5053

BILBO DOGGOTT
HAMMER HEAD
b/w
SHINDIG
KING 1070

EARL BOSTIC
VIENNA, CITY OF MY DREAMS
b/w
JUST TOO SHY
KING 5071

DONNIE ELBERT
BELIEVE IT OR NOT
b/w
TELL ME SO
DE LUXE 6143

TINY TOPSY
AW! SHUCKS BABY
FEDERAL 12302

THE GUYTONES
DOH BOP SHA BOO
DE LUXE 6144

WHAT CAN I DO
DE LUXE 6145

KING

RECORDS

RECOTON'S WIPE-A-WAY CLOTH
In Okinawa Too:

It’s What’s In The Cash Box That Counts

OKINAWA — Even in Okinawa, “It’s What’s In The Cash Box That Counts”!

The Cash Box plays a major role in the musical operation of station KSBK, a 600 watt station that’s on the air with English language music and news programs 18 hours daily, playing to the 60,000 Americans living on Okinawa. The Americans plus the 600,000 Ryukyuan living on Okinawa offer the station a considerable audience. And when the island is not in the middle of any of the many typhoons that hit it, music from KSBK programmed from The Cash Box lists, pours out at a rapid pace.

On Saturdays—10 A.M. to 1 P.M., “Dine Derby,” a show based on the Top 60 page of the latest airrialled edition of The Cash Box, saturates the island with the latest state side top tunes. KSBK has an airmail service from the States that keeps the latest additions to the top 60 list flying to Okinawa.

Dean Ranzburg, “Dine Derby’s” DJ, spins the top fifty of the Top Sixty list, with a few bonus tunes for good measure after the tape is done. The show, Monday through Friday—noon to 1 P.M. “Movie Time,” goes regional with The Cash Box Juke Box Regional Record Report. The current Top Ten plus those of six months ago in “Somebody’s Home Town—U.S.A.” is the format. All selections are pulled from the Cash Box and past and present. However when a typhoon strikes the island, the entire schedule is altered.

From 5 A.M. of the 17th of August until 1 P.M. on the 19th of August—Okinawa was in various conditions of that type.

Condition Three—winds about 42 miles per hour or more can be expected within 48 hours. Supplies are bought, houses checked, etc. 8 A.M. to 3 P.M.—17th August.

Condition One—Surface winds of 60 miles an hour or greater are expected within twelve hours. Anything can happen in Condition One. All movement keeps to the absolute minimum. 8 P.M. to 1 P.M.—18th August.

On Condition Two—winds over sixty miles an hour or greater can be expected within 24 hours. Instructions to secure and stow all property that takes up excessive musical requests from the house bound typhooners. As long as the telephone lines are in KSBK takes phone requests.

Hourly newscasts are maintained until over seas reception becomes impossible. The latest typhoon information is gathered from the U.S. Air Force and the Ryukyuan Weather Stations and immediately broadcast. On the spot tape reports of the effects of the storm progress reports are made and brought back for rebroadcast.

“Typhoon Agnes was a relatively easy operation”, KSBK station manager, Len D. Richardson reports, “compared to some that we rocked through last year.

“Last year’s Typhoon Emma—a typhoon that no one had been willing to talk about—knocked the station off city power—then off our emergency generators and the station wound up operating on small remote generators. The phone and the telephone both went dead in the middle of the typhoon.”

But Typhoon Agnes, while a bit up in the manner, was kind to Okinawa and KSBK. The phone stayed in and the telephone stayed in and the station operated off its own generators without a hitch.

At 8:30 P.M. Saturday, 17 August, KSBK’s staff assembled at the station and “Typhoon Watch” was under way, and continued through much later that night. KSBK, the phone— and for 36 of those hours one man, John Shy—had handled 1290 individual requests.

The spinning and news was handled by phone operators and tired staff. The floor and desk tops provided sleeping space. Glen Lee, Virg Bisset, Stuee Goo, Dean Ranzburg, Jay Field, Judie Adkins, Barrie Edelman will willingly said “Sayonara” to Typhoon Agnes.

Liberty Expects To Triple Last Year’s Sales

BEVERLY HILLS, CAL.—Liberty Records current sales are now meeting with the first six months volume this year already equaling last year’s full year total, according to Assistant President J. A. Warken, president of the firm, in connection with the announcement of the company’s new Fall Merchandising Plan.

Warken further predicts that the present steady increase of sales will push this fiscal year’s volume to three times last year’s figures. This does not include the big wholesale run on work that the company is handling now.

The sales program being set in operation by Liberty is entitled “Lib. Merchandising 70.” The program features individualized promotions for all markets and with complete promotion material, The Merced-Hagen Orchestra, The Nelsons and His Orchestra, and Lionel Newman and His Orchestra are among the instrumental groups.

Columbia Phonos Adds 4 New District Mgrs

NEW YORK—Columbia Phonographs has appointed Fred White, J. White, Len Holenda, and John E. Sadewhite as District Managers in the sales operation, according to an announcement made last week by James White, National Sales Manager.

Richter, who will be managing District #3, West Virginia; Virginia, North Carolina, and Tennessee, was Regional Sales Manager for more than eight years of the Queen Stove Co. and for the past seven years he served the Midland Electric Co. of Cleveland, Ohio, as Sales Manager.

Molenda, formerly General Sales Manager of Modern Homes Corp, in Detroit, Michigan, will be directing District #5 which includes Michigan, southern Ohio and Kentucky.

Sadewhite, District Manager for District #9, Missouri and Arkansas, Oklahoma and Colorado, began his sales career with the Cincinnati Co. Then with the Lib. Co., he returned to Ohio, where he has been active. He was named Regional Manager for the General Air Conditioning Corp. of Los Angeles, California.

All of the above named District Managers report to James White, National Sales Director.

Golden Records Enters LP Field With Two Bing Crosby Albums

NEW YORK—Two new Bing Crosby albums by Golden Records have been released in LP format this month. The albums, “A Child’s Introduction to the Orchestra” and “A Child’s Introduction to the Great Composers,” are the first children’s recordings to be issued in the LP format.

The albums are designed, primarily, to appeal to the youngsters as the label’s 25-color silkscreens have in the past. Shinkman stated that a heavy merchandising campaign is being planned for the two Crosby packages, and that a complete LP line of good recordings will be distributed through regular record distributor outlets in addition to toy distributors, rack jobbers, and department stores.

The LPs are being pressed in a durable vinyl to stand up under the abuse that the average child gives a record. The silkscreens will be thicker records than the normal LP disk and will have the grooves spaced farther apart.

The albums in the release include: “A Child’s Introduction to the Orchestra”; ”Wait Walt Disney’s Song Parade”; “A Child’s Introduction to the Great Composers”; “Sixteen Great Songs of the West”; “Rogers & Hammerstein Saturday Matines”; “Bible Songs and Stories”; “Songs Of Pago” will follow in the fall.

Sales aids are being made available at no charge. These include a 3-color floor dump display to hold 75 records. Area to be pasted on the display card, mailing pieces and order forms.

Jay-Gee Names Boston—New England Distrib

NEW YORK—the Jay-Gee Record Co., New York, has appointed Music Suppliers, 263 Huntington Ave., Boston, Mass., as distributors for its subsidiaries in the Boston and Springfield area. The appointment was announced by Jay-Gee’s president, Jerry Blaine.

Music Suppliers, headed by Harry Cohen is the latest in a long line of Jay-Gee subsidiaries Juvenile Records, Josie Records, Port Records, Blue Chip Records and Winley Records. Area to be handled by the new subsidiary will include distribution to Boston and Springfield, are Maine, Vermont, New Hampshire and Province, R. I.

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PREP

has

the Original Hit Version of....

"MY SPECIAL ANGEL"

b/w "THE SPREADING CHESTNUT"

Prep 115

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
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 sign of doing so.

"CHANCES ARE"
"THE TWELFTH OF NEVER"
Johnny Mathis
Columbia 40993

"REBEL"
Carol Jarvis
Dot 15586

"HAPPY HAPPY BIRTHDAY BABY"
Tune Weavers
Checker 872

"ZIP ZIP"
Diamonds
Mercury 71165

"BLACK SLACKS"
Sparkletones
ABC Paramount 9837

Playfully Pleading
JATP Set For 18th Nat’l Trek

Trek To Columbia Records, Bridgeport

BRIDGEPORT, CONN. — New York disk jockeys and station record librarians were invited on a tour of the Columbia Records factory in Bridgeport, and had a first-hand view of the manufacture of a long-playing record.

Sponsored by Times-Colombus Distributors, Columbia Records and Portom Distributors, handlers of Epic Records, the visit brought such guests as Mort Fleischl, Station Manager; and Vice President of WQEX recorded librarian Bob White of WMCA, deejays Stan Burns, Norman Friedman and Tom O'Brien of WINS; Bert Knap, Alan, Williams and Ernie Stone of WMGA, Alan Fredericks (WCCO); Bud Ford (NBC); Irving Fasikow (CBS); Bill Ricci (WABC); John McCarthy (WOB); Frank Director of WVOJ; Joe Petralia and others from Times-Colombus Distributors; there was Joseph Norton, Advertising Manager; Paul L. Southard, Vice President and Merchandise Manager; and from Columbia Records, Stan Kavan, Gene Block, Ken Glancy, Bob Arrell, and others.

At the end of the tour, Stan Kavan gave out albums and ad notes to all who attended. Radio Service Station Manager, Floyd Kershaw, set up the tour and luncheon.

Publicist Zucker Weds

HOLLYWOOD — Publicist Irwin Zucker and Dolores Hill, a script writer, of S. & S. Distributors were married Sunday September 1st in Beverly Hills and leave September 11th for a honeymoon in Mexico.

After seven years in the East in various promotional activities with Decca and Columbia, Zucker came to the Coast in 1955 and formed his own agency, Zucker, Inc., in Hollywood.

Zucker’s clients include Steve Allen, Dinah Shore, the Modernaires and George Pines Music.

Paul Shorten To Handle Henderson, Tripp Disk Hops

NEW YORK—Paul Shorten this week announced that he had been engaged to handle booking and promotion for both the Jocks Henderson (WVOJ-New York) and Peter Tripp (WMGM-New York) local record labels.

Shorten, who left New York to distribute records in San Francisco, and later returned to New York to promote for Roulette, Rama, Gee and The Next, he was already plunged into the new activity. He is currently working on a Henderson hop set for Laurel Gay (“New York September 14,” and the Tripp dance on September 13 at Sunnytree Gardens.

Both Henderson and Tripp, stated Shorten, plan these hops in local auditoriums and amphitheatres once a week.

Eddie White To Manage Bette McLaurin, New Atlantic Pacte

NEW YORK — Songwriter-manager Eddie White has recently become the management field and has signed Bette McLaurin to a new deal, placing her with Atlantic Records. Miss McLaurin’s first single will be released September 14th with an album due for release shortly thereafter.

White, who has written with Mack Wolfson, is co-writer of the current Crew Cut (“Mercury”) songwriting “Hey, You Face.”

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
**Imperial’s New Star**

**200 Qualify In Disk Industry Tournament**

NEW YORK—Over 200 participants took part in the qualifying round of the First Annual Disk Industry Committee National Golf Tournament held during the week of July 22nd.

Pairings to determine the area affiliations have been mailed to each of the area chairmen who are:

- NEW YORK—UPPER N. J., Henry Oromit, Dot Records, 156 West 57th Street, New York, Circle 8-5920.
- MIDWEST, Sellman C. Schulz, Dots Records, 152 West 57th Street, Chicago, M.Ohawk 4-1900.

The final round is expected to be played out on a gala occasion at Fred Waring’s Shawnee Inn. Waring, president of DISC, is making the inn available to the participating golfers who wish to spend the 2 days at the inn at special convention rates which include meals, lodging and green fees. Golfers are expected to come from various parts of the country for this 2 day golffest and a limited amount of rooms have been made available at the Shawnee Inn. Reservations or particular golfing day calls or write Murray Luth, Room 1400, 55 West 59th Street, New York, 5-3630, or Henry Oromit, e/o Dot Records 156 West 57th Street N.Y.C.

A “special” golf tournament will be given to those who are not competing in the finals and is being planned with prizes for all players. All details for the tournament have not been finalized and there is a possibility that the finals may be televised over a major network.

**ABC-Paramount Album Program In Full Swing**

NEW YORK — Approaching the midway mark in its fall album program, ABC-Paramount last week announced that it has increased production by almost 100% in the long-playing division. Sam Clark, Am-Par who stated that the promotion this year already has been pronounced a complete success.

The package goods as “College Drinking Songs” and “Songs of World War I” have greatly accounted for the increase in the ABC-Paramount list of twenty albums garnering hefty sales. The “Lucky 7” plan, in which the dealer receives one album free for every seven ordered, has served to increase interest in the entire ABC-Paramount catalog of long-play products, according to the label’s brass.

**Milwaukee Wins Milwaukee Music Industry Award**

MILWAUKEE — John “Mad Man” Michaels, (right) WOKY’s morning personality, has again received the coveted “Millie” award for outstanding public service from the Milwaukee Music Industry. The presentation was made at the industry banquet attended by more than three hundred record dealers, juke box operators, radio station personnel and recording artists, at the Taylor Electric Auditorium.

The award is sponsored by members of the recorded music industry here, and is given to the disk jockey who has performed unusual public service work, both on and off the air, during the year. The award, which has been presented for his daily feature, “Michael’s Meditation,” a five-minute, non-denominational segment devoted to an inspirational “Thought for the Day.”

The “Millie” award also recognized Michael’s for his activities in behalf of Muiradale Sanatorium, Goodwill Industries, Junior Achievement, and master of ceremony chores at hundreds of church dances, banquets and picnics. The fact that he gave unselfishly of his time, energy and talent to an unusual number of worthy causes received special mention.

- Virgil R. Klugh, president of the Miller Brewing Company, and head of this year’s Red Feather Fund Drive, presented Michaels with the Milwaukee award trophy, a gold plated moon mounted on a pyramidal base inscribed with his name, the date, and WOKY call letters.

**Sonny James — Love Conquered**

Sonny James, (Love Came, Love Saw) b. 217372

**“Copper & Brass” To Decca**

NEW YORK — Decca Records will release the Original Cast album of the forthcoming Broadway musical “Copper And Brass”. The show, which is being produced by Lyn Austin and Thomas Noyes, will have its first out-of-town run in New Haven, where it will play from September 13th to October 27th. It will play Philadelphia from Sept. 24th to October 21st, and is scheduled to open at the Martin Beck Theatre in New York on October 17th. “Copper And Brass” stars Nancy Walker and Joan Blondell, and features Dick Williams, Alice Pearce, Alan Buncy, Norma Douglas, and Peter Caplow. The score was written by David Baker.

Decca expects to release their Original Cast album very shortly after the Broadway opening of the musical. In addition to the album, the company also will issue single records of some of the tunes from the score by several of its top artists.

**“It’s What’s In THE CASH BOX That Counts—INTERNATIONALLY”**

**Tops All The Way**

**“Dream Boy”**

CLYDE STACY

CA 1018
180 BROADWAY
(Moble) Click 7-2961

**Just Released**

**“LIVE IT UP”**

POLKA

JAY-JAY'S 777

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BY CHICAGO’S POLKA KING BIG JUKE BOX PROFIT MAKER

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TEDDY BEAR

recorded by
Elvis Presley — Victor Gladsay, Music, Inc.

**Lovin’ You**

recorded by
Elvis Presley
Elvis Presley Music, Inc.

**FABULOUS**

recorded by
Charlie Gracie — Cameo

HILL AND RANGE SONGS, INC.

**New Sensation**

THE TEENAGE WEREWOLF

“BE PATIENT WITH ME”

CANDIDLIGHT RECORDS

CA 1017

180 BROADWAY
(Moble) Click 7-2961

**Sonny James**

(Love Came, Love Saw)

“Love Conquered”

Capitol 52792

**JERRY LEWIS**

“WHOLE LOT OF SHAKIN’ GON’ IN”

Sun 207

**Record Co. 704 Union St.
MEMPHIS, TENN.**
**NEW YORK, N. Y. — A 40-day record-premium promotion, starring RCA Victor and Kimberly-Clark, has been announced by RCA Victor and Kimberly-Clark.

This promotion is tied to the sale of Kleenex Tissue and before it has run its course—Sept. 23 through Nov. 4—RCA Victor and Kimberly-Clark will present a special appeal, a third marketing vehicle, to the consumer. RCA Victor-Kleenex campaign will have included: Display advertising, direct mail, radio and television, newspapers, magazines, and magazines and newspapers; and large display posters, tie-in mats and shelf-takers in supermarkets, grocery, drug department and variety stores.

Although geared for the Sept. 23, November 4 period—when the 40,000,000 boxes of Kleenex tissue featuring the premium offer will be in distribution—the entire campaign, together with one of the albums, was sent to more than 300 radio and television stations throughout the United States and customers all over the country.

Full page, two-color ads announcing the offer as scheduled to run in the September issues of grocery and drug publications.

In the September issues of grocery and drug publications.

The promotion has also been remembered in the advance planning for the record premium. A letter from Perry announcing the premium album will be sent to 2,500 Perry Como fans on Sept. 16.

The promotion will receive heavy impact when Como, starting his third year under Kimberly-Clark, appears in the evening at the 6,000-seat July 4th show at Lakehurst, N. J.

RCA Victor will open a leading edge in the radio end of the promotional campaign. Starting in early July, the record company, in association with Kimberly-Clark, will launch a promotion contest for 3,800 disk jockeys in addition to featuring the six-song billboard record in its "Play Hits and Digest." First prize in the RCA Victor contest will be an Arno Ed Bristol sports car, wheel to wheel. There will be 3,800 disk jockeys and RCA "Victrola" stereophonic player, fifth prize three pieces of RCA portable TV sets, and 125 other awards.

Como record hits included in the "Highlights Album" are "South Of The Border," "Because," "Breezing Along With The Boys," The Breeze Will Never Walk Alone," Bless This House," and "Lies." A distinctive four-color jacket featuring Como has been designed for the album, which includes a letter from Como to his fans.

Extensive in-store promotions have been planned to reinforce the promotion program at the dealer and consumer level. In addition to mats for tie-in ads with local store promotions, all store displays will be presentable and together with one of the albums, was sent to more than

Two-color ads announcing the offer as scheduled to run in the September issues of grocery and drug publications.

Los Angeles — When Debbie Reynolds appeared at the Los Angeles Wilshire Theatre Friday, opening of her starring picture "Tammy" she caused a near-riot. Over 2,000 fans jammed the theatre lobby to receive free copies of her Coral record of the title tune and get the stars autographs. Here she is shown signing autographs with the help of Barry Freeman, Los Angeles promotion manager.

Am-Par In Unusual Hitchhike Promotion

NEW YORK — ABC-Paramount last week announced the follow-up to the record pre-launch of the famous promotion which was made by Dick McCray, Kay Sanderson and John Kelly, will embark on a national hitchhiking tour, (about Sept. 9) directly from Richmond. Heading first for New York, via Washington, Philadelphia and Baltimore, the quartet will then head for Boston and then for Los Angeles, the group's home for highway lift to Los Angeles. During the trek, the problems of the day will be aired at tire and carry identification on small midnight cases, referring to the fact that they are The Hitchhikers, recording for ABC-Paramount.

During the tenure of the recording promotion, ABC-Paramount will provide all distributors and all deejays aware of the disc records of the Hitchhikers with disk jockeys will be alerted whenever the band enters the market in a particular city. It is hoped that deejay and fan areas will request motorists to pick up the Hitchhikers first release is "Angels Don't Live On Earth" coupled with "Beautiful Love." All distributors for ABC-Paramount are being asked to lend every assistance to the exploitation, which will be guided by Natt Hale, the disk jockey, toppper for promotion and publicity.

Music Suppliers of N.E. and MGM Sponsor Golf Tourney


The tournament invitation is extended to dealers, one-stop, operators, disk jockeys and record librarians. Prizes will be awarded to winners. The event will be pushed up a week to Sunday, Sept. 15th, in case should it rain on the scheduled date.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
NEW YORK, N. Y.—Elzie M. Gar- rison, 65, of 216 Vine Street, Camden, New Jersey, who retired from RCA Victor Records on August 31st after more than 45 years of service to the company, was honored by 100 of her friends at a testimonial dinner on August 28th at the Tavern On The Green, New York City. Miss Garrison was presented with a 21" RCA Victor television set in recognition of her distinguished service.

Miss Garrison joined the Victor Talking Machine Company as a stenographer in the Sales and Repertoire Department on August 9, 1912. In the course of her 45 years she worked in the record laboratory, advanced to group supervisor in the record sales department, and more recently held the title of Leader, Research Specialist, Records, in the Special Services Department. She is married to Arthur F. Gar- rison, a capacity in this company she has served as historian for RCA Victor records and prepared data to answer customer requests and company inquiries regarding phonograph records.

**Lounsbury Returns To Chi TV**

CHICAGO—Chi emcee of the popular teen-agers’ TV record dancing party, Jim Lounsbury, returned to lo- cal Chicago TV on Wednesday. Lounsbury’s show “Record Hop” airs every Saturday from 4 to 5:30 P.M. and includes a live, musical ensemble to supply musical accom- paniment to the dancing. In addition, records will provide dance music.

The show’s format will be continually add new features to a tested formula. Some of the many features Lounsbury will introduce in the 50th week of his show are: A teen talent showcase, dance contests,铺设 of new dance styles, news items significant to teen-agers, old records quiz, gag telling contest and a series of new contests and ver- sation segments, appearances of guest record artists, reviews of new records and a review of the top records of the week.

Interestingly, Lounsbury had been seen on local TV with a similar pro- gram which won awards for being TV's top audience participation show. He emceed the show for three consecutive years.

**Lonny Starr Has Busy Week**

NEW YORK — Lonny Starr, WNEW disk jockey, was probably one of the busiest platter spinners in the city last week.

He subbed for Art Ford, who was vac- cationing, so that in addition to his own 2-4 P.M. show, daily, a show called "Lonny's Host of Strings" show which runs from 11:30-12:00 noon, Starr was handling the gab and the disk duties on Ford's morning show, 10:00 to 11:30 A.M. daily and Ford's evening "Make Believe Ballroom" show, 5:30 to 7:30 daily.

**George Wiener To Europe**

NEW YORK — George Wiener, proxy of Wemar Music, will leave for Europe on a business-travel and pleasure trip.

He will be searching for material by European composers to be released in the U.S. and will visit such areas as Paris, Switzerland, Rome, Brussels and London. He will tour Europe for approximately four weeks.

**Della Reese On Sullivan Show**

NEW YORK—Singer Della Reese, doing her latest "juillette hit," "And The Remind Me," has been added to the guest list for "The Ed Sullivan Show," to be broadcast directly from New York's Madison Square Garden, Sunday, Sept. 5.

**Dot Signs Jazz Musician**

HOLLYWOOD—Paul Horn, a jazz musician, has been signed to a recording contract by Dot Records. The transaction was handled by Dot's al- l-time A&R chief, Tom Minton, who was impressed by Horn's performance in the production of a recently released Dot LP, "Word Jazz," which is one of the first four albums in Dot's Jazz Horizons series.

Horn, now a member of the Chico Hamilton quintet, plays alto sax, clarinet and flute. In his first solo album for Dot, which will be recorded immediately, all three instruments will be featured.

Horn is a graduate of Oberlin in Ohio. He has recently completed his master's degree at the Manhattan School of Music in New York. Before joining Chico Hamilton, he was a member of the Sauter-Finegan orchestra.

**N.Y. Ops Dinner Nov. 9**

NEW YORK — Albert S. Denver, president of the Music Operators of New York, this week announced that the date for this year’s annual ban- quet had been set for November 9 at the Waldorf Astoria Hotel.

This will be the twentieth anniver- sary of the MONY.

**Milwaukee Gets New Distrib**

MILWAUKEE, WISC.—The establish- ment of a wholesale record dis- tributing company, Sherco Distribu- tors, to cover the state of Wisconsin has been announced by the firm’s owner, Vernon A. Sherko.

Sherco, which is located at 3003 N. Port Washington Road, Milwaukee, will handle a variety of singles, L.P.'s, tapes and hi-fi equipment. Sherko also announced he is open for new lines.

**New Seattle Record Shop**

SEATTLE, WASH.—A large rec- ord store, the "Warehouse Of Music," will make its debut Tuesday Sept. 3rd in Seattle.

The outlet, located in downtown Seattle between fourth and fifth on Pike, will soon have daily deejay shows direct from the store window, and will offer the pictures of their popular record artists with the records.

**Web Appoints 3 Dists**

NEW YORK—Web last week an- nounced the addition of Johnnie Lackman and The Unique Distributors, Utica, N. Y.; Halper's Distributing, Cincin- nati, Ohio, and Peer Distributors, Chi- cago. All Web distributors, it was stated, will handle the Web tape line as well as the Web record line.

**Columbia LP Club Names 3**

NEW YORK—Richard Bruns has been named the new Director of Ful- fillment for the Columbia "Lp" Rec- ords label. Bruns, who has been promoted to the position of Director of Electronic Computer Processing and Electronic Data Processing-Planning and John W. Hurley has been ap- pointed Assistant to his Assistant. All three changes were announced last week by Willis Warelow, Assistant General Manager, Administration, Columbia "Lp" Record Club.

Bruns, who joined the Club’s perma- nent staff in February 1956, will di- rect the fulfillment operations and be on the Executive Planning Staff for processing data.

Farmer, who came to the Club in June 1957, will direct electronic data processing and will preside over a Planning Staff which will determine future electronic data programs.

Bruns and Farmer came to Columbia's "Lp" Record Club from Management Systems, Inc., the industrial engineering organization that set up the original operational methods of the Club.

Harte is being transferred to the New York office from Terre Haute, Indiana, where he has been Data Proc- essing Supervisor of electronic opera- tions.

Bruns and Farmer will continue to operate out of the New York office.

**GMM Ups 78 RPM Price**

NEW YORK—GMM Records has announced that it will reduce retail price of 78 rpm records will be raised to $1.15 effective October 1st. The move is in line with other labels that have in- creased the price on the 78 rpm disk.

**JONI JAMES "DAY DREAMING"**

NYC AND TNT—Joni, the former "Crying In The Shadows" singer, will be found this week on both "Dinner At Five With Art Linkletter" and "This Is Monday With Alvin,” as well as "Happily Ever After.""
NEW YORK:

The approach of Labor Day signals activities that mean bookings, record sales and a general upheaval in the music biz. The local scene sees Alan Freed (WINS-New York) going to the gas station to buy some fireworks for his Third of July show taking a show into the New York Apollo Theatre. Then back to rehearsals and window jumpers for Freed who is tied up in personal appearances in theatres and a European jaunt, TV and more. Picture: Jacko is also reconvening any weeknight bookings in the local area, moving into different auditoriums and amphitheatres every week-end or two. Also moving along is Bertie Jerry lass Wexler (WMGM-New York) who will also do record hops in the local area. Freed's next week to check with record. Jocks. Up top were "Skinny" Jimmy Byrd (WSRC-Durham, N. C.), Jockey Jack Gibson (WEDW-Atlanta, Ga.), and Larry Dixon (WJKO-Syracuse, N. Y.) for quick looksee... Over at Atlantic-Atco they're pretty ecstatic about the double excitement now flooding the sales department. The release of "The Voice of the Stoning" is the growin' "Mr. Joe" and The Coasters with their new release, "My Baby," has turned heads at Atlantic. Joe is also lookin' at an addition to its Laurel Gardens roster this week. Allen, her name to be announced later... Vera Hodes, at the George Goldner album for Jilly Williams, is now back from her three week's travelling to New York now is back again with the Channel 13 bit. Nowehat-seeoo? This week to check with record. Jocks. Up top were "Skinny" Jimmy Byrd (WSRC-Durham, N. C.), Jockey Jack Gibson (WEDW-Atlanta, Ga.), and Larry Dixon (WJKO-Syracuse, N. Y.) for quick looksee... Over at Atlantic-Atco they're pretty ecstatic about the double excitement now flooding the sales department. The release of "The Voice of the Stoning" is the growin' "Mr. Joe" and The Coasters with their new release, "My Baby," has turned heads at Atlantic. Joe is also lookin' at an addition to its Laurel Gardens roster this week. 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Territorial Tips

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

(Listed Alphabetically)

AFTER
Bachelors (Pepper 101)

ALL OF MY LIFE
Billy Eckstine (Mercury 71167)

AND THAT REMINDS ME
Della Reese (DeLuxe 3592)

ARROW OF LOVE
Six Teens (Flip 222)

AW SHUCKS BABY
Tiny Togs (Federal 13882)

BEAUTIFUL WEEKEND
Googo Robe (Crest 213)

BERMUDA SHORTS
Delays (Apollo 314)

*BELL BLACK SLACKS
Sparklighters (ABC-Paramount 9873)

CAN I COME OVER TONIGHT
Rivers (Owen 512)

CHICKEN BABY CHICKEN
Tony Harris (Eos 104)

COOL SHARK
Quicklings (Mercury 71132)

DANCE WITH ME
El Torres (Duka 173)

DARLING IT'S WONDERFUL
Cees (Lamp 2005)

DEDICATED TO YOU
Sunny Knite (Starla 5-1)

DESPERIE
Chart (Everlast 5001)

DO YOU MEAN IT
Kia Turner (Federal 32297)

DON'T ASK ME TO BE LONELY
Rhub (Gone 2002)

DREAM BOY
Dottie Lee (Tampa 131)

DUMPLIN'S
Doc Boggy (Sing 7089)

EMANUEL
Ernie Thomas (Imperial 5461)

*FLATFOOT SAM
Dopey Wilis (Argo 5377)

I Y Slim (Checker 870)

GOOD NEWS
Muddy Waters (Chess 1667)

HAMMERHEAD
She-Dig (King 5070)

HAPPY, HAPPY BIRTHDAY BABY
Tune Weepers (Checker 872)

HEAR MY PLEA
Dannell Elber (DeLuxe 6175)

HE'S GONE
Countess (End 1901)

*HONEST I DO
Six Signs Of Love (Crest 223)

HONEYCOMB
Jimma Rodgers (Roulette 4015)

I IF I THOUGHT YOU NEEDED ME
Little Willie Hope (King 3064)

I FOUND A HOME
Clarence Henry (Argo 5273)

I FOUND PEACE OF MIND
Poe Tees Clayton (Poe-349)

I'M A KING BEE
Slim Harpo (Excello 2113)

I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER
Billy Williams (Conte 61280)

I'M GRATEFUL
Roy Milton (King 5055)

IN THE DOOKNAY CRYING
Midnighters (Federal 12293)

I SMELL TROUBLE
Bobby Blue Bland (Duke 167)

IS YOUR LOVE FOR REAL
Midnighters (Federal 12299)

* indicates first appearance on Territorial Tips

* IT HURTS TO LOVE SOMEONE
Guitar Slim (Ace 6097)

* IT HURTS ME TOO
Eloise James (Chis 7004)

* IT MUST BE YOU
Papéé Jean (Ace 6097)

PAPAYA ME DON'T GO
Annie Louie (DeLuxe 6135)

* I WANNA DO EVERYTHING FOR YOU
Brook Benton (V.K 2025)

* I'TS NOT FOR ME TO SAY
Timbuk (Columbia 40831)

* I WAS THERE
Johnny & Joe (J & J 1659)

IT TOOK A LONG TIME
Malcolm Dodds & Territorial (End 1000)

LET'S START ALL OVER AGAIN
Paragons (Wax 220)

* LITTLE BITTY PRETTY ONE
Bobby Day (Chess 211)

LOVELY CHAIR
CHICKEN AND THE BOP
Lloyd Price (K.C. 301)

LOTTA LOVIN'
Gene Vincent (Capitol 3743)

LOVE LETTERS IN THE SAND
Pat Boone (DeL 15570)

LOVE ROLLER COASTER
Joe Turner (Atlantic 7146)

* ON THE STREET WHERE YOU LIVE
Joihn Jones (Capitol 3747)

PASSING STRANGERS
Yamouth & Eckstine (Mercury 71122)

PLEASE BELIEVE ME
Percy Mayfield (Specialty 607)

POOR BOY
Chuck Willis (Imperial 5452)

RAINBOW
Rus Hamilton (Kapp 184)

RANG TANG DING DONG
Collie (Apollo 310)

ROCKIN' WITH THE CLOCK
The Flirt

SHIRLEY TURNER
Shirley Turner (Atlantic 1315)

SICK AND TIRED
Chris Williams (Imperial 5448)

SOMEBODY IN MY HOME
Heslivin' Well (Chess 1668)

TEARS ON MY PILLOW
Inkodles (Pan-Joy 210)

TELL ME SO
Dannie Elbert (DeLuxe 6143)

THAT OLD FEELING
Ray Hamilton (Epic 9742)

THINK I BETTER MAKE A MOVE
* "S" Royales (King 5053)

THIS HEAVILY WAS MINE
Don Gardner (DeLuxe 6133)

THIS TRAIN HAS GONE
Chuck Willis (Atlantic 1314)

TOMORROW TONIGHT
Mellah Kings (Ricato 503)

*TREAT ME LIKE I WANT YOU TO
Eddie Burns (J.V.B.)

UNITED
Oris Williams (DeLuxe 8128)

LOVE NOTES
Holiday 2605

WALK WITH FRANKIE
Frankie Lee Sims (Ace 527)

WHEN I MEET MY GIRL
Tommie Rolpay (Herald 501)

WHITE SILVER SANDS
Dave Gardner (O.S. 1003)

ZIP ZIP
Diamonds (Mercury 71165)

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Breaking For The Pop Charts

"TODAY TONIGHT" BY THE MELLO KINGS
Herald 502

Herd's 1697 W. busy.
New York City, N.Y.

AMERICA'S TOP BLUES — ROCK & ROLL — SPIRITUAL — ONE-STOP
60c for 45's
65c for 78's
LP's 30% Off
1148 S. KEDZIE
CHICAGO, ILLINOIS
WELCOME HARMAN

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

---

COMING UP STRONG!!
"IT'S TOO LATE NOW" The Cuff Links

DOOTO RECORDS
9512 S. Central Avenue
Los Angeles 2, California

THE "T.N.T. LABEL"
Tops 'N Talent

"BACK BEAT RECORDS"
2809 Erasus Street
Houston 26, Texas

Tic and Toc
Walking Alone
Tell Me Why
The Rob-Boys
I'll Give Love to You
Wine, Dine and Dance
Zola
No. 500
No. 502
No. 501
Modern Studio For RCA Custom Record Sales

NEW YORK—The completion of a new and modern studio has been announced by The RCA Victor Record Division. Tabbed Studio A it is situated in the company's East 24th Street offices.

Studio A was designed and its construction was supervised by William H. Miltenburg, RCA Victor's Chief Engineer and Recording Manager. Following the present trend in recording studio design, Studio A is the "dead" type—that is, it has practically no reverberation or echo factor of its own. The "dead" studio technique permits the recording engineer to "mike" each section of the orchestra intimately. He is able to control the individual microphones, without interference from adjacent sections. These then may be fed to various echo chambers, each having its own time delay characteristic. In this way, echo may be added selectively to the individual section of the orchestra. The result is a degree of flexibility and control in recording sound not previously available in recording studios.

Sonotone Intros New Tape Series

NEW YORK—Sonatone, a manufacturer of pre-recorded tapes made from Westminster Records masters, will shortly introduce a new 7000 series of tapes priced at $6.95.

The complete catalogue includes symphonic music, popular short classics, operas, pop and unusual items such as "Sounds Of The Subway." Many of the symphonic works were recorded this summer in Europe with such noted conductors as Hermann Scherchen and Artur Rodzinski.

Sonatone will have a demonstration tape in the 7000 series and a new four-color process covers and complete program notes with each tape. A nationwide advertising and promotion campaign will get under way in September in newspapers and magazines and elaborate brochures, country stores, display cases and floor racks will be made available to dealers.

"BERMUDA SHORTS" Shorts

by the DELROYS

APOLLO RECORDS

457 W. 45th St., New York, N. Y.

This is a drawing but the real thing is even crazier. It's packed with appeal, swing and punch-

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

### PHILADELPHIA

1. **LONG LONELY NIGHTS** by Lee Andrews & Hearts (Chess 1665)
2. **SHORT FAT FANNIE** by Larry Williams (Speciality 408)
3. **GOODY GOODY** by Little & Teenagers (Gee 1039)
4. **DUMPLIN’S** by Doc Bagby (Okeh 7089)
5. **THE NEARLY WAS MINE** by Dee Gardner (DeLone 6133)
6. **WHISPERING BELLS** by Del-Vikings (Dot 15592)
7. **SEARCHIN’** by Coasters (Atco 3727)
8. **TO THE AISLE** by Five Satins (Fiber 1019)
9. **HAPPY, HAPPY BIRTHDAY BABY** by Tune Weavers (Checker 872)
10. **SEND FOR ME** by Not “King”, Coles (Capital 3727)

### LOS ANGELES

1. **SEARCHIN’** by Coasters (Atco 3727)
2. **LONG LONELY NIGHTS** by Lee Andrews & Hearts (Chess 1665)
3. **DEDICATED TO YOU** by Stan’s Knight (Stan’s 5-1)
4. **SEND FOR ME** by Not “King”, Coles (Capital 3727)
5. **FARTHER UP THE ROAD** by Bobby Blue Bland (Okeh 170)
6. **SHORT FAT FANNIE** by Larry Williams (Speciality 608)
7. **MR. LEE** Babebette (Atlantic 1144)
8. **TONIGHT TONIGHT** by Mable Mattix (Herald 502)
9. **ROCKIN’ PNEUMONIA AND THE BOOGIE WOOGIE FLU** by Huey Smith (Ace 530)
10. **SICK AND TIRED** by Chris Kenner (Imperial 5448)

### DETROIT

1. **THAT’LL BE THE DAY** by Crickets (Brunswick 55009)
2. **WHOLE LOT OF SHAKIN’ GOING ON** by Jerry Lee Lewis (Sun 267)
3. **DIANA** by Paul Anka (ABC-Paramount 9381)
4. **GOODY GOODY** by Little & Teenagers (Gee 1039)
5. **HAPPY, HAPPY BIRTHDAY BABY** by Tune Weavers (Checker 872)
6. **SEARCHIN’** by Coasters (Atco 3727)
7. **ZIP ZIP DIAMONDS** by Diamonds (Merrcury 71165)
8. **JENNY, JENNY** by Little, Richard (Specialty 606)
9. **MR. LEE** Babebette (Atlantic 1144)
10. **TEDDY BEAR** by Elvis Presley (RCA Victor 7000)

### BOSTON

1. **THAT’LL BE THE DAY** by Crickets (Brunswick 55009)
2. **WHOLE LOT OF SHAKIN’ GOING ON** by Jerry Lee Lewis (Sun 267)
3. **DIANA** by Paul Anka (ABC-Paramount 9381)
4. **GOODY GOODY** by Little & Teenagers (Gee 1039)
5. **HAPPY, HAPPY BIRTHDAY BABY** by Tune Weavers (Checker 872)
6. **SEARCHIN’** by Coasters (Atco 3727)
7. **GOOD NEWS** by Muddy Waters (Chess 1665)
8. **HUMPTY DUMPTY HEART** by Lenon Baker (Atlantic 1140)
9. **SOMEBODY IN MY HOME** by Kaylin & Walt (Chess 1668)
10. **BYE, BYE BABY** by Happy Browns (Sherry 5134)

### MEMPHIS

1. **FARTHER UP THE ROAD** by Bobby Blue Bland (Okeh 170)
2. **SEND FOR ME** by Not “King”, Coles (Capital 3727)
3. **I IF I THOUGHT YOU NEEDED ME** by Little & Willie John (King 5068)
4. **SO RARE** by Jimmy Dorsey (Fraternity 755)
5. **GOOD NEWS** by Muddy Waters (Chess 1665)
6. **HUMPTY DUMPTY HEART** by Lenon Baker (Atlantic 1140)
7. **SOMEBODY IN MY HOME** by Kaylin & Walt (Chess 1668)
8. **BYE, BYE BABY** by Happy Browns (Sherry 5134)
9. **MISS YOU SO** by Lillian Orizz (Excello 2104)
10. **I WANNA DO EVERYTHING FOR YOU** by Brook Benton (Vik 0285)

### SAN FRANCISCO

1. **FARTHER UP THE ROAD** by Bobby Blue Bland (Okeh 170)
2. **SEND FOR ME** by Not “King”, Coles (Capital 3727)
3. **THINK** by “I” Babebette (Atlantic 1144)
4. **MISS YOU SO** by Lillian Orizz (Excello 2104)
5. **WHOLE LOT OF SHAKIN’ GOING ON** by Jerry Lee Lewis (Sun 267)

### R & B Sure Shots

- **“DUMPLIN’S”**
  - Doc Bagby
  - **The Cash Box** R&B Best Bets
  - **R & B Sure Shots**
  - **R & B Best Bets**
  - **If You Don’t Want Me No More**

**The Cash Box**

**R & B Best Bets**

**"If You Don’t Want Me No More"**

**By Larry Birdsong**

**Vee-Jay Records, Inc.**

2129 So. Michigan Ave., Chicago, Ill.

"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY"
THE CLIFFORD SCOTT COMBO/ BILL JACKSON
(Swing Kick 0270)

C+ "I KNOW" (3:01) [Wallace Fowl- er BMI—Scott] This one is for the jazz coterie. Jackson handles the slow beat sofetti with a tenderness and styling that will appeal. Low lights wax.

C+ "A FEW SWEET WORDS" (2:36) [Wallace Fowler BMI—Scott] Jackson sings a slow, bouncy & easy story. Similar comments. For the intimate crowd.

JOHNNY FLAMINGO
(Aladdin 3385)

B+ "TEEN AGE GIRL" (2:45) [Aladdin BMI — Nila, Buxton] Johnny Flamingo sings a slow, rhythm ballad in which he tells the story of his teen age girl and what she does to him. A romancer tailor made for the teender market. Flamingo sings softly and with clarity. Could stir up some action.

B WHEN I LOST YOU" (2:55) [Aladdin BMI — Nila, Buxton] Flamingo does a similarly good job on another tender tune. Easy on the ears. Mellow and soft. Just misses the pace set by "My Teen Age Girl"

THE BACHELORS
(Popular 101)

B+ "PAPER" (2:20) [Cheulum BMI—swing time] The Bachelors show us a slow beat that grows on you as you listen. A delightful filter tenderly handled. Could break out if given enough exposure.

C "YOU KNOW YOU KNOW" (1:58) [Cheulum BMI—Bowie] The Bachelors backed with a quick beat bouncer. Ok coupler for the energetic kids.

RUTH AND AL
(Imperial 4358)

B "I'LL BE THE BER" (2:10) [Reve BMI—Reed, Bartholomew] Ruth and Al team on a light hearted love item. Mellow beat swinger with an ideal dance beat. Ruth and Al could come off with a strong item in this pop novelty offering.

C "PS AND QS" (2:05) [Reve BMI—Durand, Bartholomew] Similar comment on a similar swinging ditty. Infectious wax that pleases. Ruth and Al come off with a goodie here.

ROY AND GLORIA
(022-1545)

B "SO GOOD—SO FINE—YOU'RE MINE!" (2:04) [Kahl BMI—Cita] Roy and Gloria give out with a delightful he-she sound and the resulting quick beat bouncer will please. It's a happy wax with great listening and dance qualities.

B "WE FELL IN LOVE" (2:10) [Men-Lo BMI—Gloria Hawkins] Roy and Gloria turn tender on this slow beat ballad. Moving, lovely wax that should get across to the buyer.

R & B REVIEWS

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

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

The Cash Box Award of the Week

"HEY BABE" (2:13)
[Rayven BMI—Sampson, Horton]

"WHAT DID I DO THAT WAS WRONG" (2:24)
[Planetary ASCAP—Hoffman, Manning]

THE CLEFTONES (Geo 1041)

- The Cleftones have a quick beat jumper with a happy feeling, "Hey Babe", that looks like a winner in this. The Cleftones tie into this folk rhythm bouncer with an singer delves into his bag of vocal tricks and comes up with some intriguing production. The production hinges on the title and the kids may pick it up and make the wax. This one is a great big possibility. The Cleftones, having a feeling on this, are off the talented waller on a slow beat blues. It's a goodie but with out the novelty value that picks up "Hundinger". We like the top deck for good sized action.

THE MIDLIGHTERS
(federal 12305)

B WHAT MADE YOU CHANGE YOUR MIND?" (2:45) [Reel McCoy BMI—Mc Coy & Owens] The Midlighters come up with a strong deck in their earnest treatment of a slow beat rhythm item. Love lyric, melodic tune, top rhythm team. Has the qualities to hit the teeners where it counts. Watch it carefully.

B LET EM ROLL!" (2:56) [Jay & Cee BMI—Barkley] The Midlighters do a slow rocker with another pretty solid reading that infests the listener. A terrific two sider that might turn out to be the best Midlighter release in some time.

TRAVELERS VOCAL GROUP
(Arista 5176)

B "LEONORA" (2:25) [MacAvrey BMI—F. Lopez] This is Frank Lopez, leader of the group, through a quick beat trumpet to the lovely "Leonora". It is a great pop beat and it's excitingly told. Teenagers go for a number sung direct to a definite girl, this in instance "Leonora", and The Travelers have a strong hook of wax here.

B BETTY JEAN" (2:50) [MacAvrey BMI—F. Lopez] Lopez and his group stay in the main mind as they sing to "Betty Jean", but the chart treatment carries an underrun of excitement and makes good listening.

B BRAND NEW THRILL" (2:28) [Jay & Cee BMI—Barkley] Roy Milton and his orchestra paint a moody blues with a strong beat. The chart treatment carries an underrun of excitement and makes good listening.

JOHN HAMPTON
(United 12305)

B+ "SHADOW BLUES" (2:35) [An-nis House BMI—Hampton] John Hampton slugs this quick beat standard blues jump with an enthusiastic outpouring of energy. The wax swag out with a feeling the kids will take to.

B Honey Hush" (1:55) [Annis House BMI—Peters] John Hampton’s quick beat and in- jeets a personality that makes a much used tune sound different. Hard hitting item with a gimmicked vocal. Ok deck.

RICHARD OWENS/ THE IVY LEAGUERS
(Fop 238)

B DEPOSIT YOUR LOVE IN THE BANK OF MY HEART!" (2:44) [Linmax Music BMI—Ed Wells] Richard Owens and The Ivy Leaguers back a quick beat rhythmic ditty. Injections of emotion, both vocally and instrumentally, make this catchy offering the kids could pick this up. Happy wax that bears watching.

B REWRITING OF LOVE" (2:30) [Linmax Music BMI—Ed Wells] The Ivy Leaguers, with Richard Owens, blend easily on a slow, rhythmic blues ballad. The feeling of the disk is that of a leader and answers on a spiritual item. Melodic and moving.
NEW YORK—The Bobbettes, Atlantic recording artists currently high on the charts with "Mr. Lee," give a big send-off to "Mr. Lee" Donahue, disk jockey at WKIT-Garden City, L.I., N.Y., before the start of a 50 hour endurance run that Donahue made recently at the Roosevelt Field Shopping Center in Garden City. The Bobbettes seem to be in the midst of an endurance run themselves as their "Mr. Lee" continues to climb higher in the charts each week.

Non-Stop "Mr. Lee"

3 Big Money-Makers

"ONE LOOK AT YOU DADDY" CAROL FRAN
Excello 2118

"HEY! LITTLE GIRL" THE GLADIOLAS
EXCELLO 2120

"GONNA STOP FOOLIN’ MYSELF" LOUIS BROOKS & EARL GAINES
Excello 2119

Photo Chapel 2,3215 or wire collect NASBORD RECORD CO., INC., NASHVILLE TENN. Western Trade please order from Monroe A. Shippert, also made from Plastic Products-Memphis, Tenn., and Southern Plastic-Nashville, Tenn.

Weinberg R & R Show Begins Tour Oct. 4

NEW YORK—Promoter EB Weinberg has announced that his Fall Tour of the "Fantabulous Rock ’n Roll Show of ’57" will begin a six-week tour from Roanoke, Virginia on October 4th.

The package will headline Mickey and Sylvia and include about fifty performers altogether. Larry Williams' band, Joe Turner, Annie Laurie, the Moonlighters, Roy Brown, the Bo Diddley Trio, Nappy Brown and many others are set for the tour. A special feature of the package will be Ray Charles with his enlarged concert and dance orchestra.

Dick Boon, of Shaw Artists, is looking the tour for Weinberg. It is understood that it may well extend beyond the current six-week plan and all artists are available under option for an extension.

The show will travel in two charter buses and will cover the south, southwest and midwest.

Bud Parker's Son Debuts On Mode

HOLLYWOOD, CALIF.—Charles Baird Parker, the five year old son of the late modern jazz innovator Charlie “Bird” Parker, made his recording debut recently on a George Wallington session done in New York in a newly organized unit. Modes of Sound, the label. Jazz critic Leonard Feather and A&R director Don Fagerquist, made the date for the label and reports that the son of the alto genius turned in a creditable performance vocalizing Disney Gillenpoor's famous "Salt Peanuts."

The Wallington session is the first one in the teen for September during which Mode is scheduling 10 LP releases. Under the leadership of A&R director Red Clyde, the label will produce sessions by tenorist Warne Marsh, English vibist Vic Feldman, TV thrush Doris Drew, and clarinetist Al Volla in solo and a big band session spotlighting trumpeter Don Fagerquist. Vocalist Johnny Holiday has been conferring with MJ Marti Paich during the past few weeks on the contents of the former's new LP.

As national sales director, Clyde also announced the advent of the album in the stereophonic tape field. The moderately priced reel will be ready for national distribution in time to catch the Christmas shopper.

Clyde has finalized plans with cartoonist Bill Fox to produce a series of 10 black and white originals to be used as cover subjects for Mode's third series. Box has won national acclaim for his cartooning on contemporary greeting cards. Series, like its predecessors, will carry Mode's mark of distinction.

Benson Show At Regal

CHICAGO—Al "Swingmaster" Benson, popular WGES deejay, is emcee of a big Rhythm & Blues and Rock 'n Roll stage show at the Balaban & Katz Regal Theater which began a one-week stint, Aug. 30.

Sid Austin and his orchestra and Amos Milburn and his musical group share the stage with several recording stars including Arthur Prysock, Furry Joe Hunter, the Spaniels, Lillian Offitt, John Leslie, Joan Shaw and Tiny Lipsey.

"Only those records best suited for commercial use are reviewed by THE CASH BOX!"
NASHVILLE, TENN. — Audrey Williams (Mrs. Hank Williams) last week announced that negotiations for this year's Hank Williams Memorial Day have been completed and will be held in Montgomery, Alabama on September 23 and 24th.

All arrangements are being executed by the Shrine Organization of Montgomery, the same organization which had such a great success with the first memorial gathering two years ago.

Thousands of Hank's fans, friends and admirers are expected to gather in Montgomery on these two days to pay tribute to the world renowned singer and song writer of Country heart songs who passed away on New Years Day, January 1, 1953.

The entire city of Montgomery will swing wide its doors for any and all fans, dy's and friends of the late composer and singer.

Originally Mrs. Williams had planned the day to be on the singer's birthday which is September 17th, but due to personal appearance commitments for so many of the top country recording stars, Hank's personal friends, the date has been set to follow his birthday this year, September 23rd and 24th. Mrs. Williams plans on reverting back to his birthday next year.

WSM's Artist Service Bureau manager, Leo Kilpatrick has promised full support from his artists for the occasion. Many top artists from the "Grand Ole Opry" and other leading Country music shows and whom Hank was personally fond of will be on hand to pay tribute and respects to their friend.

Along with a number of special guests and events scheduled for the two day affair, Mrs. Williams will bring her complete Coast to Coast road show, "The Audrey Williams Country Music Caravan," featuring stars of the "Grand Ole Opry" to perform at the festivities. The stars on the show will include her band; Audry Imman, Decca Recording artist; Gordon Perry, Cadence Recording; Stonewall Jackson; Columbia Records; and Melvin Endsley of RCA Victor Records.

Granda Ole Opry In Wisconsin

MADISON, TENN. — Pictured above is a group picture of the Grand Ole Opry show which Herb Schucker looked at the Wisconsin State Fair from August 17 through 25. The cast included Porter Wagoner, Patsy Cline, Pete Stampfer, Joe "Fud" Hayes, Bobby Meyers, Hal and Ginger Willis. As a result of the success of the show, the Fair has already contracted with Schucker to bring in next year's entertainment.

The Country Records Disk Jockeys Played Most

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

1. FRAULEIN
2. BYE, BYE LOVE
3. A FALLEN STAR
4. MY SHOES KEEP WALKING BACK TO YOU
5. GONNA FIND ME A BLUEBIRD
6. TANGLLED MIND
7. LONNIE
8. GONE

1. FRAULEIN
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6. TANGLLED MIND
7. LONNIE
8. GONE

Decca Plugs Helms Disk

NEW YORK — During the week beginning September 2nd, Decca Records is going out on an extensive national promotion campaign on the new Bobby Helms recording of "My Special Angel." The disk is being packaged in a specially designed jacket. Decca is distributing streamers to its dealers, and all of the company's field men will plug the disk in all outlets. "My Special Angel" is a follow-up to Helms' recording of "Blue Moon," which is the company's top-selling C&W record, and which is still growing in the Pop market as well. Decca brass expects the new disk to be a strong Pop seller.

JIMMIE WILLIAMS

sings on MGM

"AGAIN"

b/w

"YOU CAN'T MAKE ME CRY"

White Oak Music—BMI

Cincinnati 39, Ohio

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


**BULLSEYE**

**THE CASH BOX**

**BULLSEYE**

"MAKE ME LOVE AGAIN" (2:37) [Central BMI—Morton, Bland, Husky]

**FELIN HUSKY**

- Felin Husky, currently clicking via his two-sided chart-rider, "A Fallen Star" and "Prize Possession", after scoring heavily with his pop-country smasheroo, "Gone", bids fair to stay in the winner's circle with both halves of his newest Capitol disk, "Make Me Love Again!", a penetrating lover's lament with the spiritual flavor of "Gone" is rendered in dramatically effective fashion by Felin. However, he changes the pace on the other side as he neatly knocks out a pathos-dandy romantic thumper tagged "This Moment Of Love". Sparkling pop-flavored vocal and musical support on two discs headed for 'hitville'. Ups and dealers get with it!

**BULLSEYE**

"TEARS ARE ONLY RAIN" (2:48) [Brazos Valley BMI—W. Allard, J. Harbuck]

"UNDER THE DOUBLE EAGLE" (2:20) [Texoma ASCAP—Arr: H. Thompson]

- Whenever Hank Thompson waxes a tune the public can be assured of some mighty good listening. And his latest release proves to be no exception as the singer-writer comes out with a drop-dead beautiful piece of sentiment. Lovers will want this one for their collection.

**THE SONS OF THE PIONEERS**

"BALLAD OF THE COWBOY" (2:20) [Spectacular music ASCAP-J. Merce, C. Gordon]

"THE PINEY WOODS" (2:16) [Palm Springs ASCAP-J. Mercier, J. Gordon]

"I WOULDN'T" (2:20) [Starfires BMI-R. Miller, G. Gordon]

"YOU CAN'T BE" (2:19) [Aucuff-Rowe BMI-Brandon, Daner, Walker] On the reverse portion the songster dishes up a warm, sincere reading of the Country's dandiest pop cut, with tear-compelling love lyrics.

**BULLSEYE**

**BULLSEYE**

"BLUE DOLL" (2:10) [Aucuff-Rose BMI—B. Bryant]

"GO AWAY JOHNNIE" (2:10) [Aucuff-Rose BMI—F.B.B. Bryant]

- It looks as the Archie Blyer's success in the c&w field is gonna be repeated via his latest Cadence entry. The discoyer struck a goldmine with the Everly Brothers' "Bye Bye Love" pressing and now it's Anita Carter's turn to help reap the profits. The songster offers a striking debut on the label with her rendition of "Blue Doll", an up-tempo romantic blues that she puts across with telling effect. Great pop possibilities. On the under half Anita emotes with touching sincerity as she waxes a heart-rending offering. It's titled "Go Away Johnnie", Grade "A" choral and instrumental support for two potent pieces of material expertly handled.

**BULLSEYE**

**BULLSEYE**

"LOVE ME SO I'LL KNOW" (2:53) [Famous ASCAP—P. Hampton]

"DEEP BLUE SEA" (2:39) [Dominion BMI—B. Harvey, Seligson]

**JIMMY DEAN**

(Columbia 40995)

- TV has been kind to country singer Jimmy Dean. Not too long ago the artist overtook the reins of the early morning CBS-TV network show. The response was so favorable CBS chose Jimmy and his cast to fill in the Saturday nite, 10:00 to 10:30 network TV slot, Altho it was a tall order Dean filled the bill admirably. Now Jimmy debuts on the Columbia label and comes up with a pairing that ought appeal to his huge pop-country following that he helped increase via his TV shots, "Love Me So I'll Know" is a slightly up-tempo romantic opus while "Deep Blue Sea", on the companion piece is a most delightful, quick beat folk ditty. Ray Ellis' orf and chorus are an exquisitely showy Jimmy's top drawer vocal stylings on two big winners, back-to-back.

**BULLSEYE**

**BULLSEYE**

"UNCLE BUD" (2:18) [Warden BMI-Driftwood] Bill Carlisle could have a real winner on his hands with his initial effort for the discoyer. "Uncle Bud" is a wondrous combination of hay-go-lucky novelty best as he leads a chorus through a nifty up-tempo foxtrot foxtrot duel. Could create sensation on the dean's turntables.

**BULLSEYE**

"I'VE WAITED TOO LONG" (2:45) [Aucuff-Rowe BMI-Driftwood] Here Bill does an about-face as he and the vocal group softly cruise over a moderate paced Romantic blues, Excellent pairing.

**BULLSEYE**

**BULLSEYE**

"GO AWAY JOHNNIE" (2:10) [Aucuff-Rose BMI—F.B.B. Bryant]

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**BULLSEYE**

**BULLSEYE**

"BLUE DOLL" (2:10) [Aucuff-Rose BMI—B. Bryant]

**ANITA CARTER**

(Cadence 1333)

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CARL SMITH

leading the current trend

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and

EMOTIONS

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Carl's Sensational New Album!
SMITH'S THE NAME

"SMITH'S THE NAME"

CL 1022

Watch for this great 12" LP
featuring Carl Smith
PHILIP MORRIS
COUNTRY MUSIC SHOW

The Philip Morris Country Music Show

CL 1048

Personal Management:
JIM DENNY Artist Service Bureau

COLUMBIA RECORDS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Gibson Intr-o New Disk

KNOXVILLE, TENN.—Don Gibson, RCA recording artist, premiered his twin hit release of "Blue Day," b/w "Too Soon To Know" on the WNOX "Tennessee Barn Dance" portion of CBS "Saturday Night Country Style" on Saturday, August 24 '57. Gibson's RCA release, recently awarded the CASHEX BULLS-EYE award, is one of the oldest and foremost country music revues in the nation. "Tennessee Barn Dance," originating every Saturday night at 8 o'clock, sign top country entertainers in the Agency and represent them exclusively. To date, the Williams-Clarens Agency has contracted Autry Inman (Decca), Gordon Terry (Cadence), Melvin Endley, RCA Victor Records, one of the top western swing bands in the country, Billy Gray and his "Western Okies" (Decca), and Stonewall Jackson (Columbia).

The Agency will produce country music road shows and will play them all over the nation on tours. Negotiations are now underway to

Rainwater Feted During 3-Day Celebration

BUTLER, WISCONSIN — Marvin Rainwater, MGM recording star, was guest of honor and a featured entertainer at the Butler U.S.A. Frontier Days celebration. The celebration lasted for three days during which Rainwater entertained at several shows a day. Ecrits for the three different days were Bob Martin, WFOX-Milwaukee; Gordon Hinckley, WTMJ-TV-Milwaukee; and Bob "Cowhead" Larsen, WEMP, Milwaukee. Other entertainers on the show were the Carlises and Eddie Wolfert and his Diamond E. Boys. Between shows, Rainwater was escorted around Milwaukee by Ray Buch of MGM Records and Miss MGM of WRIT Acres, who acted as a good will ambassador. Rainwater also attended a cocktail party in his honor, at which members of the press and representatives from WOYK, WEMP, WRIT, WFOX, WMIL, WISN and WTMJ were present.

The last day of the celebration began with a parade which featured Mike Flynn, WOKY; Melvin the Millman, WRIT; Johnny Michaels, WOKY; Larry Clark, WTMJ-TV; Carley Williams, WMIL, and Bob Martin, WFOX riding in early American cars. Bob "Cowhead" Larsen led the parade in a newer model MG.

Country Disk Jockey

REGIONAL RECORD REPORTS

WON—Balance, Ohio

1. Cash Girl (Mrs. Locklin)
2. Time To Leave Your Baby (Payday)
3. If You'll Let Me Crook (Crockett)
4. Property (Grayson)
5. My Shoes Keep Walking Back To You (Price)
6. Give Me Love To Raise (Price)
7. Old Blue Moon (Dobies)
8. Sink In My Arms (Price)
9. I'll Do It Every Time (Wills)
10. Bye, Bye Love (Everly)
Boulette Records, currently riding high with Jimmie Rodgers’ “Honeycomb,” enters the c.w. field with two singles. The slicings, cut in Nashville, are Jimmy Lloyd’s “The Beginning Of The End” and “Where The Rio Dives In The Ocean.” Boyd, a group of former radio Personnel, is presented by Harlec Gunter who tells us that Lee Moore and Juanita have been on leave from WWVA and have been touring Canada and Great Britain & are out plugging their Hickory chart-rider, “I Love My Three Peices.” Gunter, who is the Jamboree Band’s Guitar Director, is interested in hearing from other jocks about new talent, spotting them on the show and watching the reaction. DJ’s who know of such entertainers are urged to send photos and tapes to Harlec. He also adds that Captain’s Louvin Brothers, possessors of the past few years’ Harlequin Award as the #1 Country Vocal group by the deejays, are real favorites among the “Jamboree” audiences, after only a few weeks on the show. And the same holds true for their guitarist, Paul Yandell.

The Wilburn Brothers, Doyle & Teddy write to us that they’ve retained “Grand Ole Opry” promotor to handle their bookings, promotions and appearances, etc. Disc jockeys wanting wax and info can contact Frankie at 226 Donelson Pike, Nashville, Tenn. Phone # is DOnelson 6-6583.

Slim Harper, WWJN-Newark, N. J. types that the big favorites with the “Coral Bar & Restaurant’s” customers include Elton Britt, who recently appeared on Jimmie Dean’s Network show, and his old-time cousin, Louis Creps. Slim invites all artists passing thru, to come up for a record plug and interview on WWJN-“Midnight Jamboree,” which is sponsored by the “Coral Bar & Restaurant”, located at 604 N. E. Paterson, N. J.

Tucson, Ariz.’s wish to have a c.w. station has come true through the efforts of Ray Odum, formerly of KHEP-Phoenix. The station, KMOP-Tucson, is managed and co-owned by Ray, who will have his own show during the broadcast hours of 6 a.m. to sundown. Ray was also with KRIX, KRXJ and KHEP, all in Phoenix, KHEP, which Ray owned and started, was Arizona’s 1st licensed c.w. station, by Ray, who recently won the World’s Championship Jamboree Prize for his best heard, will continue to bring in “Opry” entertainers for Tucson stage shows on the average of once a month.

M/Sgt. Bill Smith pens from Chocotah, Okla. that he’s set up his own c.w. record label, he says, “I have plans for it and will have a release in the near future.”

The Mid-South Country Boys band have recently returned from the Far East entertaining the troops are back in the Northwest playing one-nighters. Jimmy Hesp and the Melody Masters, Capitol recording Band featuring George Harrison on drums and Gallo are playing for dances throughout the state of Texas. Van Howard, Faron Young and his Country Deputies and Ray Price recently played the “Fairgrounds Coliseum” in Salt Lake City, Utah. Ann Jones and her Western Sweethearts who recently returned from the Far East entertaining the troops are back in the Northwest playing for dances.

News from Northern New England is that Curtis Johnson of Mobile, Alabama who is touring Canada and N. E. States is working out of Channel S.T.V., Poland Springs, Me. Curtis was signed to Event Records of Boston, Massachusetts just before his recent tour of Australia where he was very well received. In the past few months Curtis has recorded a few 45’s for the label and has plans to have a single released early in the New Year. Curtis is currently located in Portland, Maine.

On Sept. 11th the Mid-South Country Boys band did it again at Old Mill Ranch (formerly Indian Ranch), Route 16, in Webster, Massachusetts, recently smashing the park’s season audience record, despite a day-long downpour that rained on the crowd. Carter Williams, formerly with the late Pappy Howard, and now with Uncle Kenesea as one of the “Old Mill Gang,” was featured on the fiddle, and put on a dazzling display of trick fiddling that the fair-goers really enjoyed. Old-fashioned comedians Eugene Dyer, M. C. Utah Kidd, Shorty Kirkland, and Iris Frank, Bill E. Williams and company also drew good crowds August 30th and 31st.

For the 5th consecutive year Hank Thompson and his Brazos Valley Boys have been booked for all major fairs and festivals in the Texas State Fair held in Dallas, Texas, October 5th through the 20th. Hank and the boys are being presented free of charge to the public by the Pallastuff Brewing Corporation of St. Louis, Missouri. This makes the fifth year that Pal-staff has sponsored Hank and the band for free public shows. The Crew will do three shows a day plus television appearances for the entire sixteen-day run of the fair. It’s reported that this is the largest state fair in the United States each year doing over two and one half million paid admissions.

Bob Cole was in Nashville recently plugging his latest release on the Jay label, “Face To Face” and “You Lie’d.” The tunes are getting their share of the spins in Southern Louisiana according to Jay Roberts, Jay Records, Mar., 57, 1957.

The Cash Box, Music, Page 55

September 7, 1957

Country Round Up

RAY ODUM

RAY PRICE

WILBURN BROTHERS (Teddy and Doyle)

SLIM HARPER

LEE MOORE & JUANITA

CHARLIE WILLIAMS

“It’s What’s In THE CASH BOX That Counts—INTERNATIONALLY”
album record programming with Seeburg dual pricing is the surest way to increase earnings

- Today, much of the fine music the public wants to hear—standards, show tunes, jazz and classics—is available principally on albums. This type of music is as essential to proper programming as current hit tunes on singles.

- Dual pricing permits taking full advantage of album music because the operator is compensated for the additional playing time required.

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

America's Finest and Most Complete Music Systems

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
How Just One Coin Inserted In A Phono Or Game Can Mean The Difference Between Profit Or Loss

WASHINGTON, D. C.—Because of the "tight credit" condition, many small business firms have been faced with money problems. Bankers state that business developments affecting the smaller enterprises have caused a marked expansion in need for money for two reasons: 1) Soundly managed companies in the smaller category are growing fast, but they do not have sufficient earnings or depreciation to generate internally the funds to finance rapid expansion. And they do not have the assets to provide collateral for secured loans. 2) Poorly managed companies have an equally desperate need for money to prop founder operations. Regardless of the reason, the small business firm has difficulties in securing money, as the demand for it exceeds the supply, and larger firms with sounder collateral and ability to pay high interest rates, get first crack at it.

WASHINGTON, D. C. — Favorable business conditions throughout the nation reflect on those in the coin machine industry, so we pass along the findings of a survey of 505 companies by the National Industrial Conference. The majority expressed optimism regarding prospective new orders and billings for the fall and winter months. "Particularly cheerful," states the report, "were manufacturers of electrical industrial equipment, hardware, general industrial machinery instruments, controls and apparatus, non-ferrous metals and office equipment." More than one-half of the respondents said that they expected the dollar value of new orders to be higher this year than last. One of the problems considered most troublesome was reported to be the squeeze on profits.

NEW YORK.—If operators (excepting resort and vacation areas) were wondering why collections in some of their locations dropped off, the answer might be that 80,000,000 employees were estimated to be absent from work, and probably from their regular haunts, vacating during the months of July and August. With the approach of September and the fall and winter seasons, operators are looking forward to improved collections. It's more than logical that some of these 80,000,000 employees will now be patronizing their favorite relaxing spots.

That's right. Just one coin inserted into an idle phonograph or game can make the difference between profit or loss for that week for some operator—somewhere. In fact, everywhere in the world.

Hundreds of men and women in the industry, thank goodness, will never, never allow themselves to walk by an idle phonograph or game.

They'll stop. Look around. Note if there are people in the place. And if there are, they'll walk over to the phonograph or the game and insert a coin.

Nine times out of ten—that starts the play. And it usually continues for hours afterwards.

And that can mean the difference between profit or loss for some operator somewhere. In fact, everywhere in the world.

Every operator should make it his business to insert just one coin into any idle machine in any location where there are customers talking, eating, drinking, or just hanging around.

It doesn't have to be his phonograph or his game. It can be anyone's phonograph or game. Because, if he does it, the other operator will do it, too.

Manufacturers should spread this word among all their employees. They should, most definitely, encourage employees to insert coins into all types of machines. That's why and how those employees have jobs.

But, most of all, if their employees come across an idle machine where people are gathered about they should, most definitely, be told to insert that one coin to get play action started.

And if the manufacturers want to go further, they can fill a bowl full of dimes and have one of their executives return the dimes (on the employees' honor system) to the employee who reports he put dimes in to start an idle machine playing.

In fact, the operator will, if the employee will report the location to the factory, gladly return the dime to the factory of the employee with a great, big, cheery, "Thank You!"

Distributors, jobbers, suppliers, their wives, families and friends, in fact, everyone they know, or are even remotely acquainted with, should also be encouraged to insert a coin to start play action wherever and whenever they come across an idle machine that has an audience in the location.

That one coin—that starter—that skill—can create hours of play action for some operator somewhere. Everywhere. It can mean the difference between profit or loss.

A great many in the industry have, for years and years, advised:
"We never pass up an idle machine. As long as there are some people around the place, we'll start the game or the phonograph going."

"It's good business," they agree.

And it's good business for all in the industry to agree also never to pass by an idle phonograph or game.

Insert a coin. Get play action started.
It will, in almost every case, keep right on going for a long time afterwards.
This is one way to help each other. One way to help all to help themselves.
And one way to stimulate action on every location everywhere.
It's good business!
BIG FALL SEASON AHEAD

Believe ’57 Fall Season Can be Among Best Yet. Look Forward to New Amusements, Boosting Play Action. Many Ops Who Have Arranged for More Equitable Operating Basis With Locations Foresee Better Profits

Music Ops Look For Flood of New Tunes This Fall Season, Stimulated by Radio and TV, To Capture Big Play Interest

CHICAGO—There is a general belief that the Fall season will be among the best in many years. This belief is based on the fact that the number of operators who have arranged for more equitable operating basis and that, because of this fact, better profits are ahead if the men are given new machines that will capture the public’s fancy.

There are others who are very sure that “the new games the manufacturers will present are sure to boom play action.”

They attribute this to the fact that games have been pulled from many locations and replaced with used equipment just to hold the spots until new machines come to market.

“The players in these spots,” a well known leader here reports, “are eagerly looking for and new machines.”

This air of optimism, it is reported, can be attributed to a great many factors.

One is that this has been among the “traveling summer” in history and that people are now home and “have settled down to stay home for a while.”

“This,” as one man stated, “means that the operators can learn about people visiting their favorite spots and this”, he adds, “can mean more play action provided we can get new and attractive equipment with real play appeal.”

Others are optimistic because they feel that the general summer down is now all over. They point to increased interest on the part of the public to learn “what’s new for the Fall season.”

Most are especially interested in this forthcoming Fall because they are of the belief that many new tunes are going to flood the market and that, with the help of radio and TV, they are going to capture more play action than ever before.

Already, music ops point out, the new tunes that have been released are in a more romantic tempo and are winning play action on the majority of locations.

Most important to a great many is the fact that operators everywhere in the nation have been arranging for a more equitable operating basis with their locations.

If play goes up what it has been these past few months they are, most definitely, going to enjoy better profits.

A great many have also completely rejuvenated their music routes and this, too, is expected to have a good effect on the Fall and Winter season of 1957.

“Already,” one well known sales manager reports, “that there’s more business to be had this Fall. This can prove one of the best Fall seasons we have enjoyed in a long time.”

Join “International Coin Mach.
Export-Import Council”

CHICAGO—More members, worldwide, are entering into The Cash Box “International Coin Machine Export-Import Council.”

This week, in addition to his son, Joel Stern, Allen J. Stern of World Wide Distributors, this city, asked to be made a member of the International Coin Machine Export-Import Council.

Louis Bossoberg of New Orleans Novelty Company, New Orleans, La., also entered as a member of the Council and, having been to Europe and visited in the Latin American countries, he is of the belief that The Cash Box “International Coin Machine Export-Import Council” will prove extremely valuable to all in the industry.


G. A. Whitaker of G. A. Whitaker, Ltd., Blackpool, England, became a member of the Council this past week.

J. F. Siekman, managing director of J. F. Siekman of Chicago, also is now a member of the Export-Import Council.

A demand has also arisen for The Cash Box to publish in more languages so that more operators in the various countries of the world would be able to keep informed of latest events here in the U.S. as well as in other parts of the world.

This has been taken under consideration by the publishers.

In the meantime, membership cards are now being printed as well as membership certificates.

These will be mailed to all the members of The Cash Box “International Coin Machine Export-Import Council” within the next few weeks.

Ops Report Less Local Tax Or License Increases This Year

Greater Majority of Nation’s Ops Report No Further Increases in License Fees This Year. Some Still Anxious Over Pending Ordinances. Others Face Higher Valuation Assessments

CHICAGO—"They’re high enough now", reported one well known in regard to state and local state license and occupational fees. "How much higher can they go?", he asked, concluding, "before they bust us all together?"

This seems to be the general report, from all over the nation. The majority of operators advise that, this year, there haven’t been any further license increases.

Personal property tax states and cities seem to have taken advantage of the Fall in license fee increases, and, from many areas come reports of higher assessments thru the medium of increased valuation for personal and business property.

In Louisville, Ky., the occupation license fee was raised from $15 to $20 this year.

The Louisiana pinball license remains at $50 per year, even tho this now seems to plague some of the ops in this state. They feel that this fee should be cut.

There is a 2% Iowa state tax which looks like some of the operators from out of this state who operate in Iowa.

In Bakersfield, Calif., games are licensed at $24 per annum and phonos at $12 per year.

There is now a 4% sales tax in the state of West Virginia.

There is a 3% increase in the personal property tax in Detroit, Mich., thru the City Council legislation.

In Kansas, the personal property tax in San Antonio, Texas, and Somewhere, has been increased.

Long, Calif., has imposed higher assessments on all properties.

Rawlins, Wyo. operators are worried over the new ordinance which would bring high license fees into being.

BOSTON, Mass. ops are upset over the $50 per year phone license fee, they now have to pay.

There has been a very small tax increase in the Miami, Florida, area.

There is now a 1% use tax in Auburn, N.Y.

Hutchinson, Minn., and other surrounding towns of 100 or more population are now getting $5 per year license fee per phonos.

Operators in and around Auburn, Ind., are upset over the $25 per $100 being assessed on personal property.

The City Council, Fort Madison, La., Archbold, O., Spring Valley, Ill., ops report increases in all taxes.

Assessed valuation increases are now in effect in Thomasville, Ga., Manchester, Canonsburg, Mich., and other cities.

Hurley, Wia., ops are quite upset over a 10% increase in their assessed valuation. This is about the highest so far reported.

There is also a standpoint the tax picture is not bad this year. Many were of the belief that ops would suffer severely from increased taxation. But, it seems, the legislatures of the many states as well as city councils eased up on the members of this industry so far this year.

The only license which affected most ops, according to reports received to date, was the $250 U.S. Excise Tax legislation which was one of a U.S. Supreme Court decision in the Kansas City area.

Many of the operators feel that this will curtail operations of games which were their main source of income in some years. They all believe that something should be done to either bring about a cure or else that new type products be introduced which will not fit into this category.

Too Many Increases

DETROIT, MICH.—Starting off with the fact that there has been a 5% increase in personal property tax here, Jack H. Kirchner of Jack’s Music, is of the belief that all cost increases are too great.

“The increase on new music machines”, he reports, “plus having to loan money to new customers to get the location or plus too many new record releases, which increase the cost of the records we have to buy, have all added up to make operating today extremely hard.”

Because of general competition Kirchner features 2 plays for 10¢ and 4 plays for 25¢. Only about 10% of his equipment is on 10¢ play. About 35% is still on 5¢ play.
PAYS MORE
because it plays more...

2 WAYS:
...shorter change-time between selections!
...less down-time for servicing!

United PHONOGRAPH

United Music Corporation
3421 North California Avenue
Chicago 19, Illinois
Cable Address: Unicorp

Write for Details

MODEL UPA 100

"Best Summer Biz Ever"—Weinand

“...we're not waiting for any upsurge this fall”, says Weinand. “We've been having it all along.

“The office and factory”, Weinand continued, “have been going like a house afire all summer.

“We had one long run after another. Continuing demand for our five-balls, gun, pool and baseball game kept us on extended production schedules week after week.

“Weinand happily reported a new record-breaking production run on the firm’s "Deluxe 1957 Baseball", in comparison with any previous models of this perennial favorite, which William had been producing each spring and summer.

"Altho we are now sold out of the baseball game", stated Weinand, "we are still bombarded every day with 'Where can I get more?' Right now, as far as I know, you can't beg, borrow or buy one of our '1957 Baseball'.

"If we get any more upsurge after Labor Day", smiled Weinand, "we'll be swamped!"

Lacks Trade-In Value

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
WAKE UP! IT’S A

Modernize Your Business Methods! The Nickel is Now Style, Slot-Type, Fifty-Fifty is Finished! Loans, Bonuses, Load on Top of the Heavy Overhead Expense Load With an Age of Mergers, Changes, New Methods, New Ideas, Survive Against Constant, Creeping Inflation That’s Continue to Rise in an Illogical Effort to Combat These Business Age! Change Busi

It has been creeping into the business picture everywhere, day after day. It has been growing more apparent with each passing week. It’s here! The new business age!

It’s the age of change! The age of complete and absolute co-operation among all businessmen.

It’s a battle against constant, creeping inflation that’s hammering down the dollar’s value and, at the same time, raising all costs, all overhead expense, in an illogical effort to combat these very same inflationary forces.

The nickel is now worth 2¢!

The dime is now worth only 4¢!

The era of a straight, slot-type, fifty-fifty commission basis is finished! This died long ago. Only a few realized it. Now all must recognize this fact.

Loans, bonuses, commission advances to obtain locations, or to hold them, are absolutely foolish.

That’s like placing another ten ton load on top of the tremendous servicing and overhead expense load the operator already has to carry to make each of his locations show him some sort of profit.

This extra load can cause complete financial collapse. It can finish the operator before he can even get started depreciating the new equipment he must place in the location.

This is the age of mergers. Mergers are an effort to save thru combined efficiency. To earn more by combined effort. It’s one of the desperate, modern business methods many firms require who can’t by and of themselves, carry the overhead expense load, fight inflation, and continue to show progressive growth.

This is the age of new business methods. New ideas. New operating techniques. New ways to somehow show a profit regardless of how hard inflation is hammering down the dollar’s value and, at the very same time, increasing all costs to do business.

Greatest among these new ideas is the urgent suggestion of The Cash Box for operators to obtain a more equitable division of the gross intake from all equipment between themselves and their location owners. This is an absolute necessity. This means survival.

This is why there definitely must be complete co-operation among all businessmen. If just to continue to survive in this new business age.

Wake up! Act quick! The so-called “old days” are over. All over. Long over.

This is the new business age!
NEW BUSINESS AGE!

Worth 2c! The Dime is Now Worth Only 4c! The Old Commission Advances are Foolish! These Add an Extra Which the Operator is Already Weighed Down! This is Complete Co-operation Among All Businessmen to Hammering Down the Dollar's Value While All Costs Very Same Inflationary Forces! Wake Up to This Newness Methods—or-GO-BROKE!

This is the business age when completely new operating methods must be placed into immediate action!

No more fifty-fifty as it used to be. A new kind of fifty-fifty must come into being. A fifty-fifty of profits only.

That's the new idea. The new operating technique. It calls for new recognition of overhead expense. New understanding and consideration of each other—between operators and their location owners.

There's no use fighting the inevitable. Continuing on old, worn-out methods that died with the slot will simply mean bankruptcy.

Location owners should immediately be called into operators' mass meetings. The facts of this new business age must be talked out. Clearly explained. Fully accepted.

Complete co-operation in this vital matter, this new kind of mass operator and location owner business meeting, is an absolute necessity.

This kind of meeting should be addressed by Certified Public Accountants and Tax Experts who can present pertinent financial facts.

Inflation is not finished. It has not been checked. It's continuing at a steady pace. It's driving all costs up. It's hammering down the dollar's value.

It's hurting all who will not recognize this new business age. The business age brought about by constant, creeping inflation.

Modernize your business methods. Merge if you have to. Arrange for complete co-operation. Call a mass business meeting. But—act quick! Inflation won't wait.

Don't continue to smash your business against the brick wall of constant, creeping inflation and think that you will outlast continued zooming overhead expense and all rising costs. You can't! No one else can!

You've got to face facts!

This is the new business age! Wake up! Forget old time business methods.

This is the era of change. Complete change. This is the time for better understanding between location owner and operator.

The understanding that there must be a fair margin of profit for the operator so that he can continue to exist. To remain in business. To serve the location. To help the location owner enjoy better business with crowd capturing, profit stimulating coin operated equipment.

Modernize your business methods! Today!

Make the changes you must to continue progressively ahead! Today!

Act now! Or else—GO BROKE!!
Music Men Attend AML
"Factory Service School"

GRAND RAPIDS, MICH.—A group of twelve music operators and service-
men completed a week's intensive re-

trenchering in the operations, care
and maintenance of juke boxes at the
AML "Factory Service School" here,
on Friday, August 23. Sessions con-
duced in electronic repair, juke box
ception, downtown hotel where Award Cer-
ficates were presented to the partici-

In formal classes held through the
week in the "Little Red Schoolhouse" across the street from
the AML plant. Sessions in-
cluded bench work, classification, discus-
ion, slide films and maintenance procedures that will be of immediate
practical value back home in the shop
or on the route, with emphasis on the
AML Model "H" juke boxes. Throughout the week's visits, all
members of the group have been
bought up with juke boxes, with all meals and hotel accommodations paid for by the company.

Those attending the AML "Factory Service School" were: William E. Fowley, Jr., National
Machine Co., Green Bay, Wis.; Robert W. Philadelphia Amusement Co., O. 
Fla.; Robert Andree, Ace Novelty, Milwaukee, Wis.;经销员, David R. Crod, 
Conrad Music Systems, Suffern, New York; James F. Barry, Jr., Cam
Music Distributors, Green Bay, Wis.; Jim 
Slater, Kalamazoo Amusement Co., 
Kalamazoo, Mich.; Ellis Johnson, 
Johnson Distributors, Muncie, Ind.
(Io); Hanson, Saskatchewan Coin,
North Battleford, Saskatchewan; 
Canada; George Mankin, Mankin 
Amusement Co., Allegan, Mich.; 
and Calvin L. Hartman, Hartman,
Newark, Ohio.

Clifford Abing of the AML staff in charge of the school, assisted by 
Martin Blatt, Eastern regional 
field service engineer.

Urges Location
Education Program

HUTCHINSON, MINN. — Ben 
Jahnke of this city proves himself an 
economist in his own right.

"The cost of merchandise," he ad-
vises, "is not in line with the dollar's 
purchasing power.

"Our dollar," he states, "is 45% of its 1937 value.

"I bought new phonos," he recalls, "in 1937 for $356. Records cost me 
25¢.

"Today", he remarks, "new phonos are priced from $1,100 up. Records are 8¢ each. Both items have quad-
rupled in price. Not just doubled. This doesn't keep in line with the 
value of the dollar. It's worth less like it does in other industries.

In keeping with this economic problem, Jahnke proposes an educational program for 
locations.

"We must try to educate the people in the 
tavern business", he states, "that ours is a trade stimulating 
business. It is a business created to help them to earn more by stimulating 
business for them."

"Our business merchandise is not just profit-making items like some have come to believe because of the 
ex-salot machines and one-balls.

"We have no one to blame for this lack of educational effort but com-
petitors who quickly and unthinkingly make any agreement as long as they 
given the concession for their machines."

Distrib Competition

FALFURRIAS, TEX.—Regardless of 
the fact that his equipment is still on 5¢ play, M. F. Benavides of C. A. 
Music, this city, claims that the big
problem here is a distributor who contacts locations direct.

Through The
Coin Chute

PHILA. FIBERTS

Archie Berger, well-known former coinman, takes on the duties of putting
the coin trade in a complete one-stop service. 

Bill Simpson claiming prices of equip too high, and intakes too little (Ed note: How about
The Cash Box suggestion of arranging for better commish arrangement?).

...Dave Rosen very much upset over the death of Max Marmer, one of his
closest friends and mgr. of his music route, who was associated with him
for 17 years. Dave reports AML model "H-200" going great, and expects
much bigger sales this coming Fall and Winter. Also states Williams "Kings" pinball
machine going well. In the record dept, Harry Rosen, advises firm has taken
on the Westminster record line. ...Fred Walter, Banner, advises firm is
awaiting arrival of United's new "Jumbo Bowling Alley" ...Milt Miser, 
Pamela Vending, Allentown, in town, and very optimistic for the Fall season. ...Harry Miller of Mercury has a Sunday program on WHAT, featuring Rock & Roll, said to be the only station here featuring this type of program on Sunday. 

He advises Steve Karman, who appeared at the Bandstand, Friday, created
quite a sensation. Nick Noble to work the Bandstand Sept. 12 and will plug his
new Mercury record "Moonlight Swim." Miller plans to run a contest next
Sunday on Red Prysock's new disk, "2.8." ...Joe Lyons, Columbia
records, good sales on fall merchandise. ...Max Brown, Phila-
delphia Coin, returns from New York trip. Says he's sorry the season's 
coming to an end, as he had an exceptionally good year. ...Jimmy Palmisano
reported to have bought a large route from Max Brown. Jimmy has been 
in the business over 25 years. ...King Records' Mario D. Atleti, says business is
very good, especially on the "50" Royals "Think."

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

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Enclosed find my check. $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.) □
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"It's what's in THE CASH BOX that counts—INTERNATIONALLY"
Music Ops Of N.Y. To Celebrate 20th Anniversary With Big Banquet At Waldorf Nov. 9

NEW YORK—The date for the annual banquet of the Music Operators of New York has been announced by Albert S. Denyer, president. It will be held on Saturday night, November 9, in the Grand Ball Room of the Waldorf Astoria Hotel.

This year the annual event will be something special. The organization is celebrating its 20th Anniversary, and a tremendous amount of effort is being put into arrangements to make this the most momentous event ever conducted by an operators’ association.

Those in the trade who have been in attendance at previous banquets by the NOC can appreciate the wonderful attainments. “But,” stated Denyer, “in this, our 20th Anniversary Celebration, we have sought to overshadow our past efforts by a grand means. This 1957 operators’ dinner will be the most outstanding in our history.”

In past years, the Waldorf main ballroom has always been filled to capacity; the dinner fit for a gourmet; and the entertainment, served up by the world’s foremost singers, musicians and comedians, has been sought by untold thousands of dollars. To make the 20th Anniversary Celebration unforgettable has promised to top anything seen previously, and in addition statements, “We have many surprise items in store for the guests.”

Coombs and those affiliated with the Jukebox business are urged by Denyer to send in their table reservations immediately, as there’s bound to be more demand for tickets than will be available. “We want to take care of all of our friends,” Coombs says, “but if we run out of space before their reservations are received, we will have no other alternative but to turn late requests aside.”

As usual, a souvenir journal is being prepared, and it is felt it will be the largest and most successful of all time.

Bilotta Buys Amuse Park And Beach

NEWARK, N.J.—John Bilotta, head of Bilotta Distributing Company, this city, distributors for Warner phonograph in this area, advantage recently purchased one of the best bathing beaches and amusement centers in Upstate New York.

Featured attractions in the enterprise, in addition to the bathing beach, include park type rides, kiddie rides and a complete up-to-date arcade. Bilotta renamed the facility “Sodus Point Beach,” and has placed Wesley Struble in charge. Struble has gained international prominence as a long distance endurance swimmer.

The promotion-minded Bilotta immediately installed a new type concrete ride unit which embraces an entire kiddieland in a 30′ x 35′ area, with a capacity to take on 100 children at one time. Johnny claims this is a “first” for an amusement center.

Expects Big Fall Biz

CHICAGO—George Kozy, sales manager of the Bally Manufacturing Corporation, reported this past week that the firm is hiring skilled assemblers and mechanics to help clean up the backlog of orders.

“We are still seeking more skilled employees,” Kozy stated, “not only to get us caught up with existing orders, but also to enable us to meet the increased demand for coin chutes, coin mechanisms and other products.

“We’ve been busier than we’ve ever been”, Kozy added, “ever since we reopened the plant after the vacation period.”

Boston Ops’ Assn To Fight Excessive License Fees

BOSTON, MASS.—September marks the start of the fight of the Music Operators’ Association of Massachusetts to knock out “excessive” city and state license fees on music machines, put in January 1, 1957, and which caused a furor with hearings at City Hall.

David J. Baker, president of the Association, who led the fight through the hearings, says a bill in equity will be filed September 9, challenging the $100 per machine per year fee now being paid.

A $50 State Sunday license, a $50 cash license for weekdays, and a $10 city license for Sundays plus a $10 Federal tax makes the $100 total, Baker contends.

Legal counsel hired by the ops’ association is the firm of Goldrick and Fried. The basis for the bill’s contention is that coinciding to license phonos by fee is a prior restraint on free speech, excessive charge for policing service and content that record playing should have protection of free speech provisions of state and federal constitution regardless of its entertainment designation.

Aspects of the case and an outline of procedures in the fight to kill the tax license fees were given at the first fall meeting of the Music Operators Association in Hotel Beacon on September 12.

“From all indications,” Kozy stated, “the coming fall season will show a big increase in coin operated equipment being produced for all parts of the industry.”

“Is That What’s In THE CASH BOX That Counts—INTERNATIONALLY”

Opportunities...for equipment that PAY’S!

BALLY Bingos

MUSIC All Types and Models

GOTTLIEB & WILLIAMS

1 and 2 Players

Call today for immediate delivery!

INTERNATIONAL SCOTT CROSSE COMPANY

1433 Spring Garden St., Philadelphia 30, Pa.


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JUST RELEASED! Regular 5-Ball Novelty Game

IMMEDIATE DELIVERY!

ATTENTION!

DO YOU EXPORT? DO YOU IMPORT?

It is to your best interest and continued future better business to join—absolutely free—The Cash Box International Coin Machine Exchange-Import-Council (dem International-al-Entscheidungs-Machinenschutz-Import-Rat des “Cash Box”) vollständig gebührenfrei beitreten.

Verlangen Sie heute noch Ihre Mitgliedkarte!

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 devriez devenir membre, et à titre gratuit, du “Cash Box International Coin Machine Exchange-Council” (Consejo Internacional de Exportación y de la Importación de Maquinaria Automática del “Cash Box”).

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

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

ATTENZIONE!

SI UDS. ESPORTAN? SI UDS. IMPORTAN?

Lesera sumamente ventajoso para el desarrollo en el futuro de continuos y prósperos negocios, asociarse, sin cargo alguno, al “Cash Box International Coin Machine Exchange-Import-Council” (Consiglio Internazionale di Importazione e Exportazione Distributrici Automatichhe “Cash Box”)

Escríba 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 e del continuo miglioramento futuro della Vostra prosperità, commercial iscriverevi senza pagare un centesimo al “Cash Box International Coin Machine Exchange-Import-Council” (Consiglio Internazionale di Importazione ed Esportazione Distributrici Automatichhe “Cash Box”)

Richiedete il tessere di iscrizione oggi stesso!

THE CASH BOX

32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.
Call Out For More Chi Bowlers
As 16 Northside Teams Open Season

Chicago Bowlers Urged To Phone National 2-8550
John Oomens or Write: Associated Buyers Club, 5915 W. Grand Ave., Chicago

CHICAGO — “Sparkplug” Johnny Oomens, secretary of the Chicago Automatic Phonograph Distributors’ Northside division, reported this past week that 16 north side teams get into action this Thursday evening at 8:15 P.M. at the Fireside Bowl, 2648 West Fullerton Ave., this city. “Help! Help! Help!” yelled Johnny, “we need bowlers.”

“Anyone here in Chicago, in any fashion whatsoever connected with the industry whether from the factories, distributors, jobbers, suppliers or operators, have them get in touch with us.”

“If they can just throw the ball down the alley—we need ‘em. Let them phone me at National 2-8550. Or else they can write to J. V. Robinson, president of the north side league, Bob Gnarr at 5915 West Grand Ave.”

The 16 teams that enter into competition this Thursday evening are: Associated Buyers Club; Amber: Music, Inc.; Star Music Co.; Phonor Service Corporation; B&B Novelty Inc.; Western Automatic Music; Brown’s Camp; Paschke Phonor Service; Cown Music; Deca Records; Mercury Records; Gal- geno Distributors; Singer One-Stop; Garmsia Distributors; Gateway Distribution, and Wurlitzer Music Co.

At the end of the bowling season the Northside championship team will compete against the Southside champs for the city title.

This year is expected to see some of the best bowling scores ever run up by Chicago’s Automatic Phonograph Bowling League’s members.

Full Year’s License For 3 Month Spots

SHREWSBURY, N. J. — An old problem that has plagued many, many operators brought up to the fore again by Frank J. Mandia of Majestic Amusements, this city.

“The Internal Revenue Service fee combined with local license fees”, Mandia reports, “takes a great deal of extra money from operators with summer locations.

“In the first place”, he explains, “we pay for a full year’s license fees and only operate three months during the summer months.

“These licenses”, he claims, “should only cover the beginning of the year, January 1, and net of June 30, so we will not be forced to pay for a full year’s license on three month locations.”

Mandia also reported that, because of the record high oil and experienced men have become very independent and this, too, has not only irritated but financially affected operators.

Wurlitzer Model 2000...$975.00
Wurlitzer Model 1900...$950.00
Wurlitzer Model 1900...$795.00

All Fully Shipped and Clean

It Pays to Buy Wurlitzer from a Wurlitzer Distributor

DRACO SALES CO.
200 West Alameda Avenue
DEERFIELD, COLORADO

Phone: Sullivan 6-7797

Through The Coin Chute

NEW ENGLAND NIBBLES

(Handicaps and some of the top machines) are on the way this week, with a few machines not as high-powered as we all expect. But they are all top-notch machines and are sure to bring in the extra revenue needed to keep the machines running smoothly.

Wurlitzer. This machine is a good one for small locations, with its simple design and easy maintenance. It is a great choice for locations like small bars, restaurants, or even laundromats.

FISCHER 6-POCKET POOLS — LIKE NEW — $175 ea.

ELECTRIC SCORE POOLS $35 each.

Terms: 1/2 down, balance due in Sept. or Nov.

Cable: "GAMES-CHICAGO"

WORLD WIDEST DISTRIBUTORS, Inc.
2330 N. WESTERN AVE., CHICAGO 47, ILL.

Page 64 September 7, 1957

"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY"
All along Pico Boulevard the phonograph and game distributors and one-stop are making preparations for the increase in sales for the Fall season. Indications are this Fall and Winter will be another big wind-up for 1957. Phil Robinson, sales manager for Seeburg on the west side, has just returned from a visit to the Bally's in New York. Says Bally, "This year we will be making his headquarters in Dallas and as in the process of moving him here from Los Angeles. His name is Bill Kilmadick of R. Warnerke Company reports he is busy filling orders for Eastern Electric and Bally's as well as the usual Philadelphia orders. Also B. G. Wells, Jr, of Texarkana, sighted shopping and visiting along incoin.

Chicagoland operators are catching up with some of their old friends. Mrs. A. T. McGuire from Shreveport; Tony Lewis, Marlinton; Speedy Walker, Waverly; Mrs. C. A. K. and L. V. Denton; A. V. Cloward from DeKalb; G. L. Bould and J. H. Tingle from Seabrook; and W. C. O'Malley, who recently returned from Chicago, are visiting Chicago.

Phil Weinberg, regional sales manager for Coin Distributors, spent the balance of this past week at the Chicago factory, visiting the Coin Chute and the games department. He returned home this week and is preparing for the demand for Coin Chute and games department.

Chi Coin is On 2 for 25c

CHICAGO—Edward E. Levin, director of sales for Chicago Coin Machine Company, this city, reported this past week that the firm is being praised by its distributors for supplying 2 for 25c chutes as standard equipment on the new "Classic Bowling League".

"When our distributors call in to reorder the new game", stated Levin, "they tell us that operators are reporting greater returns than expected.

Distributors are happy and pleased at the acceptance on the part of players to the two-for-a-quarter package.

"What our distributors are particularly happy about", added Levin, "is that our 'Classic Bowling League' has pointed the way for operators to enjoy better incomes in the future."
**Huebsch Reports Trend To Diversified Routes**

Believes Vending Is Answer To Steady Income, Future Growth

**PAUL HUEBSCH**

**CHICAGO—**Paul Huebsch, general sales manager of J. H. Keeney & Company, this city, reported this past week that more and more amusement and games operators are diversifying their operations by adding vending machines to their routes.

Huebsch expressed the belief that many ops with years of successful operating behind them are aware, as never before, that vending provides excellent opportunities for future growth and steady income. These operators”, he declared,

“are going ahead with expansion plans, fully confident that potential earnings from vending will be satisfactory.

“While initial investments in diversified routes are being made with care and caution, experienced operators know that delay can be costly because competitors are signing up the better locations.”

Huebsch pointed out that diversification in big business is apparent in all lines of industry. The leaders are meaning to adapt and create new replacements for outmoded products.

“Few operators today”, Huebsch said, “are leery of all games or all phones. Requests from locations, seasonal ups and downs, changing consumer tastes and habits are constantly leading the operators toward a variety of coin-operated machines.”

Huebsch disclosed that new Keeney vendors now being produced, include a cartoon machine, a new cold drink machine and an additional model of the combination hot chocolate-hot coffee vending machine.

He also stated that demand has increased production of the firm’s venders which dispense hot coffee, soups, snacks, cigarettes and the combination hot chocolate and coffee machine.

“?nd only a couple of years ago”, Huebsch said, “the only vender we had was a cigarette machine.”

**Through The Coin Chute**

**UPPER MID-WEST MUSINGS**

Emmett Fowler, of the Gefke Music Co., Sioux Falls, S. D., spent the week-end in Minneap. He bought up some parts in Minneap. He is a partner in the business. Jeff Peterson, of the P. Y. Vending Co., Osceola, Wis., spent the day in town picking up his record supply and parts. nibes reports that summer business has been good. . . . Norton Lieberman, of the Twin City Novelty Co., Mpls., returned recently from a very nice vacation in California. Norton, his wife and children, drove leisurely to L. A. to visit their daughter. . . . Their daughter is a student at the University of California. . . . Norton says they have made reservations with Harry Tupper in San Francisco to “join us”. . . .

“In the course of an enjoyable trip, Mr. and Mrs. Lieberman spent a few days in San Francisco. . . . They will drive up on Fri. afternoon, and spend the week-end there, while Mr. Lieberman will leave early Sat. A.M., in order to catch a few hours of the mountain air before the bang-up starts. . . .”

Harry Keppel, Keppel Distributing, drops brother Hymie a card (the only one since he left) advising him he’s having a most wonderful vacation at the end of the Atlantic Ocean, and has recently landed a new job on Wed. Sept. 4th. . . . Bis over at Atlantic New York Corp., Seeburg dist., keeps going along at a steady pace, but says Meyer Parkoff, “Looks like we’re in for some real fast action right after the holidays.”

**IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY**

**The Cash Box**

**Page 66**

**September 7, 1957**
JOE ROBBINS

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

EXCLUSIVE DISTRIBUTORS FOR UNITED MUSIC CORP.

THE NEW UNITED "UPA-100"

USED MUSIC

Steam Cleaned — Reconditioned

Seeburg V-200 ....... $725 AMI G-200 NEW Write
Seeburg HF101 ...... 795 AMI G-200 USED 6595
Seeburg HF101R ..... 695 AMI G-120 — 685
Seeburg HF101G ..... 595 AMI F-120 — 585
Seeburg M100C ....... 515 AMI E-120 — 395
Seeburg M100B ....... 415 AMI D-80 — 275

Write

Wurlitzer 2000 NEW .... Write
Wurlitzer 2000 USED 725

PHONE! WIRE! WRITE!

EMPIRE COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. PHONE: EVERGLADE 4-2600

100 UNITED & CHICAGO COIN SHUFFLE ALLEYS
Any Quantity GOTTLIEB & WILLIAMS PIN GAMES

FROM 1955, '56 & '57

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.

Remember

IN NEW ENGLAND
IT'S TRIMOUNT!

BILTMORE

10 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9400

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JOE ROBBINS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Sam Kresberg, Industry Pioneer and Leader, Dies

NEW YORK—Sam Kresberg, president of Apco, Inc., subsidiary of U. S. Hoffman Machinery Corporation, this city, one of the industry's leading figures, died of a heart attack Sunday, August 25. He would have been 60 years old next month.

Kresberg, one of the coin machine industry's pioneers, entered the business as a salesman for Wurlitzer coin operated pianos. Shortly after he and the late Bill Goetz formed Capitol Automatic Music Company, an operating company. The next natural step was the operation of automatic music machines. At one time, this firm was one of the largest in the nation, purportedly operating from 1,200 to 1,400 music machines.

During Kresberg's association with Capitol, the firm manufactured a coin operated phonograph, the "Sweet Sixteens." The firm also acted as distributors for Rock-Ola Manufacturing Corporation, with Kresberg heading this division.

Kresberg later sold his interest in Capitol, and opened the East Coast Phonograph Distributing Company, acting as distributors for J. P. Feuerberg Corporation. He opened offices at 629 Tenth Avenue, the first firm to have offices in the area now known as "coin machine row."

During and after World War II, Kresberg devoted his energies completely to the manufacture of automatic vending machines, organizing Automatic Products Company (APCO). This firm manufactured cigarette venders, as well as drink venders—soda, coffee and combination hot and cold drinks.

APCO later on consolidated with U. S. Hoffman Machinery Corporation, which, several months ago, was purchased by Continental Vending Corporation. Kresberg continued on as president.

Kresberg had a home in Miami Beach, but spent the summer months in New York City. This past weekend he went on a boating and fishing trip on Long Island Sound with two friends and business associates, Walter Sherman and Irving Edelman. On the way home, Sunday afternoon, he became ill. Taken from the boat by ambulance to his home, he died several minutes after arrival there.

Services were held at the Riverside Memorial Chapel on Tuesday, August 27.

He is survived by his wife, Ethel, a daughter Loretta Rosenthal, three grandchildren, and a brother Benjamin.

Fiftieth Ann'y For Mr. & Mrs. Sam Fish

HARTFORD, Conn.—Mr. and Mrs. Samuel Fish, this city, parents of Abe Fish, owner, General Amusement Game Company, and former MOC (Music Operators of Connecticut) president, are observing their 60th wedding anniversary.

The couple was honored at a family party at the Shangri-La Restaurant, Hartford, recently.

The elder Fish worked with The Wurlitzer Company for 30 years prior to retirement. At one time, he was the foreman of the organ department.

Urges Minimum Plus

CLEVELAND, O.—H. Silverstein of Excel Phonograph Company, this city, is of the belief that operators should obtain a minimum guarantee from all of their locations.

"Give the location 40 cent over the minimum," he urges.

"The minimum should be at least 1 1/2% per week of the entire cost of the equipment installed."

"The location," continues Silverstein, "must earn at least the minimum at all times."

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"The location," continues Silverstein, "must earn at least the minimum at all times."
M. MIAMI, FLA.—William Blatt, this city, in a letter to The Cash Box, suggests that the operators throughout the State of Florida need and form a State-wide association.

Blatt, a member of the board of directors of Music Operators of America, writes that the most opportune time for the State's operators to get together would be the week of November 10, when the MOA board and office will be gathered for its own meeting in Miami Beach. "Representatives of associations from all over the nation will be on hand," states Blatt, "and operators from our State will have a wonderful opportunity to hear from these men on the advantages of a State-wide organization."

Blatt has offered his services to arrange the details, including hotel reservations, meeting rooms, etc., and suggests that Florida column write to him at 418 S. W. 8th Avenue, Miami, Fla.

"In the August 17 issue of The Cash Box," writes Blatt, "there appeared an article written by Frank M. Pell, Orlando, Fla., that the operator is entitled to a 60-40% split. Those are my sentiments and let me emphasize that, not only is the operator entitled to it, but he urgently needs more income or faces extinction. However, the idea of getting a 60-40% or even a 75-25% split on all collections doesn't mean much, unless the operator can receive at least $7.50 per week on two or three year old equipment, because if the gross income from a certain location is $4 or $8 per week, and the operator nets $2.40 or $3, or a little more, the operator cannot service the location, even if he received 100% of the income. The coin machine operator must decide what his overhead per installation is, and he must see to it that he does not collect less than that amount. He should have an accountant set up a system and then stick to it—and watch it work."

Chicago Coin's

"Front Money Best"

PIKE BLUFF, ARK.—W. F. Foster of Foster Music, this city, does not believe that it would be easy to convince any location to agree to take less than 50% of the machine's intake.

"It would be hard to convince people," he explains, "that we won't give them 50% of the machine's intake."

"I would think that front, or top money, according to the equipment, is easier and better."

"Don't Bother With Dud Locations"

VANCOUVER, B. C., CANADA—Gordon J. Westwood of Leader Coin Machine, Ltd., this city, makes very short work of other than 10c locations.

"With 10c play," Westwood advises, "you don't bother with the 'dud' locations. These will strangle any normal operation."

"Therefore," he adds, "you concentrate your 'money' spots which, generally, cost money to set-up, and this necessitates at least a 60-40 split."

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
WANT—used American 12 ft. Re-bound Shuffle Boards also overhead units for sale. 12 ft. or better, best price. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH. (Tel.: Garfield 3385).

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALANO, 3126 W. ALFREDO ST., CAMERON HEIGHTS 39, ILL. (Tel.: Dickens 2-7660).


WANT—Bally Reserves and Bally Hot Rod. JOE BELL GAMES, INC., 463 PULASKI ST., BLOOMSBURG, N. Y. (Tel.: Harrison 2-6952).

WANT—will pay cash for late model Juke Boxes and late model Amusement machines. Complete list. DAVE LOWY, 594 TENTH AVE., NEW YORK, N. Y. (Tel.: Chickerick 4-1109).

WANT—AMI and Wurlitzer Wall Boxes in quantity, state condition and price. AMI ENQUIRY SERVICE, 1500 CLINTON ST., CHICAGO 1, ILL. (Tel.: Chickerick 4-8629).

WANT—used 45s, records any amount. No R & B. Not over 6 months old. 1 pay 14¢ and the freight. R. SMITH, 625 N.E. 163rd STREET, NORTH MIAMI BEACH, FLA.

WANT—phonograph records made before 1940. Dealers, as low as 10¢ per stock. I will pay the highest prices. Some labels wanted are Brunswick, Victor, Columbia, Paramount, Gennett, Metallone, JACOB S. SCHNEIDER, 109 WEST 63rd ST., NEW YORK, N. Y. (Tel.: Rialto 7-9147).

WANT—Rock-Ola 120 Wall Boxes and 1438 Comets. H & B Music ASSOCIATION, 1626 THIRD AVE., MOLINE, ILL. (Tel.: 4-6703).

WANT—Your surplus or records at all speeds, 45’s our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10¢ per. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. (Tel.: Union 1-7800).

WANT—used records, 45’s or 78’s. All types—Pop, Hillbilly, Blues. We buy year round, any quantity. We only pay cash. We ship in Chicago if needed. Write or phone. JALEN AMUSEMENT CO., INC., 14 E. 21st STREET, NEW YORK 17, N. Y. (Tel.: Belmont 2-5881).

WANT—used records, 45’s or 78’s. All types—Pop, Hillbilly, Blues. We buy year round, any quantity. We only pay cash. We ship in Chicago if needed. Write or phone. JALEN AMUSEMENT CO., INC., 14 E. 21st STREET, NEW YORK 17, N. Y. (Tel.: Belmont 2-5881).

WANT—will pay cash for late model phonographs. KOEPPEL DISTRIBUTING CO., 607 TENTH AVENUE, NEW YORK 36, N. Y. (Tel.: LO 3-4028B).

WANT—Round The World Trainers—Driving Machines, Other Equipment. Quote lowest price and condition. DONAN DISTRIBUTION CO., 5007 N. MAGNOLIA, CHICAGO 35, ILL. (Tel.: JU 8-5211).

WANT—Literature on any type of coin machine—Mechanizing, Amusement, Skill, Rides, Music—anything that takes a coin for any purpose. TITAN ENGRAVING & ASSOCIATES 20-22 CUNNINGHAM AVENUE, CLENS FALLS, N. Y.

WANT—Games. All types of Baseball, King Of Swat, Four Bagger, 1957 Baseball. Also Bally Machines. If you have, please write or CALL. GLOBE AUTOMATIC VENDING CO., 291 WATER ST., QUEENSBURY, N. Y. (Tel.: Mayflower 9-0010).

WANT—Nickelodeons, violins, player pianos, organs and other mechanical musical instruments in working condition or as is. Send description and lowest price to ALL TRADING Co., 3246 NO. PULASKI ROAD, CHICAGO 41, ILL. (Tel.: Kildare 5-3555).

WANT—Seebeck Y 200s and M-100As and all kinds of United Shuffle Aces. Allow us to quote the purchase of Six Pocket Pool Tables. CLEVELAND COIN MACHINE CO., 6001 LOUSIANA AVE., CLEVELAND, OHIO. (Tel.: Tower 1-6712).

WANT—to Purchase 5,000,000 Plus Records, All Speeds. We Prefer Large Quantities And Will Buy Blocks, High Price Offered. Write or Phone, Collect—RANSEL TRADING CORP., 1000 AUSTIN BLVD., ISLAND PARK, N. Y. (Tel.: General 2-1650), JESSE SELTER, PRES.

WANT—used Bally Bingos; Gottlieb and Williams Pins; Guns and Phonographs. Send complete list. Highest prices paid. Representing all major brands, Gottlieb and Gottlieb Games. GAME FOUNDATION, 147 W. 29th ST., NEW YORK 1, N. Y. (Tel.: NATIONAL 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 L.P.'s (3/4 price). Write or phone. FIDELITY DISTRIBUTING, 666 10th AVE., NEW YORK 36, N. Y. (Tel.: Judson 6-4568).

WANT—used Bally games reconditioned. Also many others. Will buy Bally, 100B. Are also interested in agencies, connecting machines, or goods in the area of Luxembourg. Airlift offers including seaworthy packing f.a.s. New York and catalogues to: ETS, SON BEL, 80 AVE, DU PORT, BRUSSELS, BELGIUM.


WANT—Seeburg 1006 or 1008. Hideaway, WESTCHESTER NOVELTY & MUSIC, 157 SEWARD ST., BURLINGTON, N. Y. (Tel.: Pekill 7-2389).

WANT—used Gottlieb and Williams 5 Ball Pins. High prices paid for M-1004 on all ball machines. DONALD DISTRIBUTION CO., 3007 W. LYNDALE AVE., MINNEAPOLIS, MINN. (Tel.: JU 8-5267).

WANT—Back Scoring Cabinet with mechanism and scoring glass for Kerner, Challiton, Bowler, WILLIAM POUND AGEN- TIES, LTD., ST. JOHNS, N.F., CANADA.

WANT—Seebeug M100 Phonographs, floor model or hiding aways. Any condition. LIBRARY UNITS, Library Units. State price and condition. BOX #412, THE CASH BOX, NEW YORK 19, N. Y.

WANT—used 12 Ft. American Cushioned Shuffleboards; also American Rock-Ola, Table Models, Overhead Score Units. CLARENCE ARNOLD, 1605 N. 175, SEATTLE, WASH. (Tel.: Lincoln 6-4681, EVENINGS).

WANT—used 12’ American Bank Shuffleboards; also American Coin Operated, Wall Boxes, & Overhead Score Units. Quote best re- sults. WILLIAM A. TATE AMUSEMENT CO., 1351 BROADWAY, TACOMA 2, WASH. (Tel.: Fulton 3-2202).

WANT—Attention Everyone in the Coin Operated Business! We have a large selection of used machines. These are in top condition. ALL TRADES WANTED. P.E.P. NOVELTY CO., 4404 N. PAULINA ST., CHICAGO 11, ILL. (Tel.: Uptown 8-9680).

WANT—Vending Machines, large model, all types. Must be in A-1 condition. RAY MARCO AMUSEMENT CO., 304 NORTH BROAD ST., PHILADELPHIA, PA.

WANT—Records! 45’s, 78’s and 45’s. Amount too small or too large. Write stating amount on hand. All machines, all speeds, all makes, proper merchandise. P.E.P. NOELTY CO., 4404 N. PAULINA ST., CHICAGO 11, ILL. (Tel.: Uptown 8-9680).

WANT—used machines of all makes, as is or shopped and ready for location. AUTOMATIC MUSIC DISTRIBUTING CO., WESTERN, OKLAHOMA CITY 6, OKLA. (Tel.: Forret 3-5456).

WANT—Il-Speed Super Fast Shuffle Board Congress 24 one-person cans per case, $5.80 f.o.b. Dallas, Texas. Multiple quantities. 15% net. For all used, GLOBE DISTRIBUTION COMPANY, 1628 NO. CALIFORNIA AVE., CHICAGO 47, ILL. (AR 0780).

WANT—All types of used Pool Tables, jumbo and regular. Also late Shuffle Alleys. Will trade for AMI Jukes or Seeburg. Special price on Ami Shuffleboard. Pay $4.50 per table, new and in good condition. (8 inch speaker), $7.50. CATERWARM DISTRIBUTING CORP., 3-6522 NORTHERN AVE., GEORGE S. HAYES 474, CHICAGO 47, ILL. (Tel.: Dickens 2-1214).

WANT—The best buy in used Band. Trade in yours and you and we will see you why you pay a little more for the best. Your money back if not completely satisfied. 1/3 deposit with all orders. Trade for all AMI, GLOBE DISTRIBUTORS INC., 937 MARKET ST., WHEELING, W. VA. (Tel.: Cedar 2-7620).
### Classified Advertising Section

**FOR SALE**—Route For Sale. Well Established Excellent Paying Route near West Coast. If you Want to Re-locate and Operate the type of Route you've always wanted OR if you are Anticipating entering the operating business you should look into this immediately. This Route is worth approximately $100,000 at list price and will pay out entirely in one year or less. Will sell to responsible buyer for $35,000 down and finance balance for 12 or 24 months at 6%. Please Don't answer unless you have cash required. Will not consider less or trade. Owner ill and retiring from business. Box 410, THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N.Y.

**FOR SALE**—12 foot Rock-Ola Shuffleboard, 1949, $225; Shuffleboard Game Wash (12 eves), $3.50; Fast wax case (12 cans), $4.50; Pucks (set of 8), $1.12; Fluorescent Lightpair, $2.50; Adjusters, $18.50. PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, I.I.L. (Tel. JUniper 8-1814).

**FOR SALE**—Seeburg M100A, $225; M100G, $75; M100C, $750; M100W, $700; M100R, $800; 3181 Chrome, $55; Wurlitzer 1800, $750; 1900, $250, AMI D90, $300; 40, $175; Evans Century, $275; MAI $415. SALSABURG, 3363-64 OLIVE ST., ST. LOUIS 3, MO. (Tel. 1-8561).

**FOR SALE**—We have a large stock of reconditioned Shuffle Games and Ringers. Write for list. WESTERHAUS CORP., 3726 KESSEN AVE., CINCINNATI, OHIO. (Tel. Montgomery 1-5000).

**FOR SALE**—Bally Key West $550.00; Big Show $275.00; Parade $275.00; Nite Club $265.00; Broadway $230.00; Big Time $120.00; Terms one third deposit, balance sight drafts. GENERAL DISTRIBUTING COMPANY, 1609 ORLEANS AVE., NEW ORLEANS 20, LA. (Tel. Tulane 6729).

**FOR SALE**—14 and 11 foot Bowler parts specials; back glass protector, $11.95 ea.; Playhalls Fin Panel protector, 12 1/2" x 23", $5.95 ea.; Non-rubbery balls, $1.95 ea.; WICO CORP., 2913 N. PULASKI RD., CHICAGO 41, I.I.L. (Tel. Mulberry 5-9900).

**FOR SALE**—100 Telequiz, with film. Reconditioned, refurbished, ready for location. 5 or 10še play. Special price $99.50. Write for quantity prices and list of other equipment. G. O. R. SALES, 5216 N. LECLAIRE AVE., CHICAGO, I.I.L. (Tel. Avenue 3-6818).

**FOR SALE**—Reconditioned Seeburg 100 Selection Wall-O-Matics, Model 3W1, Chrome Covers, New Selection Buttons, New Aluminum Instruction Plates, $175.50. Telephone or wire collect. JENNEBERG, 1436 WILHELMINA ST., E. SYRACUSE 3, N.Y.

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**NOTICE**—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HILTON DISTRIBUTING CO. Write, wire or phone. 3750 AIRLIFT AIRWAY, NEW ORLEANS 20, LA. (Tel.: Vernon 5-7976).

**NOTICE**—If your business to KNOW THE FACTS! How can operator-cooperatives affect you? How can you get your location's 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 offered in THE CASH BOX is the publication that conceived the idea for MOA (Music Operators of America). THE CASH Box originated and has constantly crusaded for: "National Public Relations Bureau," "Dime Play," "National Credit Bureau," "National Board of Trade," "National School for Mechanics," "Public Recordings," "Equalized Record Tone Level," "Cash Box" "Quarterly Export Edition" has won world wide recognition and international acclaim. THE Cash Box Annual Encyclopedia Edition plus its Annivarsity Issue is accepted as "The Year Book of the Industry." When you send $15 for a full year's (32 weeks) subscription to The Cash Box (just about two weeks a week) you are getting what has been acclaimed by all: "THE BIBLE of the Industry." Send your $15 check today to: THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N.Y.

**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 'profit' trade merchandising approach" in the specialty food field. A.B.C. MFG. CO., 3441 W. NORTH AVE., CHICAGO 47, I.I.L.

**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 87, CALIF. (Tel.: NO 2-3224).

**NOTICE**—Attention Operators: It pays to diversify your source of income! Place Latex, Comb, Ball Point Pen machines and other items your present or new locations. Write for free catalog. NATIONAL SANITARY SALES, INC., 6640 N. WESTERN, DEPT. CB, CHICAGO 45, I.I.L.
the more they see the more they play...

H-200

No other juke box gives you this extra earning power. Instant, eye-level visibility of all 200 titles—all of the time, through the widest expanse of unobstructed crystal clear glass.

Model “H”—200, 120 and 100 selections for more plays in less time.

AMI Incorporated

1500 Union Avenue, S.E.
Grand Rapids, Michigan
Chicago—Zurich

Originators of the automatic selective juke box in 1927—known for the most dependable coin-operated music instruments since 1909 and the days of the nickelodeon

The Cash Box
September 7, 1957

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
## How To Use “The Cash Box Price Lists”

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

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter “The Cash Box Price Lists” can only feature the market prices as they are quoted. “The Cash Box Price Lists” act exactly the same as the market quotation board at the Stock Exchange—posting the latest quotation. The latest quotation, regardless of how much they may seem to be out of line. Some prices do not change for months. “The Cash Box Price Lists,” rather than show no price, retain the last known price. The department that has a machine to sell, or buy, will always have the last known price as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, social, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) “The Cash Box Price Lists” report these differences exactly as it is made and depended on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

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

### Code

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 5 Weeks or Longer
7. Machines Just Added
8. Great Activity

### IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price bracket. Sometimes sellers quote from $50.00 to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low price categories are much worn to be priced at these low figures. To complete the reconditioning, the reconditioner must add on his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machine, plus the cost of cartons, crates and labor for packing and shipping of the machines; in addition to a decent profit which will not be made on any machine, raise the price of a $20.00 to $29.00 machine to anywhere from $50.00 to $75.00 and up. In the case of arcades and kiddie ride machines these may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machine shop, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business and is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as equipment collectors, such machines with purchase machine “as is”, at price quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.

### Phonographs

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>4 Model A, '46, 40 Sel.</td>
<td>$35.00</td>
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<td>4 Model B, '46, 40 Sel.</td>
<td>$75.00</td>
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<td>4 Model E, '46, 40 Sel.</td>
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<td>4 Model F, '46, 40 Sel.</td>
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<td>4 Model G, 30 Sel.</td>
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### Rack-Ola

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<th>Model</th>
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<td>1422, '46, 30 Sel.</td>
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### Machines Just Added

1. IBM 40, 42 Sel.
2. IBM 50, 42 Sel.
3. IBM 60, 42 Sel.
4. IBM 70, 42 Sel.
5. IBM 80, 42 Sel.
6. IBM 90, 42 Sel.

### Manufacturers and date of game released.

<table>
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<th>Game</th>
<th>Date</th>
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<td>A-1000</td>
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<td>A-1110</td>
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### Important:

- Machines and date of game released.
- Code: (B) Bally, (CC) Chicago Coin; (Ev) Evans; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ke) Keesey;
- (Un) Untyped; (Wm) Williams; (PL) Pinball League.

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Florida's famous Royal Castle Restaurants, with 42 units in operation and 8 more under construction, will be completely equipped with Wurlitzer Music Systems. The all glass, porcelain and terrazzo construction of these restaurants, with full stainless steel equipment, presented a real acoustical problem. Solved by Wurlitzer engineers, the units today offer Wurlitzer Music at its best — an attraction that is paying off royally for the owners of this remarkable Royal Castle chain.

Royal Castle owner William Singer (right) with his son and General Manager, Larry Singer, enjoy Wurlitzer Music in one of their fast growing chain of Royal Castle Restaurants.
A ROYAL CASTLE TRADEMARK

THE WURLITZER 200-SELECTION WALL BOX

Limited floor space required Royal Castle Restaurants to use Wurlitzer Hideaway units. Play is promoted by versatile and colorful Wurlitzer 200-Selection Wall Boxes. Never have the beauty, convenience and play-promoting features of this great wall box better proved their high earning power than in these 24-hour spots. Install them in your “round-the-clock” locations. By making Wurlitzer Phonograph music available from any place in any location, they boost earnings to all-time highs.

Wurlitzer Distributor Ted Bush and his General Manager, Ozzie Truppman, undertook the acoustical engineering studies that resulted in the huge Royal Castle Restaurant installation.

PROOF AGAIN THAT THE BEST IN AUTOMATIC MUSIC IS WURLITZER

THE WURLITZER COMPANY • NORTH TONAWANDA, N.Y.
ESTABLISHED 1856

8 NEW RESTAURANTS UNDER CONSTRUCTION TO BE READY IN DECEMBER

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
UNITED'S HI-SCORE BOWLING ALLEY

NEW DIRECT SCORING SPEEDS PLAY

REGULATION BOWLING
1 to 6 CAN PLAY

MORE GAMES PLAYED PER HOUR MEANS
MORE COINS PER HOUR FOR YOU

DIRECT SCORES TALLIED INSTANTLY EACH FRAME

SPARES □ SCORE 200
STRIKES □ SCORE 300

THROUGH 9TH FRAME

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

UNITED'S BOWLING ALLEY is also available in REGULAR AND TEAM MODELS
SEE UNITED'S GREAT IN-LINE GAME PLAYTIME NOW AT YOUR DISTRIBUTOR

3 SIZES:
18 FT. LONG
14 FT. LONG
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Earn biggest bowling profits with ABC Tournament

Real-bowling play-appeal of big ball actually hitting giant pins
... plus fastest totalizer, fastest pin-set, fastest ball-return... results
in more dimes per hour, biggest profits in automatic bowling.
Get your share. Get ABC TOURNAMENT today.

Ball hits pins

See husky 3½ in. ball actually hit pins—just like real
bowling—and you see why ABC TOURNAMENT
out-earns all other bowling equipment.

See Sensational New Sun Valley
All 25 numbers in Magic Squares
or Magic Lines! Results: more
score-juggling fun for players
... more profit for operators!
Get your share... Get Bally
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