The Coasters, who smashed the million sales mark with their double triumph, "Searchin'" and "Young Blood" on Atco Records, are seen here receiving the million record symbol, the gold record, from Steve Allen on Steve's August 25 national NBC-TV show. The boys and Steve are posed in front of a prop roller coaster. The Coasters' newest Atco release is "My Baby Comes To Me" and "Idol With The Golden Hand".
AMES BROTHERS WITH HUGO WINTERHALTER'S ORCHESTRA
MELODIE D'AMOUR ("SHOO SHOO LITTLE BIRD") c/w SO LITTLE TIME 47/20-7046

TONY MARTIN
SCUSAMI c/w AT LAST 47/20-7007

GAIL DAVIS (TV's ANNIE OAKLEY)
WHY NOT SAVE SUNSHINE c/w POOR LITTLE HEART 47/20-7043

THE MELACHRINO ORCHESTRA 47/20-7027
MY HEART REMINDS ME c/w WHATEVER LOLA WANTS (FROM THE MUSICAL PRODUCTION "DAMN YANKEES")

America's favorite speed... 45 RPM
A BURST OF TV EXPOSURE

For a long time, executives in the record industry have been talking about the problem of gaining additional exposure for the larger number of records which are being released these days. It seems clear now that there is another area in which records are well exposed and which is scheduled to burst out in earnest this Fall. We’re talking about television.

Everyone in the record business knows the effectiveness of the right kind of TV exposure since several top hits have come from that source, songs such as “Song For A Summer Night”, “Let Me Go Lover”, “Play Me Hearts and Flowers”, “Teenage Crush” and the current “Love Me To Pieces”. We also are all aware of what a shot on a national network variety show can do for a record since time after time such a plug has resulted in increased sales the very next day.

Now we are due for one of the greatest concentrations of record artists with TV exposure that the television audience has ever experienced. On television now with their own shows or due to start a show this Fall are such artists as Perry Como, Patti Page, Nat “King” Cole, Eddie Fisher, Dinah Shore, Jimmy Dean, Lawrence Welk, Pat Boone, Guy Mitchell, Frank Sinatra, Vic Damone, Julius LaRosa, Rosemary Clooney, Tennessee Ernie Ford, and Gizzie MacKenzie, among others. In addition there are such standbys as the Ed Sullivan Show, the Steve Allen Show and the Hit Parade. And this doesn’t include the large number of Spectaculars which will make use of music themes.

All this points to a fantastic amount of television exposure for the record industry this Fall, exposure which must obviously result in increased sales.

It also means something more. It means that the record industry has come into its own as an equal of all the other branches of the entertainment world in providing the personnel, stars and writers, for the American public. And when we examine the list of artists who are going to have their own regular shows, not even counting those who are going to be guest stars throughout the coming season, it seems to us that saying the record industry is on an equal par with other entertainment media is somewhat understating the case.

The record industry has come a long way in the last decade. It has experienced a phenomenal growth and yet has built upon a solid foundation, the needs and expressed desires of the nation’s music buyers. Now the industry is poised to enjoy its greatest prosperity yet and the TV exposure being prepared for the Fall will be one of the most important factors in the continuing rise of the record industry’s fortunes.
Carmel Quinn

Who Are You Foolin' Now?

And You Can't Run Away From Your Heart

K12540-1500
ATLANTIC'S CURRENT HITS...
carrying retail sales and juke box take into
the STRATOSPHERE!

1144
“MR. LEE”
THE BOBBETTES

1149
“LONG LONELY NIGHTS”
CLYDE McPHATTER

1150
“HUMPTY DUMPTY HEART”
LA VERN BAKER

(If you're not sitting here,
you'd better climb aboard!)

ATLANTIC
RECORDING CORPORATION
167 WEST 57 STREET, NEW YORK 19, N.Y.

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
1st Release on COLUMBIA of the Nation's New TV Sensation

JIMMY DEAN

"DEEP BLUE SEA"

COLUMBIA 40995; 4-40995

NORMAN PETTY TRIO

"THE FIRST KISS"

COLUMBIA 40929; 4-40929

The "Sleeper" that's Wide Awake!

published by DOMINION MUSIC PUBLISHING CORP. • 1650 BROADWAY, N.Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
BUTTIN ON THE STYLE [2:03] [Eden-Bowery BM—Calderon] Lonnie Donegan offers for the American market a tune which he rode to the top of the British hit parade recently. Cute skiffle disk with a teen-age beat that should attract attention in this country. It's got a delightful cornball sound.

GAMBLIN' MAN [2:30] [Eden-Bowery BM—Guthrie, Donegan] Another exciting skiffle disk with a folk flavor is belted across on this end. It starts off at a rapid pace and faster and faster as the side progresses. Rockin' item.

WEMLY FAIRBURN [Seyve 1321] B TELEPHONE BABY [Element BM—Meyers] A swinging rock-a-billy item for the pop market, is presented with zest by Weem Fairburn on this side. The singing disk stuff for the younger set.

NO BLUES TOMORROW [2:24] [Eden-Bowery BM—Calderon] Many of the younger teenagers should find a special meaning in this sentimental ballad about a lass who wants to be a bit older than she is. Smooth performance of a commercial item.

WILD EYES AND TENDER LIPS [2:20] [Meridian BM—Kiln, Stevenson] The girls swing into an up-tempo rocker on this end. Potent item from the hoofers.


EVERY BROTHERS [Cromwell ASCAP—Martin, Wilder] An infectious and charming melody from the composers', "New England Suite" is delightfully fashioned in novelty form by Mitch Miller, the chorus and orchestra. Bouncy ditty.

TEDDY RANDAZZO [Vik 0289] "KIDDIO" [2:31] [Eden-Bowery BM—Oakey, Randazz] Randazzo belts from the heels as he leaps into a torrid R & R item which he笔 rock with raucous bravado. The Paramount film, "Mister Rock and Roll", "Kiddio" is a word that the teenagers will pick up and make into a popular expression, which should help the song climb. Could be Teddy's first big hit as a soloist.

"I WAS THE LAST ONE TO知 [2:04] [Eden-Bowery BM—Randazzo, Calabrese, Ota] From the same movie comes this pretty ballad which Teddy croons with warmth and emotion. Lovely tune.

"WAKE UP LITTLE SUSIE" [1:57] [Acuff-Rose BM—Bryant, Bryant] ONE OF THE TOP PERFORMERS in the record business, Paty Page is headed for even greater conquests in the coming months when she scores on the CBS-TV network with her own show called "The Big Record of the Week". And from the sound of her latest release on Mercury, "I'll Remember Today", Patti may bring along her own big record to the new show. The song is an enchanting waltz romantic with a sentimental, reminiscing lyric. Warm and freight delivery by the axe lark set against a pretty chordal back-drop, Superb follow-up to Patti's current long-ruminating "Old Cape Cod". We can expect this side to enjoy similar success. And Patti's performance on "Wake Up Little Susie" helps the disk soar. Flip "My How The Time Goes By" which offers a contagious rhythm with some fine multiple voicing by the canary. Keep a close watch on the top deck.

EVERY BROTHERS [Cadence 1337] THE KING SISTERS (Cont'd) 1. "THAT OLD FEELING" [2:21] [Leo Feist ASCAP—Brown, Pan] This King Sistets employ their exciting modern harmony on one of the great oldies from the "A" shelf of the record cannibal catalog. Fiery, hard driving delivery that nails. Jockey will hit the record with this one.

EASY TO LOVE [2:06] [Chappel ASCAP—Porter] A top Cole Porter item with a splashy top pace by the larks. Thrilling swinger with a trigger-fast latin-jump beat.

JACKIE WILSON [Bentwick 50094] REET PETIT [2:40] [Santie BM—Carlo, Gordy] Brunner could be a big star in the short-satellite performer. Jackie displays his skills with a rockin' novelty as he belts out a gimmick-filled jumper that cuts along at a torrid pace. Strong potential. Could be a hit. Watch this long shot.

BY THE LIGHT OF THE SILVER LANTERN [2:27] [Remick ASCAP—Madden, Edwards] Jackie changes the mood completely on this end. A delightful bounce interpretation of a great oldie. Charmed soft shoe item that falls-TV style very easily on the ears. Refreshing new treatment that could popularize the song age.

BOB RILEY [Dot 15625] WITHOUT YOU LOVE [2:12] [Rash BM—Peters, Gold] A dramatic introduction leads into a torrid rock-a-billy jitter which serves to introduce Bob Riley on the Dot label. Potent jump stuff with a socko beat and some thrilling accompaniment by a chorus and guitar-filled ruck.

CHUCK REED [Rupe 4025] SUGAR CORSAE [2:05] [B+E. B. Marks BM—Ebb, Klein] Chuck Reed, often one of the more exciting vocalists on the westcoast side with some top notch multiple voicing. Could make big noise.

WHISTLE BOY SINGS THE BLUES [2:15] [Hollywood ASCAP—Arthur] The gifted lads sings from the heart on this end. Interesting and very imaginative well handled by the Chuckies. Side could be a sensation in the South and may spread throughout the country. Watch both sides.


"Only those records best suited for commercial use are reviewed by THE CASH BOX"
AGAIN
AGAIN
AGAIN
AGAIN
AGAIN
PROVEN
HIT
MAKERS

THE
PLATTERS

ONLY
BECAUSE*

AND

THE MYSTERY
OF YOU*

MERCURY 71184

* A CASH BOX DISK OF THE WEEK
* A BILLBOARD SPOTLIGHT HIT

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

“ONLY THOSE RECORDS BEST SUITED FOR COMMERCIAL USE ARE REVIEWED BY THE CASH BOX”

PEREZ PRADO ORCH. (RCA Victor 6990)
B "I SEEK A MIGHTFUL MARGARET” (2:18) [Peer International BMI—Prado] The Prada leads his huge orchestra thru an exciting cha cha item, featuring the characteristic grooves, groaning trombones and hul- lering brass. Melodic item tailor-made for the dancers.
B "LEYENDA MEXICANA” (1:50) [Symphony House ASCAP—Mu- nana, Watson] The tempo of this half level item itself resembles the merengue. Light and frizzy latyn beat dance item.

KATHY LINDEN (National 106)
B "IT'S JUST MY LUCK TO BE FIFTEEN” (2:50) [BMI Canada Ltd.—Cowell] The diskery could make big noise with this teenage ballad. It's a heart-rending story about a teenager who's just an “in between”— too old to play with toys and too young to go with older kids. Should appeal to a vast market. Strong performance by youthful. This is one of the shining lights of the ASCAP sym- phony.
C- [Paramount ASCAP—Bagdasa- rian] The sweet voiced songstress throws through a wistful song of romance from the Paramount flicker "Devil's Hairpin”. Pretty item.

DEAN STEWART/MARGIE MEINERT (Fraternity 781)
B "SOMETHING HAPPENED” (2:27) [Target BMI—Van Cleve, Temple] Something big could happen to this good rock and roll in- tentedly rendered by the interesting and dramatic voice of D. Stein. A side that has a sound that should appeal to the kids. Watch this sleeper, it's got poten-

tial.
C- "CHICKEN HOP” (2:06) [Buck- eyo-ASCAP—Simson, Meinert] Gateway of his drumming and sax com- company Margie Meinert on this end as she rocks and rolls on the Kosten Elec- trophone Organ. Solid singer that drives hard.

THE HIGHLIGHTS (Kally 1044)
B "TURN AROUND SHOES” (2:33) [BMI, Canada, Ltd.—Miler] The Highlights, who made big noise some months back with their "Candy Apple” disk shuffles thru a contagious bounce item with a cute romantic story line.
C- "INDIANA STYLE” (2:10) [Scherer Songs BMI—Doan] A rock and roll ballad and waltz tempo are combined on this end as the boys drift smoothly thru another romantic tune.

THE HARVEY BOYS (Cedence 1335)
B "FEATHER HONOLULU LOVE” (2:24) [Mack Martin BMI- Wolfe, Solomon] The Harvey Boys who've had territorial clicks with a number of their previous releases could be in for real attention with both halves of this coupling. This end is in the currently popular Hawaiian cathe- dral, making this a love romance with a pretty shuffle beat and delightful har- mony.
B "IF YOU'LL BE MY LOVE” (2:21) [Cedarwood BMI—Young, Hill, Peddy] This end is a terrific shuffle tune with a good teenage beat and lyric. Contagious item that the kids could easily take up and spread like wildfire. It's got a good whistle gimmick too.

THE SLEEPERS (Verve 10082)
C- "THERE'S A BOAT DADS "LEAVIN' SOON FOR NEW YORK” (2:54) [Chappell ASCAP—Gershwin, Gershwin] A Gershwin Bros. title is smoothly styled by the versatile and polished group. Class tune.

HELEN TRAUBEL (Dot 15627)
B "BECAUSE” (2:20) [Chappell ASCAP—Harlech, Looten] Helen Traubel, the great Wagnerian opera singer, makes her popular record de- but on Dot with a rich and beautiful performance of a wonderful song that has been tailor-made for singing standard. Lovely interpretation.
C- "TREES” (2:23) [G. Schirmer ASCAP—Kilmer, Rasbach] An- other beautiful evergreen perfectly suited for the artist's classic voice. Both sides should make this disk a standard seller.

JAY RAYE & ORCH. (Epix 2928)
B "ANN’S THEME” (2:15) [Tam- miff, records under the above mon-iker for Epic, presents a delightful instrumental mood item featuring a chorus singing without lyrics. Lovely theme that grows on you with each listen. Could happen and blossom into a big seller. Watch this sleeper.

TOMMY MARTIN (RCA Victor 7007)
B "AT LAST” (1:58) [Leo Feist ASCAP—Warren, Gordon] Tony Martin gets a free-swinging Jimmy Dorseyish back drop as he belts out a potent vocal interpretation of a hit oldie. Good finger-snapper that could bring the song back.
B "SCUSAMI” (2:50) [Southern ASCAP—Maligoni, Ferroni, Sig- man] Top romantic form as he croons a tender love song in his own mellow manner.

TED FORBES (Popular 7080)
B "ABSENCE” (2:51) [Buckeyo-ASCAP—Forbes] Absence makes the heart grow fonder—is the theme of this top rowful ballad penned by the vocalist.

TOMMY DANTON & ECHOS (Par 235)
B "OH YEAH” (2:30) [RockRam BMI—Coupland] A high speed rock- er with a swinging beat and a number of contagious vocal gimmicks, is sent across in commercial fashion by Tommy Danton. Solid dance deck that'll have the boxes hopping.
C- "WHERE DO I STAND WITH YOU” (2:19) [RockRam BMI —Sonin] Tommy puts his heart into a rock and roll ballad on this end. The Echoes assist with a good group back- drop.

ANDY ROBERTS (Norva 1000)
B "COULD I BE” (2:22) [Norva Pub. Co.—Margen] Andy Roberts, who has become a tab- unateously with a pretty ballad pre- sented with warmth and sincerity.
C- "OLY LADY” (2:34) [Norva-Adagio] A calsey novelty styled record which fits the critic's bill.
A GREAT NEW ARTIST
A GREAT NEW HIT......

"PLAYTHING"
and
"THE HONEY SONG"

Dot RECORDS Inc.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Class is First
With The Originals

"BEAUTIFUL WEEKEND"
Googie René
Class No. 212

"LITTLE BITTY PRETTY ONE"
Bobby Day and the Satellites
Class No. 211

"THAT'S MY DESIRE"
Bob and Earl
Class No. 213

All 3 Breaking Big Nationally

Class Records
1107 N. Formosa
Hollywood, Calif.

The Cash Box
Best Bets

Record Reviews

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

The Cash Box
September 14, 1957

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN THE BUSINESS

COLUMBIA RECORDS

A DIVISION OF CBS
® "Columbia" ® Marcas Reg.

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

Sal Mayo of the Four Voices, Columbia recording artists, to wed Marita Goltry of the Copacabana ensemble December 14th. . . . The Helene Dixie recording of “Looking Over My Shoulder” is being held up until Epic finds the name of the author which was misplaced. . . . June Valli guests the week on the Jimmy Dean Show from Washington. . . . Joe Shapiro, co-writer with Lou Hallman of “Rose! And Round,” winding up a two month tour of Europe, has been commissioned by publishers in several countries to write English lyrics for some songs. . . . Bill Hayes will make his tenth guest appearance on the Woolworth Hour September 29. . . . Guy Lombardo is reportedly mulling a show next season at the Jones Beach Marine Theater in which a race between speed boats would be part of the performance. . . . Tom Landi, recording on the Safari label, is half of a comedy team of Landi and Petretti. . . . Lauri Ann has been signed to personal management by Jerry Lynn, head of Jerry Lynn Music, who is also planning a musical version of “Camille” on Broadway this Fall. . . . All members of the Bachelors, new singing group with National Records, were formerly high school football players. The boys are now “biting it hard” with their release of “From Your Heart” backed with “A Million Teardrops.” . . . Michelle Hammar, Japan’s top feminine recording artist, will make her United States debut when she joins Patti Page on the premiere of The Big Record September 18. The following week Something’s Smith and the Redheads are scheduled to do their record of “You Always Hurt The One You Love” on the same show. . . . Eileen Rodgers flew to Omaha last week to be godmother to the first child of Bill Stewart of the Storer chain. Dick LaPal was Godfather. Baby’s name is Sharon Celeste Stewart.

CHICAGO:

Port miss Vicki Belmonte, 10 year old songbird for Web Records, in Chicago to visit relatives with her booking of “Dance, You Fraudlin.” Vicki was recently discovered on Arthur Godfrey’s Talent Scouts Show. Eddie Wild, of Lorne Distas, escorts Vicki around our town. . . . Jackie Cain and Roy Kra, clever song stylists, still gracing the spotlight at Mr. Kelly’s; sit continuing to pack em in. Included in this week’s act are Vera May Angelon, Calypso songstress, and Shellyerman, comedian. Jackie and Roy delighted about sales of their LP album “Jackie Cain & Roy Kra” on the Brunswick Label. . . . Gerry Grainger at All-Star Distas, pleased as punch over “That’s My Design” by The Channels on Gene Label, and The Mello-King’s disk on Herald “Tonight, Tonight.” . . . Stan Pat is delighted about Buddy’s release “Hula Love” on Rond. . . . Ralph Flanagan, gueststarring on Jim Lombergh’s new TV show “Record Hop” via WBKB this Saturday, opened a four week bandstand at the Oh Henry Ballroom. . . . While the Grand Duke of Piano, Duke Elington, is gracing the keyboard at the RKO Palace, Marty Hirsch, RCA promoter, doing “hash flips” over Julius La Rosa’s “Worlds Apart.” Marty says that Julie’s summer stint on the Perry Como TV Show is sending sales. . . . Marty offers this quip about Como. “Como was so happy his vacation came along so he didn’t have to ‘relax’ anymore until the Fall.” . . . Jerry Ferber, free lance promoter, working on album “Port Said,” making rounds of desjays with an Egyptian dancing number. Audio-Fidelity is distributing locally by Rebesh Lawrence and Tony Gallego of Record Distas. . . . Eli Toscano, Cobra Prexy, reports that he recently sessions two new artists, Betty Everett and Duke Jenkins. Records will be released soon. . . . George Jay, the West Coast “Hitman,” reports that the dentist is addressing his drill now asks, “Which speed would you like. . . . 78, 45 or 33-1/3 rpm.

HOLLYWOOD:

Lizbeth Scott, film star, has been signed by Herman Diaz of Vix Records to a recording pact. The sultry actress will wax romantic music, and wax romantic songs material on an LP when Diaz returns to this city next month for recording sessions. . . . “Rebel,” Carol Jarvis’ Dot click making big noise in these parts, has a beautiful four-color sleeve set foricky Nelson’s first Imperial release which couples “Have I Told You Lately That I Love You” and “Re-Beg Me Baby,” and will get an all-out send off by all of the label’s distribs. . . . Nick Todd, Pat Boone’s brother, makes his Dot debut with a recording of “Playing at a Game” with a recording of “Premiere” sales manager Larry Newton leaves for the Coast next week for contacts with ABC distribs as well as label’s coast rep Lee Palmer. . . . Famous jazz guitarist Barney Kessel preparing his first sessions at Columbia and R & R, A & B label of Verve Records. Following the departure of Buddy Bregman who was released from his pact with Verve last week by Lane Granz, Verve prezzy, will A & R jazz and pop LPs. . . . Stan Kenton and the Hi-Lo’s will kick off Gene Norman’s series of jazz concerts, Sept. 27th. . . . First stint will be staged at the Shrine. This is Nor- man’s 10th year of promoting one-nighters in this area. Other artists who will star in subsequent shows include Teddy Heath’s Band, Fats Domino, LaVern Baker, Clyde McPhatter and others.

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
PATTI PAGE
SWINGS
Her Latest and Greatest

"MY, HOW THE TIME GOES BY"

words and music by CAROMYN LEIGH and CY COLEMAN
MERCURY 71189

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

**Disk Jockeys Played Most**

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
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<tr>
<td>1</td>
<td>TAMMY</td>
<td>DEBBIE REYNOLDS</td>
<td>Coral</td>
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<tr>
<td>2</td>
<td>DIANA</td>
<td>PAUL ANKA</td>
<td>ABC-Paramount</td>
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<tr>
<td>3</td>
<td>HONEYCOMB</td>
<td>JIMMIE RODGERS</td>
<td>RCA Victor</td>
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<td>4</td>
<td>THAT'LL BE THE DAY</td>
<td>CRICKETS</td>
<td>Brunswick</td>
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<td>5</td>
<td>IN THE MIDDLE OF AN ISLAND</td>
<td>TONY BENNETT</td>
<td>Columbia</td>
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<td>6</td>
<td>FASCINATION</td>
<td>JANE MORGAN</td>
<td>Kapp</td>
</tr>
<tr>
<td>7</td>
<td>WHOLE LOT OF SHAKIN' GOING ON</td>
<td>JERRY LEE LEWIS</td>
<td>Sun</td>
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<tr>
<td>8</td>
<td>WHITE SILVER SANDS</td>
<td>DON RONDO</td>
<td>Jubilee</td>
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<tr>
<td>9</td>
<td>IT'S NOT FOR ME TO SAY</td>
<td>JOHNNY MATHIS</td>
<td>Columbia</td>
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<td>10</td>
<td>REMEMBER YOU'RE MINE</td>
<td>PAT BOONE</td>
<td>Dot</td>
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<tr>
<td>11</td>
<td>(MY HEART/AND THAT) REMINDS ME</td>
<td>KAY STARR</td>
<td>RCA Victor</td>
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<tr>
<td>12</td>
<td>I'M GONNA SIT RIGHT DOWN</td>
<td>BILLY WILLIAMS</td>
<td>Coral</td>
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<td>13</td>
<td>TEDDY BEAR</td>
<td>ELVIS PRESLEY</td>
<td>RCA Victor</td>
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<tr>
<td>14</td>
<td>SEND FOR ME</td>
<td>NAT &quot;KING&quot; COLE</td>
<td>Capitol</td>
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<tr>
<td>15</td>
<td>THERE'S A GOLDMINE IN THE SKY</td>
<td>PAT BOONE</td>
<td>Dot</td>
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<tr>
<td>16</td>
<td>MR. LEE</td>
<td>BOBBETTES</td>
<td>Atlantic</td>
</tr>
<tr>
<td>17</td>
<td>JUNE NIGHT</td>
<td>JIMMY DORSEY</td>
<td>Fraternity</td>
</tr>
<tr>
<td>18</td>
<td>JUST BETWEEN YOU AND ME</td>
<td>CHORDETTES</td>
<td>Cadence</td>
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</tbody>
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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
ANOTHER SMASH FROM

THE

EVERLY BROS

wake up little susie

and

maybe tomorrow

Cadence 1337

cadence

RECORDS, INC., 40 E. 49 ST., N. Y. C.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
WDGY—Minneapolis-St. Paul, Minn., says General Manager Jack Thayer, has initiated a campaign in conjunction with record personalities to help combat juvenile problems. Feeling that "a teenager who is dressed properly will act properly under all circumstances," the station has the slogan "Dress Right—Feel Right—Act Right," which will be augmented by a series of announcements by such disk artists as Nat "King" Cole, Johnny Desmond, Joel James, Robie Hood, The Four Aces, and The Crew Cuts... Jim Winters of WABJ-Detroit, Mich., informs us of a WABJ buying spree over the last few months, which has brought under the WABJ banner WABM in Houlton and WAGM, WAGM-TV, the Presque Isle WAGN and WAGM-TV. This means that in the Fall the "Jim Winters Show" will be aired throughout Maine... Ed Bonner (KXOK-St. Louis, Mo.) reports that a Jackie Gleason (last Friday) contest based on the star's "Sleeping Beauty" EP brought 5,000 mailing pieces to his desk the first week... Norm Page (WCAE-Detroit, Mich.) holds the 5 P.M. to 7 P.M. slot on the 50,000 watter... Tom McNaughton (WBOF-Virginia Beach, Va.), WBOF morning man, is giving away one million dollars on his "Beach Patrol" show for the best completion of the statement "I Would Like A Million Dollars In Confederate Money Because..." The folks over at the 764,000 Station can calm down—it's all in Confederate currency... Al Radka (KXRE-Fresno, Calif.), elated over his area's new neighbor, the baseball Giants, Don Bell (KIOA-Dubuque, Iowa) a hit with his own private booth at the 99th Iowa State Fair. The deejay passed out KIOA Top Fifty sheets, held drawings for free albums daily, gave autographed copies of Brenda Lee's (Decca) "Sourvenir Album," pictures of Red Allen, and issued membership cards to his "Don Bell" Teen Age Teen Aid club.

Herb Knight (WONE-Dayton, Ohio) received an excellent mail response to a warning by Ted Newman's on the Rev label, "Playing..." WARE-Ware, Mass., broadcast directly from the Spencer Fair in Spencer, Mass., over the Labor Day weekend writes WARE DJ Jim Mac... Al Makkay (KCKA-Tucson, Ariz.) now has a nine-hour show on Saturday from 9 A.M. to 6 P.M., which, in the 9 to 12 slot uses the services of The Cash Box charts... Josh King (CHUM-Toronto, Canada) says the Karen Chandler (Decca) waxing of "Tell Me More" has shown the most action of any disk on his show in twenty-one weeks... Sam Blessing (KOSI-Denver, Colo.) just returned from a two-week vacation, writes that the touring company of "My Fair Lady," starring Brian Aherne and Anne Rogers, opening in Denver, has given him some lengthy waves of praise and applause," a reception, we might add, the musical is by this time well accustomed to... Jim Bergman (KWEC-Pendleton, Ore.), writing that his area's "Round-Up" affair takes place September 11, 12, 13, and 14th, an event everyone is talking about... working hard too... Ted Jones (WTOK-Ithaca, N. Y.) says that "Ivy League" (Tennessee Ernie Ford on Capitol) is appropriately doing well in Ithaca as the city is the home of an Ivy League school, Cornell University... Bill Gerson (WINS-Louisville, Ky.) and fellow deejays enthused over the Johnny Jones Quartet LP on Capitol "Muted Jazz," and a session from the best-selling Johnny Mathis LP, "Wonderful, Wonderful," on Columbia, "Will I Find My Love Today."... Tony Davis (WAIL-Baton Rouge, La.) is moving from his "Nightbeat Show" to a daytime stint, the four-hour "Tony Davis Show." Bob Love will take over "Nightbeat," keep the same title, but add "Love In The Evening" to it... George Wilson (WMDB-Greenville, S. C.) informs us that his "George Wilson Show," "The Max Mace Show," and the "Top Fifty Show" are programming from The Cash Box lists... WACK-Newark, N. Y., takes to the air September 30th, says Program Director Dick Alden, whose afternoon show was bolstered by teen-age groups, with standards and new up and coming items finding their way on the program, too. WACK will hit Wayne County, Ontario and Seneca Counties, Monroe County and other areas.

VITAL STATISTICS:

Larry Kane, formerly with KNZU-Houston, has moved over to KXYZ-Houston, and would appreciate artist's voice tracks... Bill Jenkins is now Program Director for KAFY-Jacksonville, Calif., coming from KFAL-Palm Springs... Frank Bell, formerly of KEEK-El Paso, Tex., now spinning platters for KITS-Kansas City... Ray Harris is now located with WKEA-Manchester, N.H... Mack Sanders is the new deejay for KFBI-Wichita, Kansas, moving from KFBI, same city... Ron Dunn has joined WBBB-Mt. Clemens, Mich., from WCPX-Cincinnati, O.
CASHBOX & BILLBOARD CHARTS: CLIMBING! CLIMBING!

Cyril Stapleton

FORGOTTEN DREAMS

1754

Stronger Than Ever!

Mantovani

AROUND THE WORLD

1746

LATEST—AIMED AT THE TEEN TRADE

Beverley Sisters

OLD ENOUGH TO KNOW

B/W

I Remember Mama

1757

The Original and Best!

Edmundo Ros

MELODIE D’AMOUR

1751

New Low Price

On ALL LONDON EP’s

Now Only $1.29

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
No Matter how you look at it—
A NEW SMASH HIT!

MY ONE SIN

THE FOUR COINS

b/w This Life Epic 5-9229 & 9229

It's a faster starter than "SHANGRI-LA" which is piling up record sales everywhere!

Hits Are Our Business!
Taking Off In Memphis, New Orleans, Durham, Cleveland

Brook Benton's

“Come On, Be Nice”

b/w

“I Wanna Do Everything For You”

Vik 4X0285

Eden Music, 1650 Broadway, N.Y. 19, N.Y.

Top Selling Records Reported by Retail Outlets

From Coast to Coast

Melody Song Shops, Inc.
Brownsy, N. Y.
1. Mr. Lee (Bubba)
2. Bye, Bye, Love (Every Body)
3. I Can't Help Myself
4. Passing Stranger
5. I'm In The Middle Of An Island (T. Bennett)
6. Please Mr. Brown (V. Greene)
7. Love Me To Pieces (L. Quay)
8. Fascination (D. Jordan)
9. It's Not For Me To Say (L. Mathis)
10. Third Finger, Left Ear (E. Rodgers)

Thompson's Eggnog, Ohio
1. Honeycomb (J. Rodgers)
2. Whole Lot Of Shakin' (J. Lewis)
3. Love Letters In The Sand (P. Stone)
4. Whole Shaker On The Floor (P. Williams)
5. Honeycomb (J. Rodgers)
6. I'm Gonna Sit Right Down (P. Stone)
7. That'll Be The Day (Crickets)
8. Whole Shaker On The Floor (P. Williams)
9. Rainbows And Feathers (J. Rodger)
10. In The Middle Of An Island (T. Bennett)

Columbia Music Co.
San Francisco, Calif.
1. Honeycomb (J. Rodgers)
2. Whole Lot Of Shakin' (J. Lewis)
3. The Whole Shaker On The Floor (P. Williams)
4. Whole Shaker On The Floor (P. Williams)
5. Honeycomb (J. Rodgers)
6. I'm Gonna Sit Right Down (P. Stone)
7. That'll Be The Day (Crickets)
8. Whole Shaker On The Floor (P. Williams)
9. Rainbows And Feathers (J. Rodger)
10. In The Middle Of An Island (T. Bennett)

One Stop Record Service
Kansas City, Mo.
1. Honeycomb (J. Rodgers)
2. Whole Lot Of Shakin' (J. Lewis)
3. Remember You're Mine
4. In The Middle Of An Island (T. Bennett)
5. Drivin' Shoes (C. Carr)
6. Goodbye, Goodbye (J. Lewis)
7. That'll Be The Day (Crickets)
8. I Just Don't Believe (J. Lewis)
9. My One And Only Love (R. Nelson)
10. Teddy Bear (E. Presley)

Disc & Needle Record Shops, Inc.
1. Whole Lot Of Shakin' (J. Lewis)
2. Whole Shaker On The Floor (P. Williams)
3. Honeycomb (J. Rodgers)
4. Whole Shaker On The Floor (P. Williams)
5. In The Middle Of An Island (T. Bennett)
6. Around The World (Mantovani)
7. Rainbow (R. Hamilton)
8. Lasting Love (L. Minto)
9. Teddy Bear (E. Presley)

Yeager Music Shop
Baltimore, Md.
1. Whole Lot Of Shakin' (J. Lewis)
2. Whole Shaker On The Floor (P. Williams)
3. Honeycomb (J. Rodgers)
4. Whole Shaker On The Floor (P. Williams)
5. In The Middle Of An Island (T. Bennett)
6. Around The World (Mantovani)
7. Whole Shaker On The Floor (P. Williams)
8. Whiskey (M. Miller)

Lynn Music Co.
Lynn, Mass.
1. Whole Lot Of Shakin' (J. Lewis)
2. Happy Happy Happy (P. Stone)
3. Love Letters In The Sand (P. Stone)
4. Honeycomb (J. Rodgers)
5. Whole Shaker On The Floor (P. Williams)
6. That'll Be The Day (Crickets)
7. Whole Shaker On The Floor (P. Williams)
8. Honeycomb (J. Rodgers)
9. Whole Shaker On The Floor (P. Williams)
10. Rainbows And Feathers (J. Rodger)

Regal Record Shop
Los Angeles, Calif.
1. Tammy (D. Reynolds)
2. Honeycomb (J. Rodgers)
3. Whole Shaker On The Floor (P. Williams)
4. Love Letters In The Sand (P. Stone)
5. Whole Shaker On The Floor (P. Williams)
6. Honeycomb (J. Rodgers)
7. Whole Shaker On The Floor (P. Williams)
8. Honeycomb (J. Rodgers)
9. Whole Shaker On The Floor (P. Williams)
10. Honeycomb (J. Rodgers)

Comer's Record Nook
San Antonio, Tex.
1. Honeycomb (J. Rodgers)
2. Whole Lot Of Shakin' (J. Lewis)
3. Honeycomb (J. Rodgers)
4. Whole Shaker On The Floor (P. Williams)
5. Love Letters In The Sand (P. Stone)
6. Honeycomb (J. Rodgers)
7. That'll Be The Day (Crickets)
8. Whole Shaker On The Floor (P. Williams)
9. That'll Be The Day (Crickets)
10. Whole Shaker On The Floor (P. Williams)

The Groove Gossage
Houston, Tex.
1. The Whole Shaker On The Floor (P. Williams)
2. That'll Be The Day (Crickets)
3. Whole Shaker On The Floor (P. Williams)
4. Honeycomb (J. Rodgers)
5. Whole Shaker On The Floor (P. Williams)
6. Whole Shaker On The Floor (P. Williams)
7. Whole Shaker On The Floor (P. Williams)
8. Whole Shaker On The Floor (P. Williams)
9. Whole Shaker On The Floor (P. Williams)
10. Whole Shaker On The Floor (P. Williams)

G. C. Murphy Co.
Washington, D. C.
1. Tammy (D. Reynolds)
2. Whole Lot Of Shakin' (J. Lewis)
3. Happy Happy Birthday Baby (T. Waid)
4. I Gonna Sit Right Down (P. Stone)
5. Whole Shaker On The Floor (P. Williams)
6. Whole Shaker On The Floor (P. Williams)
7. Whole Shaker On The Floor (P. Williams)
8. Diana (P. Stone)
9. Around The World (Crayish)
10. Whole Shaker On The Floor (P. Williams)

The Record Center
Atlanta, Ga.
1. Tammy (D. Reynolds)
2. Honeycomb (J. Rodgers)
3. Whole Shaker On The Floor (P. Williams)
4. Whole Shaker On The Floor (P. Williams)
5. Love Letters In The Sand (P. Stone)
6. Honeycomb (J. Rodgers)
7. That'll Be The Day (Crickets)
8. Whole Shaker On The Floor (P. Williams)
9. Whole Shaker On The Floor (P. Williams)
10. Whole Shaker On The Floor (P. Williams)

High Point Record Shop
1. Fascination (M. Ford)
2. It's Not For Me To Say (E. Presley)
3. Tammy (D. Reynolds)
4. Whole Shaker On The Floor (P. Williams)
5. Whole Shaker On The Floor (P. Williams)
6. Whole Shaker On The Floor (P. Williams)
7. Whole Shaker On The Floor (P. Williams)
8. Whole Shaker On The Floor (P. Williams)
9. Whole Shaker On The Floor (P. Williams)
10. Whole Shaker On The Floor (P. Williams)

Royce's T.V.
Salt Lake City, Utah
1. Honeycomb (J. Rodgers)
2. Whole Lot Of Shakin' (J. Lewis)
3. Honeycomb (J. Rodgers)
4. Whole Shaker On The Floor (P. Williams)
5. Love Letters In The Sand (P. Stone)
6. Whole Shaker On The Floor (P. Williams)
7. Whole Shaker On The Floor (P. Williams)
8. Whole Shaker On The Floor (P. Williams)
9. Whole Shaker On The Floor (P. Williams)
10. Whole Shaker On The Floor (P. Williams)

Speckle Record Shop
Scranton, Pa.
1. Honeycomb (J. Rodgers)
2. Tammy (D. Reynolds)
3. Whole Shaker On The Floor (P. Williams)
4. Whole Shaker On The Floor (P. Williams)
5. Whole Shaker On The Floor (P. Williams)
6. Whole Shaker On The Floor (P. Williams)
7. Remember You're Mine
8. Around The World (Mantovani)
9. Whole Shaker On The Floor (P. Williams)
10. Whole Shaker On The Floor (P. Williams)

Bergenfield Music Co.
Bergenfield, N. J.
1. Tammy (D. Reynolds)
2. Honeycomb (J. Rodgers)
3. Whole Lot Of Shakin' (J. Lewis)
4. Whole Shaker On The Floor (P. Williams)
5. Love Letters In The Sand (P. Stone)
6. Whole Shaker On The Floor (P. Williams)
7. That'll Be The Day (Crickets)
8. Whole Shaker On The Floor (P. Williams)
9. Whole Shaker On The Floor (P. Williams)
10. Whole Shaker On The Floor (P. Williams)

Only those records best suited for commercial use are reviewed by THE CASH BOX
A NEW STAR
BOBBY HELMS
A NEW POP HIT
“MY SPECIAL ANGEL”

Decca 9-30423
30423

and his...

“FRAULEIN”
Decca 9-30194 and 30194

27 WEEKS ON THE CHARTS
AND GETTING BIGGER

A NEW WORLD OF SOUND

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
**The HITS Are On JUBILEE**

**Don Rondo**

**THERE'S ONLY YOU**

and

**FORSAKING ALL OTHERS**

No. 5297

going strong

**WHITE SILVER SANDS**

No. 5288

**Della Reese**

**AND THAT REMINDS ME**

No. 5292

**Bill Darnel**

**RAINBOW**

No. 5290

**Peatman List**

**SONGS WITH LARGEST RADIO & TV AUDIENCE**

The top 10 songs of the week on radio and TV based on the Copyrighted Audience Geocope Index & Audience Trend Index—A National Survey of Popular Music Record Over Network Broadcasts. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

<table>
<thead>
<tr>
<th>RADIO</th>
<th>(LISTED ALPHABETICALLY)</th>
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<tr>
<td>TAMMY</td>
<td>ASCAP—Livingston, Evans</td>
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<tr>
<td>AROUND THE WORLD</td>
<td>ASCAP—Young</td>
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<tr>
<td>FASCINATION</td>
<td>ASCAP—Manning, Marchetti</td>
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<tr>
<td>IN THE MIDDLE OF AN ISLAND</td>
<td>ASCAP—Acquaviva, Yamick</td>
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<td>LOVE LETTERS IN THE SAND</td>
<td>ASCAP—Kenny, Kenny, Coots</td>
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<tr>
<td>WHITE SILVER SANDS</td>
<td>Follows Peer Int'l BMI—Matthews</td>
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<tr>
<td>AN AFFAIR TO REMEMBER</td>
<td>ASCAP—Waren, Adamson, McCarry</td>
</tr>
<tr>
<td>I'M GONNA SIT RIGHT DOWN</td>
<td>ASCAP—Young, Ahlert</td>
</tr>
<tr>
<td>RAINBOW</td>
<td>ASCAP—Hamilton</td>
</tr>
<tr>
<td>OLD CAPE COD</td>
<td>ASCAP—Rothrock, Yakus</td>
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<tr>
<td>DIANA</td>
<td>ASCAP—Anka</td>
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<tr>
<td>IT'S NOT FOR ME TO SAY</td>
<td>ASCAP—Stillman, Allen</td>
</tr>
<tr>
<td>REMEMBER YOU'RE MINE</td>
<td>ASCAP—Mann, Lowe</td>
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<tr>
<td>TEDDY BEAR</td>
<td>ASCAP—Mann, Lowe</td>
</tr>
<tr>
<td>SEND FOR ME</td>
<td>BMI—Jones</td>
</tr>
</tbody>
</table>

**WATCH THESE GO**

**Big Al Sears and Orch.**

**AROUND THE WORLD IN EIGHTY DAYS**

and

**FASCINATION**

No. 5293

**Dion & The Timberlanes**

**THE CHOSEN FEW**

No. 5294

*Only those records best suited for commercial use are reviewed by THE CASH BOX*
300,000 SHIPPED FIRST WEEK...

From the Fabulous

BILLY WARD

Conception that created "STARDUST"
Comes an even Bigger SMASH!

"DEEP PURPLE"

Liberty No. 55099
Also Featuring

The Most Unusual Spiritual Album Ever Made
"SEA OF GLASS"
No. 3056

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Discussing Fall TV Series

NEW YORK—Manie Sacks, vice president of NBC, listens attentively to Nat “King” Cole as Bob Sarnoff, NBC president and comedian Jack E. Leonard lend an ear. Nat is discussing plans for his NBC network TV show which, on Sept. 17th, will begin its fall run. The photo was taken at a special press conference announcing the extension of the Cole Show thru the fall. The half-hour TV series will be seen every Tuesday night from 7:30 to 8:00 PM. The first Fall show will come from Las Vegas and will feature Tony Martin as Nat’s guest. The “King” is currently riding high in the disk derby with “Send For Me” and both sides of his latest Capitol platter “With You On My Mind” b/w “Raintree County.”

There’s No Tomorrow Down in the Alley

THE CLOVERS 1152
SHOW ME
RUTH BROWN
1153
I HOPE WE MEET
(On The Road Someday)
RAY CHARLES 1155
I WANT A LITTLE GIRL
I NEED A GIRL
TROUBLE IN MIND
JOE TURNER

Atlantic Recording Corporation
157 West 67 Street, New York 19, N. Y.

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

“SITTIN’ ON TOP OF THE WORLD”

ON

AMP-3

RECORDS, INC.

NEW RELEASES

HI FI BABY
Mr. Bear
Record No. Amp 129-1A R&B

HOLD OUT BABY
Mr. Bear
Record No. Amp 129-1B R&B

PLEASE COME BACK DARLING
Joe Colombo
Record No. Amp 130-1A R&B

LOVE YOU ALL THE TIME
Joe Colombo
Record No. Amp 130-1B Popular

SITTIN’ ON TOP OF THE WORLD
Jerry Mar
Record No. Amp 131-1A R&B

BROKENEST HEART IN TOWN
Jerry Mar
Record No. Amp 131-1B Popular

ZIPPET ZIP
The Empires
Record No. Amp 132-1A R&B

IF I’M A FOOL
The Empires
Record No. Amp 132-1B R&B

STOP DRIVIN’ START DRIVIN’
Burt Keys
Record No. Amp 133-1A Rock & Billy

TOO WEAK TO STOP THE TREND
Burt Keys
Record No. Amp 133-1B Popular

AMP-3

RECORDS, INC.

RECORD OF THE MONTH

JERRY MAR

SINGS

“SITTIN’ ON TOP OF THE WORLD”

B/W

“BROKENEST HEART IN TOWN”

AMP-3

RECORDS, INC.

IN CANADA:
SPARROW OF CANADA, LTD.: P.O. Box 25035, London, Ontario, Canada, Ph. 4-8887

IN HONOLULU, T.H.
MUSICAL DISTRIBUTORS: 1420 South Beretania, Honolulu, T.H., Ph. 2-8249

NEW YORK
527 Lexington Ave.
Suite 448
New York 17, N. Y.
EL 5-3257

HOLLYWOOD
Eddie Truman
6351 Selma Ave.
Hollywood 28, Calif.
NO. 2-1418

CHICAGO
Penthouse Studios (15 fl.)
64 W. Randolph
Chicago, Ill.
Du. 2-0493

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
ATCO HITS!!!

**Smash No. 1**

"MY BABY COMES TO ME"
"IDOL WITH THE GOLDEN HEAD"
THE COASTERS
Atco 6098

**ATCO HITS!!!**

**Smash No. 2**

"IF I SHOULD LOSE YOU"
"IT HURTS TO LOVE SOMEONE"
GUITAR SLIM
Atco 6097

**ATCO HITS!!!**

**Smash No. 3**

"SHIVER AND SHAKE"
"ROCK AND ROLL BLUES"
LINDIA HOPKINS
Atco 6096

**ATCO HITS!!!**

**Smash No. 4 and still going strong**

"SEARCHIN'"
"YOUNG BLOOD"
THE COASTERS
Atco 6087

***THE RECORD NO. IS 20/47-7006***

**THE SINGING FIND**

**OF 1957**

**BOB JAXON**

breaks open

The Big Novelty Smash
Hit of the Year

"GOTTA HAVE SOMETHING IN THE BANK, FRANK"

* this is the record no. omitted from the double page ad in the Sept. 7th 1957 issue, pages 4 and 5.

**ATCO**

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

---

**Album**

**Sure Shots**

*Also Available in EP*

**THIS IS NAT "KING" COLE**

(Capitol T-870)

**ALMOST PARADISE**

ROGER WILLIAMS
(Kapp KL-1063 * KE-736)

---

**"Recording Stars Of '57"**

HOLLYWOOD—An opening day crowd of thousands greeted KLAC disk jockey Earl McDaniel for the opening of his All Star Stage Show, "Recording Stars of '57" starring Lavern Baker and Frankie Lymon and featuring Young Jessie, the Hawkeyes, Richard Berry & The Pharaohs, The Rip Tyler Trio and the Band of Eddie Beal.

---

**THE PLAYMATES**

"DARLING IT'S WONDERFUL"

R - 4022

ROULETTE RECORDS
659 10th Ave.
N Y., N. Y.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
**Capitol Intro's 1st Separate Sept. Album Program**

HOLLYWOOD—Coed to the theme “There's Magic In Motion on Capitol,” Capitol Records on Sept. 2 introduced its first separate fall record program in the history of the company. The release includes 28 new or reissues of albums featuring “Starlight Chorale” and “Cameo 21” and five classic albums.

Debuting with their first pop albums on Capitol are Dakota Staton, Frank Sinatra, and Bing Crosby, accompanied by Leopold Stokowski.

In the “Capitol of the World” section, the historic all-star band of Jewish music and its first album of music recorded in New Zealand is featured.

For the new pop sets for September including the premiere album for Capitol of the Los Angeles Philharmonic Orchestra, conducted by Leopold Stokowski.

**Another Boone For Dot**

HOLLYWOOD—Nick Boone, younger brother (22 years old) of Pat Boone, has signed a personal management contract with Randy Wood, and a recording contract with Dot Records. His first recording under the label is “Playing,” and the flip is the oldie, “The Honey Song,” which was given a modern beat.

Because it would be too confusing to have two Boones on the same label, Dot is changing Nick’s name to Todd, which is “Dot” spelled backwards with two “d’s,” which was Nick’s own idea and choice.

**Weston To Be Musical Director of “Crescendo”**

NEW YORK—Columbia’s Paul Weston has been signed as musical director for “Crescendo,” CBS Television’s “Du Pont Show of the Month” premiere Sunday, Sept. 29th. Paul Gregory will produce the special, hour-and-one-half color musical, which will originate in New York.

Already announced in the impressive list of stars for “Crescendo” are Ray Harrison, Ethel Merman, Louis Armstrong, Edith Fellows, Jimmy Dorsey, Lenny Bruce, and the Boswell Sisters. Marvin Ka- ander.

**Triple Threat**

NEW YORK—The Peatman List, a compilation of the songs with the largest radio and television audience, will list a song published by Symphony House Music. Individuals will have different titles should the situation arise where all three should be posted. The list, in question, is Marvin Kaander’s “Fasci- cuto” and its vocal derivatives “And That Reminds Me” and “My Heart Reminds Me” the title of the Ray Stare vocal on Victor.

**Fascinating Discussion**

NASHVILLE, TENN.—“The Jim Reeves Show” will be heard over the American Broadcasting Network beginning October 7, 1957. This will be the first regular coast-to-coast network originating from Nashville since World War II, with the exception of the weekly Prince Albert of Scotland Oceanic on NBC for the past five years. The show, a half-hour program featuring WSM talent, will be produced and directed at the WSM Stage and will feature the popular music. The emcee of the 55 musical minutes will be Jim Reeves, whose recording of “Four Walls” was high on the pop charts. For variety to the program, there will be a variety of guests, such as the Anita Kerr Singers, a vocal quartet who have made numerous appearances on the Arthur Godfrey Show and Owen Bradley’s Decca recording orchestra, a 2-piece band and one singer, the group for dances of the same name, other WSM talent such as Fer- din Husky, Marty Robbins, and the Evely Brothers will be featured as guest artists at various intervals.

“It’s What’s in THE CASH BOX That Counts—INTERationally"
"WILBURGH BROTHERS"—Decca DL 8576 (1-12" LP)

The long-time singing team get off their first package effort on a set of country and western romancers, some oldies, four presented for the first time. Singing with colorful rhythm or playing in a wailing brass duet that C&W following will find a worthy addition to their. Dealers with C&W traffic should make the waxing readily available.

"MACHITO"—Tico LP-1045 (1-12" LP)

Machito, says the package, "is inspired by Dar- ryl F. Zanuck's production of Ernest Heming- way's "The Sun Also Rises," a film recently premiered to wide acclaim. Thus, the cover scene from the flick with lettered title is a very helpful sales aid for this polished series of rhythmic cha-cha pressings. Could move out among other Latin dance floor entries.

"THE POTTIES GIRL"—Bill Snyder, His Magic Piano, Piano And Orchestra—Decca DL 8495 (1-12" LP)

A major Decca mood pianist, Bill Snyder with big orchestra support skillfully recalls twelve tunes associated with the late Jimmy Potties. On the mood agends are such snappy and tuneful oldies as "Hello Frisco, Ooh, Ooh," "That's My Name On Harvest Moon," and "A Pretty Girl Is Like A Melody." Added to mood and nostalgia seekers, this set’s sales potential could be increased by the recent edition of the "Ziegfeld Follies" on Broadway.

"POLE AT THE PIPE ORGAN"—Jesse Crawford, Organ—Decca DL 8565 (1-12" LP)

The off-recorded Decca organist puts the ver- satility of the pipe organ to good use as he offers a bill of thirteen goods by Irving Berlin. Crawford, in form that is both bright and moody, en- counters numbers like "Cheek To Cheek," "Say It With thirteen," and "Blitz Skies." Organ traffic will find excellent organ renditions here.

"CANDIDO THE VOLCANIC"—Orchestra Con- ducted By Ernie Wilkins—ABC-Paramount ABC 130 (1-12" LP)

The exciting bongo-conga performer, who has been put in several types of instrumental back- ing on previous ABC-Paramount releases, is backed by a jazz-inspired, sometimes Latin-in- spired, orchestra heading by Ernie Wilkins. On eight, mostly for the conga, and the new (Art Farmer, trumpet; Jimmy Cleveland, trom- bone; and Hank Jotes, piano) perform with a colorful rhythmic drive. A master of the bongo- conga drums at work.

"GREEN EYES"—Helen O'Connell—Vik LX-1988 (1-12" LP)

These new recordings feature the thrust in col- lection of smart oldies, including three she brought fame to as a Jimmy Dorsey vocalist, "Green Eyes," "Tangerine," and "Amapola." Miss O'Connell is in fine vocal form as she glides smoothly over the latter selections and others like "Endless Love," "Star Eyes," and "Time Was." Marion Evans leads a lush orchestra with a beat. Vocal stints that should get impressive sales and defray attention.

"THE PIANO ARTISTRY OF JONATHAN ED- WARDS"—Columbia CL 1024 (1-12" LP)

Everything here (with the exception of two right-hands on the keyboard on the cover) points to mood fans: the title, cover, and evergreen bill, but what actually occurs is a hilarious disk joke. Pianist Edwards is an expert at playing off-key, his wife Darlene, on four numbers, pitches in with amateur-night vocals. The product is novel and party fun of the first order. Desjays, with an ear for the unique, will spin extensively.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
MUSIC TO MAKE YOU STARRY-EYES'D—Robert Maxwell, His Harp And Orchestra— MGM E8571 (1-12" LP)

The popular harpist, with a theme aptly suited to the soft strains of his harp, should be in excellent touch with a mood audience with this set of songs about the night ("All Through The Night," "Stella Maris," and "In The Still Of The Night"). Ork backing nicely keeps Maxwell's imaginative work up front, invoking mood latter.

"LET'S POLKA"—Al Tereck-Ray Champ—Picnic PLP 506 (1-12" LP)

This polka issue from Picnic, an affiliate of Fiesta Records, has a cover with obvious dealer display value. The disk itself contains the lively polka work of two orks, each possessing a polished polka knock. Tereck and Champ know their way with a polka as many, according to sales reports on this entry, are finding out.

JAZZ

THE JAZZ RHYTHMS OF GENE KRPURA—Verve MGM-23014 (1-12" LP)

The veteran drummer is heard on eight takes with fine trio support that includes Bobby Scott (piano); Edmond Hall, and Eddie Sota, performing on both the sax and clarinet. With the exception of ballad opening on "Tenderly," the package sticks to a hectic swing pace, as the kind that Krupa can, of course, keep up with relish. For a shorter demonstration, try "Strike Up The Band," driving sessions.

AROUND THE WORLD IN 80 DAYS"—The Gerald Wiggins Trio—Specialty SP 2101 (1-12" LP)

These jazz views of themes from the famed film and best-selling sound track score by the Wiggins could prove a jazz sale for dealers. Pianist Wiggins, and his two other jazzists, Eugene Wright (bass) and Bill Douglass (drums) whip up infectious and witty jazz invention as they take on the polka Victor Young music, which includes three approaches to the main theme, "Around The World." Fine jazz taken with strong sales pull in title.

BODY AND SOUL — Billy Holiday Verve MGV-8197 (1-12" LP)

The great stylist has eight evergreenees on this Verve issue which her distinctive phrasing puts in a refreshing light. Selections that become a part of Miss Holiday's repertoire are "Walkin' In The Park," "I Can't Help Myself," the title song, Effective quintet support. The artist's many fans will want this one.

HANK MOBLEY — Hank Mobley Quintet—Blue Note 1550 (1-12" LP)

The quintet with one exception (Art Farmer, trumpet) comprised the now disbanded Jazz Messengers. Tenor saxist Mobley and his four other jazzists rip with furious through four sessions, settling with warmth and blues on the two. The affairs are all Mobley originals. Other members of the quintet, include Art Blakey (drums), Horace Silver (piano), and Doug Watkins (bass). Talented musicians, expertly displaying their jazz know-how.

BRASS IN HI-FI"—Pete Rugolo And His Orchestra—Mercury MG 2061 (1-12" LP)

This is Rugolo's third high geared ork entry, for Mercury, his second that singles out a particular section of the ork (his previous package highlighted the reed section). Rugolo has arranged this emphasis on the brass with punch and wit, employing twelve standards and originals as his foundation. Sidemen include trumpeters Pete Candoli and Don Fagerquist, pianist Andre Previn and guitarist Barney Kessel. Slick, well-sounding ork arrangements.


The waxing jocks, of course, a host of other entries on the Tchaikowsky repertoire (including one by the musician here), but this is Heifetz, and the classical establishment is enjoying this brilliant version of the work. Heifetz affords the opus its full lyricism, and melodic warmth. Reiner and the orchestra are also infused with the greatness of the composition, and respond accordingly. Must classical attraction.

THE SEA"—DEBUSSY: La Mer — IBERT: Follies De Call—Boston Symphony Orchestra, Charles Munch, Conductor — RCA Victor LM-2111 (1-12" LP)

The oft-recorded works are packaged in the now familiar Victor book-type method, which includes contributions by various authors (Rachel Carson, Joseph Conrad, Herbert Malville, etc.) on the sea, and photos. Both the Debussy and Ibert impressions are vividly performed by Munch and orchestra. Excellent sound. Disk could be a tremendous classical seller.


This epic, which has been very responsive to the Mozart Jubilee its output of Mozart pressed over the years, has a notable entry on the composer's classic opera that should gain an impressive following. The principals, which includes excellent vocal portrayals by soprano Rita Streich as Susanna; and baritone Paul Schoeff as Count Almaviva, and Karl Bohm's orchestral direction biowly captures the work's spirit and melodic delights. Excellent notes and photos in libretto. Commanding operatic offering.


The waxing follows Monteux's recent Victor recording on the composer's "Rite Of Spring," and owns aside to the composer's classic masterpieces. Of Stravinsky creations is evident in his work here on the two famed ballet scores. The set was beautifully recorded in France. Versions of the Stravinsky masterpieces a horde of classical buyers will turn to.

HAYDN: Symphony No. 101 I D ("The Clock") — WAGNER: Prelude To Act I and 2 from "Lohengrin"—Dawn and Rhyme Journěe from "Die Gazisdaumung"—Toscanini And The Philharmonic-Symphoni Orchestra Of New York—Columbia CL 375 (1-12" LP)

Calden presents new Toscanini treasures from the late maestro's recorded triumphs with the Philharmonic-Symphoni Orchestra of New York. Dating back to 1939 for the Haydn Symphony, and 1936 for the Wagner pieces, the performances will undoubtedly be sought by many classical customers who remember, or have heard of Toscanini's memorable association with the orchestra. The CL 375 disk, the last of the Caldén issues on Toscanini and the famed orchestra, is a must stock item.

KENT KENNAN: Three Pieces For Orchestra—WILLIAM BERGMA: Gold And The Skon Commandant—Bernard Rogers: Once Upon A Time—Howard Hanson: American Symphony—Rochester Symphony—Mercury MG 50147 (1-12" LP)

This pressing of three contemporary orchestral works is another addition to the impressive Eastman-Rochester Symphony catalogue of lesser or previously recorded compositions. The creations here are charged with orchestral brilliance, a factor conductor Hanson and the disk's engineers make the most of. Rewarding orchestral performances.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
The Cash Box Portal, Music

AS COMPILED BY THE CASH BOX MAGAZINE

THE NATION'S TOP-TEN RECORDS

Those who know famous brands... know the most famous brand in news is AP

AP — Transmits THE CASH BOX charts over its wires to 1400 radio and television stations every week......

THE CASH BOX

1721 Broadway, New York 19, N. Y.

CHICAGO
32 W. Randolph St.

HOLLYWOOD
6272 Sunset Blvd.

BOSTON
80 Boylston St.

LONDON
17 Hilltop
Am-Par’s Newton To Hit Road

NEW YORK—Larry Newton, national sales manager for ABC-Paramount, leaves New York on Sunday, September 16th for a two-week junket to the West Coast for an overall survey of the Am-Par distributors there.

“According to Sam Clark, president of ABC-Paramount, ‘The high percentage of sales marked up by the various distributors for the label has made it necessary for a re-organization of the West Coast operation to effect a close coordination with sales in the Midwest and the East Coast.’ Newton’s trip, therefore, will include visits with all distributors on the coast.

During the tour, Newton will also confer with the ABC-Paramount West Coast field representatives in Los Angeles, and check on Am-Par’s West Coast pressing facilities. Newton is expected to return to his desk on September 30th.

Westminster Artist To Tour United States

NEW YORK—Many European artists and ensembles introduced here via Westminster waxings will be making in-person tours throughout the country this fall.

A chamber group, the Baryll Quartet, is booked for more than forty concerts, including three appearances in New York; Sena Jurinac, soprano, has a scheduled debut at the Met in December; the Deutscherische Band will appear in about ninety cities including Carnegie Hall on October 10th; Bulgarian pianist Yury Boulkov will make his American debut with the New York Philharmonic Orchestra on October 17th, and will perform in New York November 8th; Antonio Janigro, a cellist with more than twenty-five LPs to his credit, has been re-booked for more than forty cities, including two New York engagements; pianist Carlo Zecchi will make a nation-wide tour; and keyboard artist Paul Badura-Skoda, heard in more than sixty Westminster releases, will appear with major symphony orchestras.

Don Dumont Forms Own Boston Distribrib

BOSTON—Don Dumont, this week announced the formation of a new record distributorship in Boston to be known as Dumont Distributing Company. Dumont will operate out of 399 C Huntington Avenue.

Dumont, well liked by all in the industry and considered by many to be one of the top promotion men in the east, formerly was associated with Records, Inc., Boston.

Dumont stated he had a number of lines already, expected several more shortly, and would make an announcement along these lines in the very near future.

Browns Add Hour To WREX Show

NEW YORK—The popular morning team on WGM, Ted Brown and Redhead (Mrs. Brown), have been given an additional hour on their Monday thru Friday schedule, upping their daily broadcast time to four hours.

The two, who spin disks and humor, are heard from 6 A.M. to 10 A.M.

Sakowicz Takes USO Unit Overseas

CHICAGO—Sig Sakowicz, deejay and radio announcer, has organized a big U.S.O. Unit which will entertain American Army bases in the Far East for a 5 week tour leaving Chicago September 15th.

The group, consisting of singers Ernie McClean, Jobi Johnson, Paula Zwane, comic Manny Oppen, ventriloquist Hank Sieman, the Harmonics Sweethearts and singing pianist Virginia Paul will entertain army personnel in army bases at Frankfurt, Kaiserslautern, Heidelberg, Stuttgart, Mannheim and Nürnberg.

Sakowicz will also tape interview army personnel for rebroadcast on his radio shows, including the big Sakowicz Radio Show, transmitted remote from Lenard’s Restaurant 9:45 to 10:30 A.M. over WHFC. The show will continue in Sakowicz’s absence with Chicago radio and TV talent assisting.

Before going overseas, the group previewed the show (open to the public) in the Holy Trinity Auditorium Sunday, September 8th. Heading the list of guest celebrities attending the show were Gertrude Berg (starring in “The Matchmaker” at the Edge-water Beach Playhouse), the Highlights (Bally) and a host of others.

Music, Music, Music

NEW YORK—Music was the subject for discussion at Danny’s Hide-a-way as three representatives from various phases of the music business got together for a dinner date recently. From left to right, the three are Lonny Starr, WNEW deejay; Sid Parme, editor in chief of The Cash Box; and Hugo Winterhalter, RCA Victor musical director and recording artist.

“Don’t put what’s in THE CASH BOX That Counts—INTERNATIONALLY”

Don Issues 1st Pop Single

PHILADELPHIA, PA.—Paul S. Lasky, President of the newly formed Pop Records, Inc., announced the diskery’s initial release for Sept. 10. The label’s first release features 410th cutie, Sylvia Saynt singing two original numbers, “Don’t Blow Your Horn”, b/w “Hey Freddy, Let’s Go Steady.”

Lasky also announced the appointment of Marcel Distributors of Philadelphia as exclusive Pop Record distributor in that area.

—CONTINUUED—

BEST SELLERS

THE "5" ROYALES

THINK

KING 5033

BILL DOGGETT

HAMMER HEAD

b/w SHINDIG

KING 5070

EARL BOSTIC

VIENNA, CITY OF MY DREAMS

b/w JUST TOO SHY

KING 5071

DONNIE ELBERT

WHAT CAN I DO

DE LUXE 6125

TINY TOPSY

AW! SHUCKS BABY

FEDERAL 12302

THE GUYTONES

OOH BOP SHA BOO

DE LUXE 6144

THE MIDNIGHTERS

LET ’EM ROLL

b/w WHAT MADE YOU CHANGE YOUR MIND

FEDERAL 12305

Sakowicz Takes USO Unit Overseas

“Deserio”

KING RECORDS

Tedd Y BEAR

recorded by Elvis Presley — Victor

Tedd Y BEAR

recorded by Elvis Presley — Victor

FABULOUS

recorded by Charlie Gracie — Cameo

“Deserio”

by THE CHARTS

EVERLAST 5001

EVERLAST RECORDS

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ATTENTION DEJAYS, PROGRAM DIRECTORS, LIBRARIANS—Please let us instantly informed of any changes in call letters or title.

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

NEW YORK—RCA Victor recording artist Terri Stevens, had a pretty busy day last week. Early in the day, she attended the broadcasting booth and facilities of WJLA at the Mid Island Plaza Shopping Center. Above, at Gertz's Record Counter, Terri autographs her latest release "Untouched Heart" for her fans. Later that same day, Miss Stevens was the intermission guest of Guy Lombardo at his production of "Show Boat" at the Jones Beach Marine Theatre.

WGN Launches Annual "Big 10 on WGN" Party

CHICAGO—Auditions for the Oak Lawn, Ill., WGN Big 10 Community Party will be held in the WGN, Inc., studios at 441 N. Michigan Ave., Tuesday, Sept. 19th, starting at 7:30 p.m. The other staff of a series of Big 10 Parties, scheduled for Thursday, Sept. 19, is being held in cooperation with the Oak Lawn Chamber of Commerce. The auditions will be conducted by Bruce Dennis, WGN radio program manager with Tom Foy as director. A talent search is being conducted throughout the Oak Lawn area by the Chamber of Commerce in preparation for the auditions. Youths will be selected from the auditions to appear on the stage alongside top WGN radio personalities and recording artists. Jack Brickhouse and Eddie Hubbard will emcee the hour and a half musical variety show which will be broadcast directly from the tent at the Oak Lawn Round-Up.

The winner of the amateur contest, who will be selected on the air Sept. 19th, will receive a $100 WGN encouragement award, and other contestants will also receive participating awards through the Oak Lawn Chamber of Commerce. In addition to the $100 encouragement award, the station will also name a "Neighborhood Citizen of the Year" selected by an independent committee. No nominations will be made by civic groups within the area. The award will be made to a resident of Oak Lawn for the "greatest unrewarded contribution to the welfare of his (or her) community." Music will be provided by Bob Tremblet and His Men, featuring musicians recruited from name bands throughout the country, and the Star Notes, a five-piece jazz combo and in addition to Brickhouse and Hubbard, other guest personalities who will appear on the Big 10 Party include: Pat "The Piper" McCaffrie, Bob Bell and Wally Phillips.

LOTTA FANS

MINNEAPOLIS, MINN.—Rock 'n' Roll artist Gene Vincent and his Bluecaps played to 3400 teens at a big Wednesday evening "get together" at Bill Bennett's (WGGY) Teen Twirl at the Prom Ballroom in Minneapolis. Seen above, (center) Gene Vincent, (right) Bill Bennett surrounded by a group of teen frollickers. The Capitol artist is currently riding high with his "Lotta Lovin'", smash.

Hayes To Star In Benefit

NEW YORK — Bill Hayes, ABC-Paramount vocalist, has been selected as the featured star for a special benefit in Washington, D.C., on Wednesday, October 4. Hayes will fly from Detroit, where he will be occupied with his General Motors TV series, directly to Washington to highlight the affair at the Park Sheraton Hotel. Sponsored by the Catholic Archdiocese of Washington, the banquet and floor show will be the starring events of a fund-raising rally of the Catholic Youth Organization of the Archdiocese.

Late, Late, Late Show

PORTLAND, MAINE—This is what a disk jockey looks like after 108 consecutive hours of programming, Seth Larrabee, WLOB, this city, turned the trick with a marathon from the window of a local appliance store. The promotion resulted in huge sales at the store and a wealth of publicity for the city's newest radio station.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Victor Signs Kathy Barr

NEW YORK—Kathy Barr, a new RCA Victor recording artist, is shown at contract-signing ceremonies at RCA Victor headquarters. An ex-coloratura soprano, Miss Barr will release singles, an album of her own and the "Desert Song" with Giorgio Tozzi. Shown (seated) are George E. Marek, Vice-President and General Manager of RCA Victor Records; Kathy Barr; James P. Davis, Manager of Record Operations; (standing) John Y. Burgess, Manager of the Single Records Department; Milton Gordon, Miss Barr's Manager; and William W. Bullock, Manager of the Record Albums Department.

Scott in Commercial Series

NEW YORK—Composer-conductor Raymond Scott is both composer and performer of the new Hotpoint musical commercials, now on a 13-week, seven-days-a-week schedule over coast-to-coast network radio, covering 251 different stations.

Scott directed his Raymond Scott Quintet and the Honey Dreamers, a popular vocal quartet, in these singing announcements.

Some of the commercials (30-seconds) are entirely musical, with the Honey Dreamers accompanied by the Scott Quintet. The others (1-minute) combine the music with straight announcements.

Mills Issues Soler Sonatas

NEW YORK—Mills Music is now making available, for the first time, a collection of the Piano Sonatas of Padre Antonio Soler, a noted 18th Century Spanish composer.

The sonatas were recently discovered by American pianist, Frederick Marvin, who noted that, although the music written by Soler was thought to be complete, there was too much of a transition between some of his compositions.

Determined that additional manuscripts by Soler existed, Marvin traced the movements of the Padre and after a great deal of time, energy, and personal investment, discovered these original manuscripts in an old monastery in Spain where Solar himself played the organ and performed and wrote chamber music.

The works, written in the old musical notation were re-transcribed, edited and catalogued by Marvin and are now available in published form by Mills Music.

The first series of these Sonatas have been recorded on Decca Gold Label Records.

WNEW In Forthcoming Movie

NEW YORK—Station WNEW, here, will get mention in a forthcoming pic, "Cry Terror," in which a New York deejay helps solve a murder case. The station is a leading U.S. indie.

AMP-3 Records Formed

NEW YORK—AMP-3, a recently formed New York diskery, is opening offices on the west coast and in Chicago.

Eddie Truman has been signed as the diskery's chief and professional manager of the label's two music publishing firms, AMP-3 Music and Addit Music. He will operate out of offices at 6531 Solma Ave., Hollywood.

In Chicago, Bud Carstensen is heading the office located at 64 W. Randolph St., Chicago.

New Disk For Tokor

NEW YORK—Mitchell Tokor who had a best selling Decca Record with "Pledge Of Love" is out with his first major contract recording, Tokor, who is now in the U.S., has just returned to these shores after a successful European Tour. Its latest release is "Two Words (True Love)" and "You're Tempting Me".

Mayor Wagner Visits Zeke

NEW YORK—Disk Jockey Zeke Manners of WINS is seen above being congratulated by New York's Mayor Wagner on his drive to combat juvenile delinquency. Zeke is organizing disk jockeys throughout the country to use their influence in the fight.

Dana Adds Billing Plan To Fall Album Program

NEW YORK—Dana Records, one of the nation's leading recording companies in the polka music field, has added a bonus deal of dated billing to its distributor-dealer fall package plan for its album program, it has been announced by Jerry Blaine, president of Jay-Gee Record Co., Dana's parent company.

In conjunction with the dealer offering an 8th album free to dealers purchasing 7 Dana albums, the plan is allowing one large single order on EP's and LP's. Payments on orders can be made as follows: one-third in October, one-third in November and one-third in December.

As an added incentive, six new LP releases, due in October or December, are to be included in the billing plans. The complete Dana plan, which became effective Sept. 1, will continue through October 31.

Vik Signs New Artists

NEW YORK—Herman Diaz of Vik Records, last week returned to New York from a trip to the coast where he signed film star Elizabeth Scott, vocalist Gail Robbins and Jo Ann Gilbert, all trumpet players, to recording contracts. Miss Scott will record an album of intimate music. Jo Ann Gilbert and Gail Robbins will do singles and albums and Billie Regis will record instrumentally.

Diaz has set up recording dates for the above artists and will return to California in five weeks for sessions. While there, he will also record songstress Diamah Carroll whose albums will now be issued under the Vik banner. Miss Carroll's previous releases were on the RCA Victor label.

Capitol Pacts Johnny Otis

HOLLYWOOD—Johnny Otis, one of the nation's top jazz musicians and popular rock 'n' roll deejay in Los Angeles, has signed a new long-term contract with Capitol Records.

Johnny not only writes music but plays and sings it as well. He plays vibes, drums and piano.

Recording with Otis will be a number of the top rock 'n' roll entertainers of the nation, including pianist and the Three Tons of Joy, Mel Williams and Fannie Stewart; pianist and vocalist, Miles Jones, each singing with the Moonbeams.

Johnny Otis' first record release on Capitol will be announced shortly, Capitol artists and repertoire producer for Otis is Tom Morgan.

Detroit Wins Decca Award

NEW YORK—Sydney N. Goldberg, Vice-President in Charge of Sales for Decca Distributing Corp., has announced that the Detroit Branch was the winner and recipient of the Silver Record Award Designed for '57 Contest for the month of July. The Detroit Branch is managed by Morris Kipner.

Rod Willis

"SOMEBODY'S BEEN ROCKING MY BABY"

Chic 1009

"It's What's in the CASH BOX That Counts—INTERNATIONALLY"
NEW YORK:
Atlantic Records issues four new ones this week—and as usual, their quartet is packed with names. This series consists of The Clevelers singing "There's No Tomorrow" and "Down In The Alley"; Ruth Brown with "Show Me" and "I Hope We Meet"; Ray Charles lending particularly good vocals to "Swannee River Rock" and "I Want A Little Girl"; and Joe Turner offers "I Need A Girl" and "Trouble In Mind." A strong fall season beginning, especially when added to Atlantic's three current smashes, "Mr. Lee" by the Bubbettes; "Humpy Dumpy Heart" by Lavern Baker; and "Long Lonely Nights" by Clyde McPhatter. Over on the Atco side, the sister label doesn't do too poorly either, with The Coasters' "Searchin'"; their newest "My Baby Comes To Me" and "Idol With The Golden Head"; Guitar Slim's "If I Should Lose You" and "It Hurts To Love Someone"; and Linda Hopkins' "Rock And Roll Blues" and "Can't Live And Shake." Here's a candidate for the next major to come out of indie status. . . . Don Robey has real reason to be elated with the results of his first issues on his new Rock-Beat label. His Doug and Josie, "I'll Give Love To You"; Tc and Too Long Song; and The Rob Reys Tell Me Why" are all doing well, and one or more hits out of this trio look very likely. Robey is also hot with Bobby Blue Bland's "Farther Up The Road" and the new Duke LP Again. . . . Johnny Sing, featuring Johnny Ace, Robey is reading a new Duke package which features Little Junior Parker with "Peaches" and "Pretty Little Baby" and "Gives Me The "Nobody Loves Me"; and Chuck Edwards with "Warm My Heart" and "Morning Train." . . . Zell Sanders, J & S Records, getting that wonderful glow 'cause her Johnny and Joe "It Was There" is starting to move like a hit. Zell, whose daughter is the Johnny of Johnny and Joe, tells us the youngerster is an uninhibited comedian. When Zell, about three years ago, used to coach The Hearts, then recording for Baton and who hit with "Lonely Nights," she had to look up young Johnny in a corner so that he would not increase and interfere. It seems Johnny's clowning always broke up the Hearts and kept them from getting any work. Now Johnny has settled down to where she has two straight hits in a row, "I'll Be Spinning" and "Give Me The Mountain" and now working on her third, "It Was There." Miss Sanders advises that The Hearts, now on her own label, J & E, will soon be released with "So Long Baby" and "You Say You Love Me." Miss S" says she has another hit in this one. . . . Word from Leonard Chess in Chicago says "Watch out for Bobby Charles next. Yeah Yeah Baby.". . . Hermon Lubinsky, Savoy Records, well pleased with sales figures as he checks into the orders on Nappy Brown's "Bye Bye Baby" and Big Maybelle's "All Of Me.". . . Tommy Robinson, Atlantic Records, also seeing lots of blue in the sky as he gets beautiful reaction to his "Lunora" by The Travelers, and "You Know You Don't Want Me" and "All Alone" by Mojo Watson. . . . Malcolm Newkirk, president of Central Records, says he's getting good sales reaction to Gloria Lynn's "Just Like That" in the Baltimore area. Gloria currently heading the bill at the 125 Club in Harlem. . . . That last week item about Joe Petralia (WOW-New York) brought plenty of responses from Joe's worried friends. Joe Succone (WMGM-New York) wanted to know if it was true that a Petralia expose would appear in Confidential—a cause, he, Succone, is to be married next May and Petralia is skedded to be best man. Well—the tip about the expose is correct but the title was wrong. We now hear it will be "Was it Joe Petralia in row 35?" A phone call to Petralia brought this heated denial, "Taint true, I was in Europe at the time." . . . Elaine and Jerry Winston back from a vacation at the Concord Hotel, to find that The Velours "Can I Come Over Tonight" getting bigger and bigger. Also on the way to a hit is Winston's newest, "Dearest One" by Dean Barlow and The Montereyes. . . . Paul Winley advises he has purchased the full interest in Winley Records and is now sole owner.
**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.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>&quot;It Hurts to Love Someone&quot;</td>
<td>Guitar Slim</td>
<td>Ace 6097</td>
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<tr>
<td>&quot;I Must Be You&quot;</td>
<td>Please Honey Don't Go</td>
<td>Annie Laurie</td>
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<tr>
<td>&quot;I Wanna Do Everything for You&quot;</td>
<td>Brook Benton</td>
<td>Vix 0265</td>
</tr>
<tr>
<td>&quot;It's Not for Me to Say&quot;</td>
<td>Johnny Mathis</td>
<td>Columbia 40511</td>
</tr>
<tr>
<td>&quot;It Was There&quot;</td>
<td>Johnnie &amp; Joe</td>
<td>J &amp; J 1659</td>
</tr>
<tr>
<td>&quot;It Took a Long Time&quot;</td>
<td>Malcolm Dodds &amp; Tornados</td>
<td>End 1000</td>
</tr>
<tr>
<td>&quot;Let's Start All Over Again&quot;</td>
<td>Paragons</td>
<td>Winley 220</td>
</tr>
<tr>
<td>&quot;Little Bitty Pretty One&quot;</td>
<td>Bobby Day</td>
<td>Class 2371</td>
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<tr>
<td>&quot;Lonely Chair&quot;</td>
<td>Chicken and the Bop</td>
<td>Lloyd Price</td>
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<tr>
<td>&quot;Lotta Lovin'&quot;</td>
<td>Gene Vincent</td>
<td>Capitol 3763</td>
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<tr>
<td>&quot;Love Letters in the Sand&quot;</td>
<td>Pat Boone</td>
<td>Dot 15570</td>
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<tr>
<td>&quot;Love Roller Coaster&quot;</td>
<td>Joe Turner</td>
<td>Atlantic 1146</td>
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<tr>
<td>&quot;On the Street Where You Live&quot;</td>
<td>Janie Jones</td>
<td>Capitol 3747</td>
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<tr>
<td>&quot;Passing Strangers&quot;</td>
<td>Vaughn &amp; Eckstine</td>
<td>Mercury 71332</td>
</tr>
<tr>
<td>&quot;Plaything&quot;</td>
<td>Ted Newman</td>
<td>Rev 3305</td>
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<tr>
<td>&quot;PLEASE BELIEVE ME&quot;</td>
<td>Pierre Malouf</td>
<td>Specialty 407</td>
</tr>
<tr>
<td>&quot;Poor Boy&quot;</td>
<td>Chuck Carbo</td>
<td>Imperial 5432</td>
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<tr>
<td>&quot;Rainbow&quot;</td>
<td>Ross Hamilton</td>
<td>Kopp 184</td>
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<tr>
<td>&quot;Rockin' with the Clock&quot;</td>
<td>The Flirt</td>
<td>Aladdin 3390</td>
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<tr>
<td>&quot;She's Gone&quot;</td>
<td>Irvy Joe Winter</td>
<td>Atlantic 1155</td>
</tr>
<tr>
<td>&quot;Sick and Tired&quot;</td>
<td>Chris Simms</td>
<td>Imperial 5448</td>
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<td>&quot;Somebody in My Home&quot;</td>
<td>Howlin' Wolf</td>
<td>Chess 1664</td>
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<td>&quot;Sometimes Tomorrow&quot;</td>
<td>Bobby Blue Band</td>
<td>Coke 1570</td>
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<td>&quot;Swanee River Rock&quot;</td>
<td>Red Tops</td>
<td>Skylark 10</td>
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<td>&quot;Tears on My Pillow&quot;</td>
<td>Eldorado</td>
<td>Vee-Jay 130</td>
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<tr>
<td>&quot;Tell Me So&quot;</td>
<td>Dannie Elbert</td>
<td>Deluxe 6143</td>
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<tr>
<td>&quot;That Old Feeling&quot;</td>
<td>Ray Hamilton</td>
<td>Epix 0274</td>
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<tr>
<td>&quot;The Big Question&quot;</td>
<td>Ick Turner</td>
<td>Federal 1314</td>
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<tr>
<td>&quot;This Nearly Was Mine&quot;</td>
<td>Joe Gardner</td>
<td>Deluxe 6133</td>
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<td>&quot;This Train Has Gone&quot;</td>
<td>Chuck Willis</td>
<td>Atlantic 1146</td>
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<td>&quot;Tonight Tonight&quot;</td>
<td>Malice-Kings</td>
<td>Herald 502</td>
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<td>&quot;Treat Me Like I Treat You&quot;</td>
<td>Eddie Burns</td>
<td>V.B.A.</td>
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<td>&quot;United&quot;</td>
<td>Ellis Williams</td>
<td>Deluxe 6135</td>
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<tr>
<td>&quot;Walking with Frank&quot;</td>
<td>Frankie Loo Sims</td>
<td>Argo 5273</td>
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<tr>
<td>&quot;When I Meet My Girl&quot;</td>
<td>Tommy Ridgley</td>
<td>Herald 501</td>
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<tr>
<td>&quot;White Silver Sands&quot;</td>
<td>Dave Gardner</td>
<td>Clyde 1002</td>
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<tr>
<td>&quot;With You on My Mind&quot;</td>
<td>Nat Cole</td>
<td>Capitol 3783</td>
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<tr>
<td>&quot;Zip Zip&quot;</td>
<td>Diamond</td>
<td>Mercury 71165</td>
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* Indicates first appearance on Territorial Tips

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The "LONELY NIGHT" Group" back with another hit.

**THE HEARTS**

"SO LONG BABY"

"YOU SAY YOU LOVE ME"

Climbing to their third straight hit.

**JOHNNIE & JOE**

"YES, IT WAS THERE"

J & S 1660

SMASH NOVELTY SURPRISE

HAL PAIGE and the Whalers

**"THUNDERBIRD"**

J & S 1601

Attention Distributors—Some choice territories still available.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Have One On Me!

NEW YORK—Vocal stars Sammy Davis, Jr. and Carmen McRae, who join forces, vocally, in the brand new Decca album "Boy Meets Girl," also join forces in presenting a copy of the LP to another top name in the music world—Dizzy Gillespie. The photographer caught the action at the blue note in Chicago.

Decca Records Signs Norvelle Reid

NEW YORK—Decca Records last week announced the signing of Norvelle Reid to an exclusive contract and the release of his first two sides, "All The Way" is from the Paramount picture "The Joker Is Wild," and is not only Reid's first record, but the first recording of this film song. The flip is "The World Won't End." Norvelle Reid has been singing in and around Washington, D.C. for a number of years and came to New York only recently. While waiting for the big break, he supported himself as a brick-layer. The big break came when Norvelle was brought to the attention of Decca's A&R Department.

Esoteric Now Counterpoint

NEW YORK—Bill Fox of Esoteric announced a "gradual change-over" of the label's name to Counterpoint, and stepped up production in the popular, jazz and classical field. The diskery's first single efforts are being set up by pop A&R chief, Rudy De Saxe.

Counterpoint also plans a Fall release of ten stereo tapes which will include works by Mozart, Schubert, and others in the classical area plus folk and jazz items.

Lots To Smile About

LONDON, ONTARIO, CAN.—Paul Anka, recently headlined an r&r show at the London Arena, and in his spare moments decided to visit the pressing plants of Spartan. When he arrived he found the pressmen busily turning out his hit record "Diana".

"This was not pre-arranged," said Harold Pounds of Spartan, "inasmuch as half of our pressing production was working on his record when he arrived." Pounds stated that at this point Anka's record gives every indication of being one of the biggest selling records ever turned out by the Spartan plant.

In the picture are Anka and Pounds. In the background is a plant engineer, George Foster, explaining a phase of the record production to Paul's cousin, Bobby Anka.

Climbing Steadily

THE CHANTELS

"HE'S GONE"

b/w

"THE PLEA"

end 1001

NEW YORK—Decca's latest release has been the "He's Gone" of The Chantels. The disc is a big hit at the Decca office.

NEW ‘N’ HOT!!

JIMMY REED

“HONEST I DO”

b/w

“SIGNALS OF LOVE”

Vee-Jay 253

NEW ORLEANS

SICK AND TIRED

Lil' Son Joe (Megalodon 5548)

WHAT WILL I TELL MY HEART

Estelle Axton (Imperial 5454)

MISS YOU SO

Lillian Offord (Excello 2104)

FARTHER UP

THE ROAD

Bobby Blue Bland (Charles 170)

HUMPTY DUMPY

HEART

Levere Baker (New Orleans 1140)

SEND ME

Not "King" Cole (Capitol 3212)

BE MY BABY

Tiny Twerp (Federal 13202)

AW SHUCKS BABY

Stacy Adams (Liberty 55091)

MISS YOU SO

Lillian Offord (Excello 2104)

PERFECT

THE ROAD

Bobby Blue Bland (Charles 170)

BEAUTIFUL WEEKEND

Chess (1973)

I FOUND A HOME

Harry Peary (Argo 5293)

IT WAS THERE

Johnnie & Ida (1 & 5 1635)

ST. LOUIS

HAPPY HAPPY

BIRTHDAY BABY

Tiny Wrapey (Checker B2)

MISS YOU SO

Lillian Offord (Excello 2104)

LITTLE LILABERRY

Myrtle Parke (Megalodon 5548)

MISS YOU SO

Lillian Offord (Excello 2104)

LONG LONELY NIGHTS

Ernest & His Heartbeats (Chess 1665)

GOODY GOODY

Lyman & Teenagers (Chess 1665)

SHORT FAT FANNIE

Larry Williams (Speciality 608)

FARTHER UP

THE ROAD

Bobby Blue Bland (Charles 170)

WHOLE LOT OF

SHAKIN’ GOING ON

Jerry Lee Lewis (Sun 267)

MISS YOU SO

Lillian Offord (Excello 2104)

HAPPY HAPPY

BIRTHDAY BABY

Tiny Wrapey (Checker B2)

MISS YOU SO

Lillian Offord (Excello 2104)

SHAKIN’ GOING ON

Jerry Lee Lewis (Sun 267)

MISS YOU SO

Lillian Offord (Excello 2104)

WHEN I SEE YOU

Fats Domino (Imperial 5454)

CAN I COME OVER

TONIGHT

Vince (Deep South 121)

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

**R & B Sure Shots**

**HONEST I DO**

Jimmy Reed .... Vee-Jay 253

**AW SHUCKS BABY**

Tiny Topsy .... Federal 12302

**AND THAT REMINDS ME**

Della Reese .... Jubilee 5292

**WITH YOU ON MY MIND**

Nat Cole .... Capitol 3782

**BLACK SLACKS**

Sparkletones .... ABC-Paramount 9873

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**The Cash Box**

**R & B Best Bets**

**DEAREST ONE**

by DEAN BARLOW & THE MONTEREYS

ONXY 513

Traveling right to the top

"CAN I COME OVER TONIGHT" THE VELOURS... ONXY 512

---

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**R & B Reviews**

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

---

**The Cash Box**

**Award of the Week**

**“SWANEE RIVER ROCK”** (2:18) [Capitol BMI—Ray Charles]

- Ray Charles offers two of the best Charles sides ever on this release. His wonderful stylings of the famous “Swanee River” and his blues treatment of “I Want A Little Girl” are classics. Once again, “Swanee River” is a commercial offering as Charles swings engagingly. A delight to the ear. Charles turns melllow with a gravelly jazz reading of the slowbeat “I Want A Little Girl”. Charles is distinctive and individualized on both decks and we are flipped by the two etchings. A singer to start the fall season off with a bang.

---

**“HONEST I DO”** (2:43) [Conrad BMI—J. Reed]

- Jimmy Reed, who has proven himself one of the top names in this field, comes up with another strong two-sided effort. “Honest I Do” is a slow beat ballad that has every qualification for another big national. Reed handles the sweet-sounding item with a delicacy and honest feeling that will make this an item for both the r & b and pop markets. One of his strongest offerings. The coupling, “Signals Of Love,” is another strong effort, but it is a blues more definitely aimed at the r & b markets. It is a powerful song and it should not be overlooked—but for the overall action—look to “Honest I Do.”

---

**“SHOW ME”** (2:33) [Monument Progressive BMI—Sullman, Shapiro]

- Ruth Brown offers a beautiful and tender slow beat ballad, “Show Me”, and a middle beat B-side, “I Hope We Meet” with all the vocal prowess the last is noted for. Her feeling filled treatment of the lovely “Show Me” is destined to capture a large audience both on the r & b and pop fields. It is a haunting tune that should grow and with each additional exposure, it could be a real big one for Ruth Brown. The coupling, “I Hope We Meet”, is a change of mood for Ruth Brown, as she leaves the swing backer and adds the engaging bouner with a sexy read, Happy lilter the kids will certainly take to. Two good Ruth Brown waxes.

---

**“HEY! LITTLE GIRL”** (2:26) [Excellence BMI—M. Williams]

**“I WANNA KNOW”** (2:42) [Excellence BMI—M. Williams]

- The Gladiolas look very much like they’ve uncovered the follow up to “Little Darlin” in “Hey! Little Girl”, the tuneful ditty is a slow paced ballad lovely handled with a tenderness that appeals and a pop styling that gives it the broadest exposure. It is a catchy tune given a strong Gladiola vocal treatment. Should break out with a strong rash of sales. The flip, “I Wanta Know,” is a slow beat jump for the dance-happy teenzers. An infectious r & r item that, coupled with “Hey! Little Girl”, gives the buyer two good sides. We lean to “Hey! Little Girl” for the real action, however.

---

**“TELL ME WHY”** (2:42) [Lion BMI—Helford, Carter]

**“AUDRY”** (2:45) [Lion BMI—Lilly, Carter]

**THE RO-ROYS** (Backbeat 501)

- Don Robey’s new label, Back Beat, seems to have come up with a winner first shot out of the barrel. “Tell Me Why” is a middle beat jump flavored with a happy melody and driving action. Hard hitting back driving creates an excitement carried out by the fluid Rob-Roys.

---

**“WOW IT”** (2:40) [Comet BMI—Ray Charles]

- Good material that is just what the market needs. This one is marked for the charts—so stick close to it. The flip “Audry” is a slow, sway, ballad. The Rob-Roys handle it smoothly but it lacks the sparkle of “Tell Me Why”. Back Beat has a winner.

---

**“DEAREST”** (2:22) [Emc BMI—Ray Charles, Cory]

- Deepest vocals blend in excellent vocal tones as they tell the sweet beat story with warm emotion. Love ballad with a pretty melody for the talented group to work on. Good wax that should stir up some strong sales.

---

**“WELL OF LONELINESS”** (2:50) [Aladdin BMI—Vann Ness, Helman]

- Aggie Dukes turns in a very impressive performance on a pretty and moving slow rhythm ballad. Dukes swings out with plenty of gusto and individualism. It’s a hard hitting and exuberant rocker the kids should take to.

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**The Tunemasters**

**“SENDING THIS LETTER”** (2:31) [Real Gone BMI—Wilson, Tumendur]

- The Tunemasters handle a slow beat romancer with a deft and sincere touch. The group offers the biggest open sale tunes with results. Moonstruck teeners will feel close to this tuneful wax.

**“IT’S ALL OVER”** (2:40) [Real Gone BMI—Bum, Smith]

- The Tunemasters team on a fetching slow beat bouner and the resulting wax is an exciting effort. Strong and appealing—and a tune one sings along with. Could catch on.

---

**Dossie Terry**

**“THUNDERBIRD”** (3:03) [Jay BMI—Cee BMI—Terry, Gray] Terry bounces through a rhythmic middle beat with a staccato effect. Terry “frenzyed” and his clipped reading brings that impression through solidly. It is an infectious wax that the kids should lean heavily on.

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**“I GOT A WATCH DOG”** (2:30) [Golden BMI—Bum, Smith]

- Dossie Terry wails a middle beat bouner with an energetic performance. Terry puts a maximum of feeling into his reading of the tuneful blues. Ok wax.
What’s Selling?

NEW YORK—The Cash Box offices turned into a meeting place recently when Mark Allen, Richmond, Va.; Jay Slavens, Harry Carlson, Frank Stokes, Dan Brown & Al Silver, Herald-Ember Records headman, all dropped in to talk music biz.

Jerry Shifrin, Cash Box staffer, all ready with his Brownie, captured this intense moment for posterity. From 1-10 that’s Allen, Carlson & Silver.

Paul Anka Set For “Biggest Show” Tour

NEW YORK—Paul Anka, ABC-Paramount’s recording star and songwriter, has been set as one of the stars of the “Biggest Show of ’57,” one-nighter tour, beginning September 6 in Pittsburgh, where the show will play two performances at the Syria Mosque. The youngster has had a busy schedule, due to his smash recording of “Diana,” expected to reach the million-mark in sales within a matter of days, according to the diskery.

The 16-year-old Canadian has been on a combined personal appearance and promotional trek since July 27th, which included theatre engagements and special one-nighters. He winds up his current series of bookings on September 5th, joining the “Biggest Show” cast the very next day in Pittsburgh. Added to this, he squeezed in an early morning (1:30 a.m.) recording session with Don Costa, Harry A & B mogul on Wednesday, Sept. 4th.

WEBB-Balto., Scores

Baltimore, Md.—WEBB-Baltimore, for its successful public service campaign which promoted the U.S. Air Force Recruiting Campaign in the Baltimore area, recently presented with an “Achievement Award.” Seen above is Bentley A. Stecher, general manager of radio station WEBB, receiving the award from Captain W. & K. Lipsey, manager of the U.S. Air Force Service, for WEBB outstanding public service promoting the U.S. Air Force Recruiting Campaign in Baltimore. Left to right are: Wilbur E. Daniels, general manager of the station; Chief Staff Sergeant James W. Pressberry, in charge of recruiting in the Baltimore area; and Staff Sergeant Charles E. Pressberry.

Alan Freed Party An Under-water Spectacular

NEW YORK—When Alan Freed invited some of his friends to his home on Monday, August 26, he arranged to entertain on the grounds around his pool. But he reckoned without the effervescent spirits of some of his guests. Before the evening ended a large number of Freed’s guests found themselves being entertained in the pool, involuntarily.

Among those “urged” to go swimming was Alan Freed (it was his dunking that started the hi-jinks), Bob Theil, Jack Hook, Johnny Halonka, and Freed’s secretary, Inga.

Some of those present were Bob Thile, Coral Records a & r head; his wife, Jane Harvey, who records for Roulette Records; Herb Abramson, Ahmet Ertegun and Jerry Wexler of Atlantic-Atco Records; Sam Clark and Harry Levine, A.B.C-Paramount Records; Morris Levy and Joe Kolisky, Roulette Records; Johnny Halonka and Harry Apolostolides of Alpha Distributors; Bob Pare, Portem Distributors; Jack Hook, Freed associate; Eugene Scher, manager of the Brooklyn Paramount Theatre; Bob Leder and Bob Smith, WINS-New York; and attorney Warren Troub.

There was dancing under the stars with music provided by some members of Freed’s big band. Among them were Big Al Sears, Leroy Kirkland, Panaman Frances and Lew Merian. Vocal entertainment was professed by Teddy Randazzo, Vik star.

Theatre Under The Stars

NEW YORK—Michael Grace, producer of the summer series of spectacular shows at Theater Under The Stars at the Wollman Memorial Theater in Central Park, N.Y., hit top grosses with his presentation of several weeks of jazz shows. The great show, which ran during the week of August 26th, is pictured with Grace. From left to right in the photograph are Jack Lazar (WNEW’s Milkmans Matinee d.j.), George Shearing, Billie Holiday, Mr. Grace, Errol Garner, Dave Brubeck and Lionel Hampton. Joan Sheehy, WOR d.j., who co-M.C.ed the show with Lazar, is not in the photo.

Atlantic Records Extends Fall Plan

NEW YORK—Atlantic Records this week announced the extension of its Fall Plan to September 23. The plan, which was supposed to end on Labor Day, was extended because of the insistent demand from both distributors and dealers.

The Atlantic Fall Plan, which covered the entire LP and EP catalogs, was basically one LP or EP free for every eight different LPs or EPs purchased.

Atlantic also issues four new LPs this week, all of which will be included in the now extended promotion. They are:


“Hospital Star Nite”

NEW YORK—“Hospital Star Nite”—the Long Island Industry-Labor Fund’s annual outdoor talent charity show, produced by Mike Todd and Elliot Murphy, was held on September 9th at Roosevelt Raceway. This was the eighth annual kickoff event in a fund-raising drive for the benefit of nineteen voluntary hospitals in Nassau and Suffolk Counties.

ASCAP President Paul Cunning- ham was chairman of the music division of the show, and produced a three-hour segment featuring Paul Whiteman conducting the “Euphony in Blue,” Ferde Grobe conducting his “Grand Canyon Suite,” and songwriter Arthur Schwartz conducting the orchestra in a medley of his numbers. Irving Caesar, ASCAP director and songwriter, also performed at “Star Nite,” as well as Eddie Fisher.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
"HE Y! LITTLE GIRL"
THE GLADIOLAS
EXCELO 2120

"EMMELLE"
CAROL FRAN
EXCELO 2118

"FARTHER UP"
(The Gladios)

PHONE CHAPPELL 3 2351 OR wire collect
NASHBORO RECORD CO., INC.
NASHVILLE, TENN.

WORTHY TRADE SELLERS ORDER FROM MONARCH-L A. Shipment also made from Plastic Products—Stuckey's, Tn., and Southern Plastics—Nashville, Tenn.

50 RPM
55 C

FREE title strip service

THE MUSICAL SALES COMPANY
145 W.M. ROYAL AVE
Baltimore, Md.

COMING UP STRONG!
"IT'S TOO LATE NOW"
The Cuff Links
# 422

DOOTO RECORDS
9512 S. Central Avenue
Los Angeles, California

Headed For The Charts!
Gus Jenkins
"PAYDAY SHUFFLE"
FLASH # 125

"HAM BONE"
(What You Doing)

New Release By
Mamie Jenkins
FLASH # 124

FLASH RECORDS
623 E. Yomoe Ave., Los Angeles, Calif.

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

THE NATION'S
R & B
TOP 20

1
SEND FOR ME
Nat "King" Cole
(Capitol 3737)

2
FARTHER UP THE ROAD
Bob and Sue Blend
(Duke 170)

3
MR. LEE
Bobbettes (Atlantic 1144)

4
LONG LONELY NIGHTS
Clay McPhatter
(Atlantic 54599)

5
Searchin’
Counters (Atco 6087)

6
STARDUST
Billy Ward and Dominos
(Liberty 55071)

7
WHOLE LOT OF SHAKIN’ GOING ON
J. Lee Lewis (Chess 1665)

8
SHORT FAT FANNIE
Larry Williams ( Specialty 6083)

9
DIANA
Paul Anka
(ABC Paramount 9381)

10
WHISPERING BELLS
Del-Vikings
(Del 400)

11
MISS YOU SO
Little Orifices
(Excelsior 2104)

12
TO THE AISLE
Fire Simas (Ember 1019)

13
THAT’LL BE THE DAY
Crickets
(Brunswick 55099)

14
GOODY GOODY
Lynn & Teenagers
(Dee 163)

15
ROCKIN’ PNEUMONIA AND THE BOOGIE WOOGIE BLUES
Levon Smith (Ace 530)

16
HUMPTY DUMPTY HEART
Lavon Baker (Atlantic 1140)

17
TEDDY BEAR
Elvis Presley (RCA Victor 7000)

18
THINK
"5" Royales (King 5053)

19
WHEN I SEE YOU FATTY DOMINO
(Del-Vikings 6)

20
BYE-BYE BABY
Nappy Brown
(Savoy 1514)

Send for me (Nat "King" Cole)
FARTHER UP THE ROAD (Bob and Sue Blend)
Mr. LEE (Bobbettes)
LONG LONELY NIGHTS (Clay McPhatter)
Searchin’ (Counters)
STARDUST (Billy Ward and Dominos)
WHOLE LOT OF SHAKIN’ GOING ON (J. Lee Lewis)
SHORT FAT FANNIE (Larry Williams)
DIANA (Paul Anka)
WHISPERING BELLS (Del-Vikings)
MISS YOU SO (Little Orifices)
TO THE AISLE (Fire Simas)
THAT’LL BE THE DAY (Crickets)
GOODY GOODY (Lynn & Teenagers)
ROCKIN’ PNEUMONIA AND THE BOOGIE WOOGIE BLUES (Levon Smith)
HUMPTY DUMPTY HEART (Lavon Baker)
TEDDY BEAR (Elvis Presley)
THINK ("5" Royales)
WHEN I SEE YOU FATTY (DOMINO)
BYE-BYE BABY (Nappy Brown)

Send for me (Nat "King" Cole)
FARTHER UP THE ROAD (Bob and Sue Blend)
Mr. LEE (Bobbettes)
LONG LONELY NIGHTS (Clay McPhatter)
Searchin’ (Counters)
STARDUST (Billy Ward and Dominos)
WHOLE LOT OF SHAKIN’ GOING ON (J. Lee Lewis)
SHORT FAT FANNIE (Larry Williams)
DIANA (Paul Anka)
WHISPERING BELLS (Del-Vikings)
MISS YOU SO (Little Orifices)
TO THE AISLE (Fire Simas)
THAT’LL BE THE DAY (Crickets)
GOODY GOODY (Lynn & Teenagers)
ROCKIN’ PNEUMONIA AND THE BOOGIE WOOGIE BLUES (Levon Smith)
HUMPTY DUMPTY HEART (Lavon Baker)
TEDDY BEAR (Elvis Presley)
THINK ("5" Royales)
WHEN I SEE YOU FATTY (DOMINO)
BYE-BYE BABY (Nappy Brown)

Send for me (Nat "King" Cole)
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MISS YOU SO (Little Orifices)
TO THE AISLE (Fire Simas)
THAT’LL BE THE DAY (Crickets)
GOODY GOODY (Lynn & Teenagers)
ROCKIN’ PNEUMONIA AND THE BOOGIE WOOGIE BLUES (Levon Smith)
HUMPTY DUMPTY HEART (Lavon Baker)
TEDDY BEAR (Elvis Presley)
THINK ("5" Royales)
WHEN I SEE YOU FATTY (DOMINO)
BYE-BYE BABY (Nappy Brown)
Country Big 10

WHITESBURG, Ky.—Boudleaux Bryant, song writer, does a stint at the microphone as guest deejay on a program which Hank Snow records by tape for WPTZ-W in Whitesburg, Kentucky, one of the stations Ernie Davis and Hank bought a little over a year ago. Boudleaux is not only a song writer, but also a deejay.

Mae Axton Signs With Cedarwood; To Represent Denny Bureau In Florida

NASHVILLE, Tenn.—Mae B. Axton, one of the writers on “Heartbreak Hotel” and other songs, has signed an exclusive writer contract with Cedarwood Publishing Company, and will also represent the Jim Denny Artist Bureau in the Florida area regarding promotion of artists and records.

Mrs. Axton, who resides in Jackson-ville, Fla., participates in many other activities, among which include head of the speech and journalism department of a high school; work with an Educational Television Planning Committee for a new TV station; and a radio show on which she currently broadcasts direct from her classroom chatting with the boys and girls regarding artists and records.

Dean To Do Hour Show

NEW YORK—The Jimmy Dean Show,” headed by the country and western performers, which proved a popular CBS network show this year, will be expanded to an hour in September.

The show will continue to feature top guest artists, as well as the cast of regulars Jan Crockett, Jo Davis, Mary Klick, the Country Lads, the Texas Wildcatters and ventriloquist Alec Houston.

The program will continue to be televised “live” from Washington, D.C.

Decca Buys Blatnick Master

NEW YORK—Decca Records recently made a master purchase of “Our Wedding Waltz” by Eddie Blatnick and his Punks Pals. The record was originally released only in Milwaukee, but in a very short time has become a very popular disk in that city. Decca has now released the record nationally and the company feels it has another potential “Blue Skirt Waltz” in this record.

The Country Records Disk Jockeys Played Most

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

1. FRAULEIN Bobby Helms (Decca)
2. 5. MY SHOES KEEP WALKING BACK TO YOU Ray Price (Columbia)
3. FRAULEIN Everly Brothers (Cadence)
4. 5. MY SHOES KEEP WALKING BACK TO YOU Jimmy Newman (Dot)
7. A FALLEN STAR Ferlin Husky (Capitol)
8. TWO SHADOWS ON YOUR WINDOW Minnie Pearl (RCA Victor)
9. A FALLEN STAR Hank Snow (RCA Victor)
10. WHOLE LOT OF SHAKIN’ GOING ON Jerry Lee Lewis (Sun)

JIMMIE WILLIAMS sings on MGM

“AGAIN” b/w “YOU CAN’T MAKE ME CRY”

White Oak Music—BMI

Cincinnati 39, Ohio

Jean Shepard

“It Scares Me Half To Death”

CAPITOL N 1796

Central Gongs, Inc.

“10.600 CASH BOX THAT COUNTS—INTERNATIONALLY”
Nelson King, 26-year-old ballad singer from Ontario, Canada, will tour the southwest this fall to plug “Letter of Regret” and “Lonesomeness” which he has just recorded for Massey-Harris Records. The young cowboy is now vacationing in Bandera, Texas, where he plans to make his home while in this country.

Jimmie Rodgers Snow spent a week doing radio and TV promotions on the West Coast fighting his appearance on the Lawrence Welk show on August 25th at the Starlight Bowl, Des Moines, Ia. and the “Town Hall Party” at Compton, California, before returning to Nashville.

Saturday, August 24th, Hank Snow was MC on the Prince Albert portion of the “Grand Ole Opry.” His guests were Lonzo & Oscar.

Dee Kilpatrick, bossman of WSM’s Artist Service Bureau and the “Opry,” reports that T. Texas Tyler, who is now being managed by Pankey, is showing great signs of becoming one of the “Opry’s” top names, due to the tremendous reception given him by the audiences.

Eddie Bond and the Stompers are looking forward to 9 big days as feature attractions on the midway of the Mid-South Fair in Memphis. The show will star Eddie, Bud Deckerman from the “Louisiana Hayride,” Gordon Terry from the “Opry,” and a number of local personalities. Reports that Gordon Terry’s newest record, “Wild Honey,” looks like a hit.

Event studios will be buzzing with activities during the month of September with Harold Carter, “Lone Pine,” Sonny Breau (“Lone Pine” Jr.), Dick Curless, the Lilly Brothers and the John B. & the Carolina Band having their sessions for various dates.

Jim Fairlie was in Event’s studios recently to talk to Artist and Repertoire Chief Al Hawkes concerning his release, “The Table’s Turned,” which is reported to be getting heavy play in Canada.

Curley Gold “King of the Western Drummers” and his Texas Tune Twisters Western Swing Band recently played a packed house at Hamilton Field Air Force Base’s NCO Club in California.

Hank Noble, formerly of North Carolina and currently the all-night DJ at Radio CHUM, Toronto, Ont., Canada, is also a C&W singer performing under the name of Billy Guitar, broadcasting live shows every Friday night over CHUM with his GAR Ranch Boys, has been signed to an Apex recording pact, which undoubtedly put his offers on the doorstep of U.S. record companies.

Noble’s first two records (drops are due out shortly and Apex predicts large sales due to the singer’s tremendous popularity. All four sides will be his original tunes, the two plus sides being “You Didn’t Do You?” and “Here Comes The Night,” each on a separate platter.

The singer’s co-jockeys at CHUM, Joe King, Phil Ladd, Harvey Dobbs, Pete Nordheimer and Phil Stone plan to push the discs with their full force, and are hoping in new sessions for various dates.

The “Red River Jamboree” in Paris, Texas gave up its regular paid admissions on the Sat., show Aug. 24th, when producers Roy Glenn and Pee Wee Reid booked it for nightly appearances through the “Red River Valley Exposition,” Aug. 19th thru the 24th. These shows, which were a shorter version of the regular “Jamboree,” were sponsored by the Fair Association and were free to Fair-goers. The regular Sat. night shows were resumed Aug. 31st. The producers are also lining up a fall schedule of bookings and plans for their 1st anniversary celebration in Sept. are in the formative stage.

Nan Castle, 16 year old lark from Texas, who was a June winner on the “Arthur Godfrey Talent Search,” took a colorful weekend in Nashville recently where she cut her 3rd session for RCA Victor under the direction of Chet Atkins. On the tracks, tagged “Angel with Horns” and “A Steady Baby,” she was backed up vocally by the Jordanaires. Nan also made her network debut Sept. night “Red River Jamboree” and fronts her own “Nan Castle Show” now playing at the KSTT, Sulphur Springs, Texas, June 9th to 6:00 P.M. She also appeared recently on WSM’s “Opry.”

Sam Short Jr. of Blue Hen records feels he has a big one in, “Ladder Of Dreams” and “Actions Speak Louder Than Words,” recorded by Earl Stuart. Sam is also quite excited over the Christmas Capitol records for him by Denver Duke & Jeffrey Null, bearing the titles, “A Baby, A Star, A Manger” and “What’s This for Christmas?” Lots of promotional gimmicks out on record early, and hopes that this will be the year for Blue Hen to break wide open. Cowboy Howard Yokes has been named to handle top promotion for that label.

Eddy Wentz and his Melody Riders are coming to Penna. from North Adams, Mass. to appear over WCPA in Clearefield along with Bud Moore and the whole WCPA Jamboree. Wentz holds forth with country music show via WBEC in Pittsfield, Mass.

Deejay Marty Krauss can be heard every Sunday from 2:00 P.M. to 7:00 P.M. over WAMO in the Homestead-Pittsburgh, Pa. area.

Don Deal, Era recording artist from Los Angeles along with his vocalist, who is also his manager, was involved in a head-on collision near Eureka, California, Friday night. Don suffered broken arm, ribs and severe cuts and bruises while his brother suffered a concussion and is still on the critical list. The “Texas Trucks” on the Deal’s car toured, were following in their car when they said an oncoming car confused the Deal’s car head on. The group was enroute on a lengthy coastal tour at the time of the accident. Cochran and Cole will continue with the tour. Best wishes for a speedy recovery, Don and Jimi!!!

Paul Simpkins, WBAM-Montgomery, Ala., notes that he’s been featured in a flock of national magazines recently with an up-coming story and pic in Radio TV Mirror.

Ralph Hicks, owner of the “Jubilee Ballroom” in Baldwin Park, California, has booked many top names for guest spots at his show and dance held every Friday and Saturday night. Kicking off with a “ball dance” and show on Aug. 29th were the Everly Brothers followed by Carl Perkins and Jimmy Newman on the 30th & 31st. Sept. 7th saw Cousin Herb Hanneken, Rekord Kutters, Don Covay and Lefty Frizzell with the latter two as regular members of the cast for a second time only. Sept. 7th & 14th will see Bob Wills as guest with Smokey Rogers on the 20th & 21st. Regulars on the show are: Betty Luther, vocal; Ray Bowers, with Wally Lewis; Wynn Stewart, Dick Miller and Joni Shields with the band of Johnny Moosby. ** Hicks also states that Don McMat and guest, “The Famous Country Names” in which top names will include their feet and hand prints, as well as sign their autograph in cement. The patio will be the entrance to the ballroom while the wall of autographs will form one side of the patio. The first star so honored was Left Frizzell.

KWKH-Shreveport La.’s Frank Page, Norm Bale and Jeff Bale write to tell us that big things are humming around the “Texas Trucks” this fall, and are looking forward to the coming of the tour with top flight entertainment. The Aug. 24th show featured as guest, Victor’s Melvin Endley, writer of such hits as “Singin’ in the Blues,” “Love Me Baby,” one of the favorite of the paying customers at Shreveport’s municipal Auditorium each Saturday night at the “Hayride.” Headliner for that night was the great Jimmy Day. Word comes that Timblin Franks, former manager of Johnny Horton, another “Hayride” alum, has taken over the Artist’s Service Bureau at KWKH. The Browns, Jim Edward, Maxine & Bonnie are due in for a visit on September 14th. Johnny Horton, Johnny Mathis, Gary Bryant and Linda Brannon were introduced September 7th “Hayride” showing.

Speaking of the Browns, Bonnie informs us that brother Jim Edward has only about 5½ months to go with “Uncle Sam”. The trio is naturally happy to see their latest Victor slicing, “I Heard The Bluebirds Sing,” starting to climb on the deejay charts.

“Texas” Bill Strength KKEV-Minneapolis, Minn. predicts the song fair, WACO, Minn. on the Cana-
dian Border with the KSTT Barn Dance Gang and David Stone, on Labor Day, Sept. 3rd. Bill and his band, the Tightwads of St. Paul, played the County Fair in Madison, Minn. on Sat., Sept. 7th, with Tex Ritter and his crew playing the St. Paul Fair, Sept. 8th. Recently Ritter shone over on the bill with Ernest Tubb and his Texas Troubadours at the Stillwater Speed-Bowl, Stillwater, Minn. He adds that he has left Capitol and is dicing with Decca and Columbia. All artists appearing thru Minneapolis are invited to view the “Texas” Bill Strength Record Shop, 202 South 10th Street, and appear over KKEV radio.

Congratulations to KCTI-Gonzales, Texas’ Dave Walsh who see his honeymoon caused him to miss sending in his top ten listing for the past few weeks. Dave took the “fatal step” on August 10th and Joanne Meneley, the "1957 Texas Dairy Princess" is the girl he has in his line of fire.

Continued on page 47
The jocks at WLAC-Nashville, Tenn., have started a new label tagged "Ozark Ballet." Athens. The deejays are Gene Nobles, Bill Allen, Bob Jennings, Glave Anderson and their latest release is Andy Wilson's "Little Mama" and "Tomite, Tomite." Other jocks who wish to be put on the mailing list can write to the boys at the station.

Don Vedder, WLFW-Little Falls, N.Y. pens that he recently kidded with St. Paul's Tribune concerning a tune that Vedder clipped tagged "Hawaiian Mansions." He adds that he's scheduled to appear on the "Mr. Deejay U.S.A." show on Nashville's WSM.

Slim Cockey and the Cowboy Caravan, featuring Jimmy Stephen, can be heard on their new Event waxing, out last week, tagged "Sitting Here All Sunday." Miss Slim, a WJNO-Springfield, Mass. deejay, says that the record can be obtained by writing to him at the station Event. See them at the Hardy Rd., Westbrook, N.Y. Jim Small, P.O. Box 522, Hudson, N.Y. is the Caravan's Personality Mgr.

Congrats to Ramblin' Lou who recently celebrated his 10 years in broadcasting. Lou, who is heard over WJJL-Niagara Falls, N.Y., treated his fans to a special show of shows, on the 24th and 25th of August with Jim Reeves featured on the 25th at Niagara's State Theatre.

Frankie Moore, "Grand Ole Opry" promoter, has been retained by the Wilburn Brothers to handle their recordings, promotions and appearances, etc. Disk jockeys wanting wax and info can contact Frankie at 226 Donelson Pike, Nashville 14, Tenn. Phone # is D400-6083.

"Uncle" Jim Christie, who has spent the last 3 months as Production & Promotion Manager of WISK-St Paul & Minneapolis, Minn., is returning to his home at 1228 Jefferson St. in Des Plaines, Illinois. Jim intends to look for a permanent deejay job in the midwest if possible. He will continue to do his national-wide C&W program and invites all artists, recordists and record companies to contact him. He can be reached by writing to him in Ill. So anyone interested in a top jock and radio man with 29 years in the business, pop and country, oughta contact Jim. He has cowbow boots, a top hat and will travel.

Shelby Singleton types that Tillman Franks, manager of country music's "Jamboree," is in Los Angeles on Sunday, will turn over the show to Jimmie Dean, and on Monday, will turn over the show to Forsythe. The "Moonlight Magic." The tune, co-credited by Shelby and his wife, and scheduled for a mid-Sept. release, was introduced at a recent Big D "D" Jamboree show in Dallas the night after it was waxed. Assisting Mathis on the show were Franks, on bass, and Tommy Tommision on electric guitar.

Leon McAuliffe and His Cimarron Boys are scheduled to appear at one of Oklahoma's biggest yearly events, the Oklahoma Free Fair in Muskogee, Oklahoma, as a package with such stars as the Y-Road Twirlers, Leroy Van Dyke and Tabby West; Leon and the boys will appear September 14th. This will be followed by a busy schedule which will take them through New Mexico, Arizona, Nevada, and California, from the 16th thru the 26th. In addition to this heavy schedule a Dot recording session is set for Wednesday, September 25th.

Hank Thompson and His Brazos Valley Boys will be appearing as special guests on Cliffie Stone's "Home Town Jamboree" in Los Angeles on Saturday, September 25th. Hank and the band will be on the West Coast for a series of playing and promoter Mark Anthony of San Francisco and will also record another session for Capitol Records. Piano man Vic Davis, formerly with Tex Williams, Spade Cooley, and Wade Ray has joined Thompson and his crew.

Americana Corp. has placed on the Sept. 7th, KABC-TV-Los Angeles, "Country America" show Columbia's Lefty Frizzel and Freddie Hart as permanent members of the cast (both have been on the "Town Hall Party" show for several years). Guesting on the September 7th show was Jimmy Wakely and Herb Henson. On the September 14th show will be Bob Wills and his Texas Playboys, Bobby Helms, Jimmy Newman, Carl Perkins, the Sons of the Pioneers, have already been on "Country-America" or are booked in the near future.

"Mr. Personality", Curtis Gordon, has just been appointed Artist Service Director for the "Georgia Jubilee" in Atlanta, Ga., which is held each Saturday night at Georgia's East Point Auditorium. Any artist headning that way should get in touch with Curtis at P.O. Box 72, East Point, Ga. Gordon's latest Mercury-Sunday slicing, out last week, is tabbed "I Wouldn't" and "Please Baby Please".

Bill Price, WBLU-Salem, Va., reports his initial promotion at the Roanoke American Legion, and recently Johnny Cash, Don Reno & Red Smiley, and Price as eneme, was a huge success attracting more than 2,000 people. Anyone interested in bookings in the Roanoke area are urged to contact Bill Price, WBLU.

Joseph E. Adams, of Ozark Music Publications, back from a promotional/vacation trip thru Mtn., Ala., Ga. and Fla., is quite happy to see how the jocks and country music fans in the South have taken to Adi Bell's Testa waxing of "Memory Walls."

The guest roster on Jimmy Dean's CBS-TV shows included Marty Robbins on Sat. Nite, Aug. the 24th, Judy Canova on the 31st (and during the week of the 6th on the morning shows) as was George Hamilton IV on the Aug. 26th to the 30th morning shows. June Vallee was set to join Jimmy during the week of Sept. 9th to 13th.

Alto the WERE-Cleveland, Ohio management has decided to drop the Saturday and Sunday morning and evening country shows, due to their lack of interest in country music in town, Tom Edwards will continue to do his Tues., Thurs. TV show. Tom asks that we spread the word around that he'll be glad to supply interested deejays with taped country music shows. Justin Tubb did the Aug. 31st show at Cleveland's Circle Theatre, which incidentally, will also continue to operate every week.

Attention: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 1721 Broadway, New York 19, N. Y.
Meeting Dates
Music Operators’ Associations

Country

Disk Jockey
RECNAL REPORT RECORDS

Sept. 9—Tri County Juke Box Operators’ Association
Place: Elum Music Offices, Massillon, Ohio

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

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

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

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

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

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

16—Automatic Equipment and Coin Machine Owners’ Ass’n
Inc., Indiana
Place: Room 24, 550 Broadway, Gory, Ind.

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

18—Eastern Pennsylvania Amusement Machine Ass’n
Place: Bungalow Inn, Norristown, Pa.

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

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

22—Eastern Pennsylvania Amusement Machine Ass’n
(1st Anniversary Banquet)

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

Oct. 3—Phonograph Merchants Association, Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)

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

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

7—California Music Merchants’ Association
Place: 311 Broadway, Oakland, Calif.

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

Attention: Operators’ Associations
Associations desire listings in this column, please write to THE CASH BOX, 1721 Broadway, New York 19, N. Y.

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

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

BOB JENNINGS (Dot 15631)

B+ "YOU'RE THE ANSWER" (2:18) [Southern Belle BMI—K. Adair, R. Rogers, S. Allee]

A small group of Surgical Bells is perfectly tailored to this intimate, heart-warming love's Waltz. Stand out platter that could have died on a solid chart contender in the country and pop fields.

B+ "DO YOU" (1:57) [Arfфи-Rose BMI—B. Bryant, P. Eversley] "THE BULLSEYE BROADCASTS" (Cassette 1337)

- It looks like Archie Bleyer is gonna enjoy singer-market bonanza with Don and Phil Eversly's second Cadence pressing. (See Pop reviews, p. 295)

B+ "A SWEET KIND OF LOVE" (1:45) [Milene ASCAP—F. Rose] "NEED ME" (2:35) [Open Road BMI—J. Reeves]

JIMMY JONES (Dot 15627)

- Jimmy Newman, with voice that turns bright in both country and pop circles due to his "Fallen Star" success, flows thru with a sentimental two-sided that should go skyrocketing up the popularity ladder among record buyers in the two markets. Both tunes are seasoned with an r&B-choral and instrumental backdrop and are treated to a solid-sounding job by the polished-toned-chorister. The topside, a happy romantic affair, twiddles thru the B-side's rock-rooted category while the flip portion, a heartfelt pleader laced "Need Me," is taken at a slow, fish-boat beat pace. Powerful pairing.

B+ "LOVE CONQUERS" (2:25) [Central BMI—Legate] "MIGHTY LOVEABLE MAN" (2:20) [Big "D" BMI—Owen]

SONNY JAMES (Cassette 3792)

- The word "love" is rapidly becoming a Sonny James trademark. Since the balladizer smashed thru the hit barrier with his big waxing of "Young Love" he has latched onto a heap of pop and country coins with love-titled tunes, his most recent being "Love's Blues." And his latest contenders for kithlam in the two markets follow suit. They're the very present, with an all-male-choral and the contagious "rock-a-billy" item tagged "Mighty Loveable Man," that's gonna get loads of juice and deejay spins.


CARL PERKINS (San 274)

- The "Blue Suede Shoes" man, Carl Perkins appears on the wax scene once again with a choice that's gonna be rocking up loads of loot during the coming weeks. Carl, who recently cashed in with his "Your True Love" chart-rider, slows down the pace on his latest Sun effort as he tastefully ambles thru a modified, "rock-a-billy" novelty labeled "That's Right." It's a happy-go-lucky ditty that the teen set will love. A duet version with Carl and flipside Filipides. Dishes up nice in the ballad vein as he feelingly renders a moderate paced, r&B-flavored tale of love and devotion tagged "Forever Yours." Strong coupling with the top half leading the way.

B+ "WILD HONEY" (2:17) [Arfфи-Rose BMI—B. Bryant] "RUN LITTLE JOEY" (2:13) [Merge BMI—J. Duncan]

GORDON TERRY (Cassette 1334)

- Gordon Terry, who's added new fans to his country following via his most inviting vocal and instrumental offerings on his initial Cadence disc, comes up with a potently pairing that can push him up into the select circle in both the country and pop departments. Titled, "Wild Honey" and "Run Little Joey," they're two light-hearted, quick-hip toe-tappers with infectious lyrics and melodies and are served up in real delectable vocal style by Terry and a chorus. Watch both ends. They've got the goods.

B+ "WHERE THE RIO DE ROSA FLOWS" (2:30) [Duchess & Kahl BMI—Logsdon, McAlpin] "THE BEGINNING OF THE END" (2:46) [Duchess & Kahl BMI—Logsdon, Mingo]

JIMMY LLOYD (Roulette 7001)

- Roulette chooses newser, Jimmy Lloyd, as one of its artists to spearhead the drive into the c&w field. And it appears as the disk-jockey has hit upon a real find in both artist and material. The tune, titled "Where The Rio De Rosa Flows" is a captivating, all-market rocker that the songster sacks out in money-making fashion. It has the ingredients necessary for a third hit in both material and the wonderful "back mountain" style.

JOHNNY BOZEMAN (Green 505)

C+ "HOW MANY" (2:20) [Burnt Oak Pub. BMI—J. Bozeman] "BULLMARK" (2:30) [Candlelight BMI—F. D. & J. P. Everyly]

- The reverse portion Bozeman has given a sounder of rock-rooted, up-tempo ballad-style that could top the country charts. It has the all-market potential, with a good deal of the teenage market to boot for the teenage hoofers.

B+ "COUNTRY BAND" (2:19) [Fairway BMI—H. H. Hendricks] The reverse portion Bozeman has given a sounder of rock-rooted, up-tempo ballad-style that could top the country charts. It has the all-market potential, with a good deal of the teenage market to boot for the teenage hoofers.

CARL BUTLER (Columbia 4998)

B+ "RIVER OF TEARS" (2:16) [Lonart Music Pub. BMI—Dawson] Carl Butler puts his heart into his delivery of this deeply moving, sentimental country offering that's gonna go as low as looks of juice and deejay spins.

B+ "CRY YOU FOOL CRY" (2:23) [Starrite BMI—M. Shell, H. Shell, E. Shell] Bottom lid is another crying towel lover's opus, this time for Butler's fans. Both sides rock-rooted category while the flip portion, a heartfelt pleader laced "Need Me," is taken at a slow, fish-boat beat pace. Powerful pairing.

DAVE RICH (Columbia 15515)

B+ "CHICKEN HOUSE" [Tree Pub. BMI—D. Rich] Here's a real up-tempo, one that could put Dave Rich's name high up on the charts. It's an intriguing novelty, with r&b-chorus treatment, and a set of lyrics that Rich decks out in fetching, colorful musical assistance.

B+ "I'VE LEARNED" (2:21) [Regent Music BMI—N. Russell, W. Nelson] This half, Rich, along with a vocal backdrop, warbles with warmth and sincerity as he tenderly speaks of his compelling love affair. Strong two-sider.

WILLIE PHILPS (Roulette 7002)

B+ "EVERYTHING BUT LEAVE ME" (2:00) [Kahl & Duchess BMI—Philps] Willie Philps turns in another set of tunes that could be a Bob Hope comedy album. On his initial Roulette recording as he smoothly pipes out a subdued, r&b-flavored love affair, tells his arrangement, a beat, with the heart of the song, and instrumental support on a deck that evokes a new way into the pop and country money.

B+ "I'M BEGINNING TO FORGET (KAYOU, Like You Forgets Me)" (2:41) [Kahl & Duchess BMI—Philps] The chorus and arr neatly back up the chart once again, on a tearful, slow moving lover's ballad. Philps' full and rich chords come across in beautiful style, keep your eye on both ends of this self-penned topical disk.

LESTER FLATT & EARL SCRUGGS (Columbia)

B+ "LET THOSE BROWN EYES SMILE AT ME" (2:10) [Golden West BMI—K. and T. Music] Those lovers who want their discs straight country are gonna dig Flatt & Scruggs' version. The Four Flatt & Scruggs recently announced new single delivery in their wonderful "back mountain" style.

B+ "DON'T LET YOUR DEAL GO DOWN" (2:30) [Columbia BMI—J. Organ, R. Walker] Here come the "Opry" stars race thru a first-rate country love affair that'll give good advice that Mom gave 'em. The Poggy Mtn. Boys lend their standout instrumental talents to both ends of the pairing.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
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The answer remains a more equitable division of the gross income from all equipment between the operator and the location so as to result in an equal split of the profits only.

The two-page, two-color editorial feature that appeared in The Cash Box, "Wake Up! It's A New Business Age!", has stirred tremendous comment all over the nation.

Requests for reprints of this editorial have flooded the offices of this publication.

These men report that they are going to mail copies of the editorial to their locations.

Others asked for permission to remove parts from this editorial and use it in letters to location owners.

Almost all agreed with the idea for a big mass meeting to be held in halls all over the country where storekeepers would be present along with the operators.

Where Tax Experts and Certified Public Accountants would speak and would prove, right from the records the operators presented, that there definitely must come into being a more equitable division of the gross income from all equipment so as to result in an equal split of the profits only.

For months and months this publication has pointed out that from each dollar taken in on any location's machine, on a fifty-fifty basis, the operator gets 10¢ and the storekeeper enjoys 45¢.

But the big catch is that the storekeeper's 45¢ is NET. That's his! He retains that much from every dollar taken in. This 45¢ is PROFIT!!

The operator still has to work like a trojan to help clear his tremendous and constantly growing overhead expense from his 10¢. And tho' it may look like profit, after other costs are removed, IT IS NOT PROFIT! It's only NET INCOME. And from this net income he must still remove a great many overhead costs.

As this publication reported sometime ago, listening to an operator describe his business to a banker in an effort to get a loan, the banker stated in a puzzled way:

"From what I gather, you're actually working for the location owners."

How true! How true! Only because the nation's operators just simply won't come to the realization, won't face the facts, that this is a NEW BUSINESS AGE! That the wornout, outmoded, slot-type, fifty-fifty method, MUST BE ELIMINATED!

This is an era where inflation is hammering down the value of the dollar every day. The dime's worth 4¢. The nickel's worth 2¢. And while this is happening overhead expenses continue to increase daily.

It's now up to the operators to WAKE UP! IT'S A NEW BUSINESS AGE. An age that requires new, modern business methods.

Better WAKE UP QUICK — OR — GO BROKE!!!

(Editor's Note: Re-read the two page editorial mentioned here in the September 7, 1957 issue.)
URGES OPTS ARRANGE MORE EQUITABLE OPERATING BASIS

Bally's Bill O'Donnell Sees Greater Security Assured Ops Who Awake To New Biz Methods. Urges All To Sell Locations On Importance Of Coin Operated Equip't As Best Business Stimulators. Says Ops Must Obtain More Equitable Share Of Intake To Assure Progress

CHICAGO—Most indicative of the growing importance of export and import are the number of new and old firms, worldwide, who are entering into membership in The Cash Box "International Coin Machine Export-Import Council". The August idea on an 'International Coin Machine Export-Import Council' is a good one," writes C. R. Sandoval, Sr. of Miami, Florida, "and you are to be complimented for having initiated action on this subject." Sandoval and his son have been exporting and importing coin machines since 1920. They have been exporters of phonographs to Central and South American markets for many years. "The export of phonographs," advises Sandoval, "is not as easy as quite often it is pictured. There is never any peace in the business. One country after another is usually changing its regulations with regards to imports. They either prohibit their nationals from importing or else raise duties to a point where it is impossible to import, pay such duties, and hope to recover the value of the investment.

"All of these subjects, and what can be done to minimize their effect, or to eliminate them—without question would be topics for discussion among the members of the Export-Import Council.


"I, who have been in the export business for quite a number of years," writes Howard R. Greenberg of Viking Export Company, Inc., New York, "feel very strongly the exporters' position in international affairs, and know that whatever harm or good we can do.

"Your idea is an excellent one", Greenberg continues, "and will do much toward cementing a firmer relationship between the importers of our merchandise and the exporters of this country."

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

M O A Directors To Meet In Miami

"This change in time" said Miller, "that has been made by the fact that I and Mrs. Miller will be the guests of Al Denver and the Music Operators of New York at their 20th Anniversary banquet on Saturday night, November 9.

Miller advised that the hotel where the meetings will be held will be announced at a later date. "Willie Blatt, MOA director from Miami, is making all the necessary arrangements for meeting rooms and hotel accommodations for directors, officers, and their families," Miller stated. "He is also lining up many programs for the women folk who attend with their husbands. For accommodations, write to Willie Blatt, 418 S.W. 8th Avenue, Miami Beach, Florida. Accommodations on a daily basis or for a full week can be arranged at reasonable rates."

"This gathering will be one of the most outstanding of the year" concluded Miller, "and I am looking forward to 100% attendance of all MOA officers and directors."

Before going into New York, Miller will spend some time in Washington, D.C., so as to have the very latest information on matters pertinent to the automatic phonograph industry to pass along to the MOA executive officers and board members.

World's Exporters-Importers Join "Int'l. Coin Machine Export-Import Council"

From Europe, Asia, Latin Amer. And From All Over The World Requests For Membership In "International Coin Machine Export-Import Council" Flood The Cash Box' Chicago Offices
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EXHIBIT PRODUCES "POP GUN CIRCUS"

CHICAGO—Sam Lewis, president, Exhibit Supply Company, this city, reported this past week that the firm is in quantity production of its new gun game, "Pop-Gun Circus".

A newly developed type of pistol shoots ping pong balls by means of compressed air. Action is fast, exciting and accurate.

"Pop-Gun Circus" features five comical targets consisting of bobbing heads. Hitting all five heads causes five star targets to light up in rotation.

Shooting fast and accurately to hit each star while momentarily lit scores in the thousands, instead of hundreds.

"This is the first new and unique type of gun game to come out in years", Lewis stated, "It's entirely different from any other gun on the market.

"We've given the operators exactly what they have been demanding", Lewis continued, "to attract more play and increase earnings in all types of amusement parlors."

Beautifully designed cabinet emphasizes the colorful target area.

One-piece plexiglass hood encloses entire playfield, permitting unobstructed vision from all sides. Plexiglass hood also adds to the strength of the cabinet.

Lewis concluded by suggesting that operators see and play the new and different "Pop-Gun Circus" at all Exhibit distributors.

"The many great new features of this gun", he said, "will convince anyone that collections will jump."

POOR FARM Biz Plus Tax Turmoil

ROCK ISLAND, ILL. — "General business conditions in this farm implement area have not been good", advises Larry Frankel of this city.

"Farmers are not buying new implements", he continues. "Furthermore", he reports, "there have been many strikes which has kept the employment situation in an unsteady condition."

"But regardless of all this", Larry states, "what is most disturbing is that locations are being kept in a turmoil with the contrasting decisions continually coming from the various federal, state and city courts regarding pinball games."

REPORTS INFLATION Has Caught Coinbiz

HAVERHILL, MASS. — Thomas Libbey, Jr. of this city believes that inflation has caught up with the coin biz.

The Libbey doesn't offer a solution to the problem he does report that it has hurt the coin biz tremendously.

"Inflation has caught up with the business", he reports, "but the business has not been able to go along with inflation."

"In my estimation", he adds, "it is very hard to run a large route due to the fact that inflation and small business do not equal out.

"We need relief," he concludes.

WE ONLY Advertise What We Have in Stock

PINS

Gay Fancies
King of Shut
Old Timer
Gidget, Dutty
Gypsy Queen
Screamer
Star Fire
Frontiersman
Hi Fly
Happy Days
Circus Wagon
Queen of Hearts
All-American
Aristo
China Town
Wonderland
King Arthur
California
Big Ben
Trento
Blondie
Grand Champion
Race the Clock
Sail Fin
Four Star
Cyber
Cyclone
Struggle Buggy
Sportsman
Gloves & Daisies
Times Square
Skill Pool
Jockey Club
Happy Go Lucky
Diamond Ed
Army & Navy
All Star Basketball
Flynn's High
Penny Pin
Thunderbird
Sky War
Carnation
Lester
Cutter

SHUN SUBSCRIPTION

THE CASH BOX $15—

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
EMARY DISTRIBUTING COMPANY
348 Sixth Street
SAN FRANCISCO, CALIF.

GAYTIME VARIETY 5-BALLS

The Wise Buy—WORLD WIDE!

Choice of smart operators for shop style, top performance, money making listening pleasure! DUAL CREDIT SYSTEM—49% gain on all orders.

CALL TODAY FOR THE DEAL OF A LIFETIME!

Terms: 30 days, net 60 days.

Wurlitzer Model 1700 595
Wurlitzer Model 1800 725
Wurlitzer Model 1900 850
Seeburg Model V-200 695

For Immediate Delivery

BALLY—GOTTLIEB WILLIAMS

BALLY 'CIRCUSS' JUST RELEASED!

Regular 5 Ball Novelty Game

INTERNATIONAL SCOTT CROSSO. Co.

1423 SPRING GARDEN ST., PHILA., PA.

Branch: 819-821 LACKAWANNA AVE., SCRANTON, PA.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

E. Pa. 1st Ann'y Banquet

PHILADELPHIA, PA.—The East- ern Pennsylvania Amusement Ma-

chine Association, with headquarters in Norristown, announced that it is hold-

ing its first Anniversary Banquet on Sunday night, September 22, at the Celebrity Room, Philadelphia.

Harry Sobolsky, business manager, advises that many prominent in poli-
tics, business, banking and members of the industry, in addition to those in the coin machine industry, are expected to attend. There will be a Floor Show, dinner and dance, as well as some of the top recording artists to entertain the guests.

Members of the association operate music and amusement machines in Montgomery, Delaware, Chester, Bucks and Lehigh counties.


ROCK-Ola 200 Selection DeLuxe Hi-Fi PHONOGRAPH

Choice of smart operators for shop style, top performance, money making listening pleasure! DUAL CREDIT SYSTEM—49% gain on all orders.

FOR IMMEDIATE DELIVERY

BALLY—GOTTLIEB WILLIAMS

BALLY 'CIRCUSS' JUST RELEASED!

Regular 5 Ball Novelty Game

INTERNATIONAL SCOTT CROSSO. Co.

1423 SPRING GARDEN ST., PHILA., PA.

Branch: 819-821 LACKAWANNA AVE., SCRANTON, PA.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

NOW AVAILABLE!

NEW STYLE HEAVIER PENNY, NICKEL AND DIME DISPENSERS

COIN CHANGE QUICKLY MADE TO SATISFY CUSTOMERS. NO DELAY IN COUNTING COINS OR DIME DISPENSERS.

TOUCH THE LEVER AND FIVE COINS DROP IN YOUR HAND.

THE MOST DURABLE AND ACCURATE COIN DISPENSER ON THE COIN MACHINE MARKET.

AVAILABLE IN 1c, 5c, 10c, 25c MODELS

EXCLUSIVE FACTORY REPRESENTATIVE

DUNIS DISTRIBUTING COMPANY

100 ELLIOTT AVE., W., SEATTLE 99, WASH.

PHONE: Mürdock 7740

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

N.Y. State Operators Meet In Syracuse To Form State-wide Association

GLASCO, N.Y.—A very deter-
mined and serious effort is being made by leading operators in New York State to form a strong and effective State-wide association to better busi-
ness relationships, to watch State leg-
islation and taxes as it affects opera-
tions of amusement machines, and to organize a public relations program.

After three preliminary meetings, a definite organizational meeting will be held at the Onondago War Memo-
rial, South Street, Syracuse, N.Y., starting at 2 P.M.

Tom Greco, temporary chairman, in a phone conversation with The Cash Box, stated, “It is absolutely necessary that every operator in New York State attend this meeting. We have numerous problems to solve on a state-wide level, and it is to the advantage of each and every oper-
ator, no matter what type of equip-
ment he operates, to be of the opinion that every operator should be at the meeting to voice his opinions and participate in its decisions. At this organizational meet, we shall elect officers, a board of directors, and vote on adoption of a set of by-laws. We shall also select a managing director. If any coinmen want to ask questions, they can phone me in Glasco, N.Y., at 9-9-22.”

Among leading coinmen, in addi-
tion to Greco, who have attended the preliminary meetings, and have shown keen interest in the formation, and have shown their willingness to assist in any way, are: Knobloch, Jr.; Tony Catone; Jerry Schweitzer; Carl Pavesi; Bob Charles; Mike Cannon; Bill Love; Alan McCarthy; John Van Wyck; Pat Marz; Phil Benvenuto; R. E. Divine; Jack Wilson; John Bullock; Gary Gilleadeau; Barney Rapp; Dave Sure; Lindy Narrows; C. M. Keppler; and Frank Larti.

Lou Werner and A. B. Dorman, attorneys, are working with the new group.

No name under which the organi-
zation will function will be New York State Coin Machine Association.

Standard Financial Ups Quarterly Dividend

NEW YORK—Theodore H. Silbert, president, Standard Financial Corp-
oration (formerly Standard Factors Corporation), has announced that the directors of the firm indicated their intention of increasing the regular quarterly dividend on the common stock of 10c per share on September 29, the last day of the quarter, and of increasing the annual dividend rate from 36c to 40c per share if earnings permit.

Imperial C. M. Co. Opens Wholesale Jobbing Firm

CLIFFSIDE PARK, N.J.—Impe-
rial Coin Machine Company, Inc., opened a wholesale jobbing firm in its own building at 498 Anderson Avenue, this city, this past week. Firm is managed by Aspet Vanren.

For the present Imperial will spe-
cialize in the buying and selling of new and used coin operated 5-balls and amusement machines, both domestic and export.

“Good Business To Live With”

PROVIDENCE, R.I.—Perhaps one of the most interesting reports to have yet been received by this publication was that from Samuel H. Orenstein of Triangle Distributors, this city.

“For 35 years”, Orenstein writes, “we have been successful in meeting every cycle and challenge and”, he adds, “we find this a good business to live with. The business, of course", he advises, "could be more profitable if the oper-
ing weren't such kinda business. knowledge, "They should understand and know the com-
Service-free days mean... Care-free days Ahead

when you BUY ROCK-OLA

the Phonograph that proves itself on location with

Proven time-tested mechanism
Proven time-tested rotating magazine
Proven time-tested rotating program
Proven profits with single button selection system
Proven service reliability

ROCK-OLA MANUFACTURING CORP.
800 N. KEDZIE AVENUE • CHICAGO 51, ILLINOIS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
August 30, 1957

Mr. William Gersh
The Cash Box
32 West Randolph Street
Chicago 1, Illinois

Dear Bill:

I just want you to know that we here at AMI do not take for granted your unresting and continuing efforts for wider acceptance of 10¢ play, plus reiteration by music operators of a larger proportion of the take.

I know of no other industry comparable to ours that has been so slow to pass along the increased costs which inflation has brought to operators, distributors and manufacturers of juke boxes. We exist to serve the public and unquestionably are rendering a service greatly improved in all respects. It is appropriate and necessary not only that the public pay more than they did ten years ago, as they do for every other service and commodity, but also it is equally desirable that music operators retain a greater portion of the take. Proof that this is both equitable and possible exists not only in this country, but abroad. In foreign countries, where the number of juke boxes in use is increasing proportionately much faster than in this country, location owners value so highly the benefits of having a good music machine in their place of business that they are content with only a nominal portion of the take.

Music machines bring the same benefits to American locations, as many American location owners will admit. It remains for music machine operators to realistically adjust to present day conditions.

Cash Box is serving the industry well in keeping this issue before us.

Sincerely,

J. W. Haddock

In last week's issue of The Cash Box (September 7) a double-page, 2-color Editorial, headlined "Wake Up! It's a New Business Age" once again stressed the necessity that operators arrange to obtain a more equitable share of the in-take from their equipment.

We reproduce a letter from John W. Haddock, president of AMI, Inc., in which he expresses similar views.

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

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

Write for your membership card today to:
THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

EXPORTEREN SIE? IMPORTEREN SIE?

Es liegt in Ihrem höchsten Interesse und gerechtfertigt zu Ihrer bepafte klügsten Geschäftsvorstellungen, wenn Sie dem "Cash Box International Coin Machine Export-Import Council" (dem International- alen-Münzmaschinen-Export-Import-Rat des "Cash Box") vollständig gebührenfrei beitreten.

Verlangen Sie heute nach Ihre Mitgliedskarte!
THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

ATTENDEZ!

EXPORTEZ-VOUS? IMPORTEZ-VOUS?

C'est dans votre propre intérêt et pour améliorer l'avenir de vos affaires commerciales, que vous pouvez devenir membre, et à titre gratuit, du "Cash Box International Coin Machine Export-Import Council" (Conseil International de l'exportation et de l'importation de Machines Automatics des "Cash Box").
Ecrivez-nous aujourd'hui pour recevoir votre carte de membre!
THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

ATTENCION!

SI UDS. EXPORTAN? SI UDS. IMPORTAN?

Les seria sumamente ventajoso para el desarrollo en el futuro de continuos y prósperos negocios, asociarse, sin cargo alguno, al "Cash Box International Coin Machine Export-Import Council" (Consejo Internacional de Exportación e Importación de Máquinas Aclonadas por moneda "Cash Box")
Escriba hoy solicitando su tarjeta de socio.
THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

ATTENZIONE!

SE ESPORTATE? SE IMPORTATE?

Sara’ a beneficio assoluto del Vostro interesse e del continuo miglioramento futuro della Vostra prosperità commercial iscriverVi senza pagare un sol centesimo all’"Cash Box International Coin Machine Export-Import Council" (Consiglio Internazionale di Importazione ed Esportazione Distributrici Automatiche "Cash Box")
Richiedete il tesserino di iscrizione oggi stesso!
THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

get smooth dependable electric operation with the KEENEE "22"
Deluxe Electric CIGARETTE VENDER

it's the Vender with the "FORWARD LOOK" that gets and holds choice locations!

★ HOLDS 539 PACKS
★ THREE RIBBON ADS $2.50 COUNTER column 217.
★ 22 SELECTIONS Pack and matches deli vered quickly and smoothly.
★ OUTSIDE COLUMNS VEND FLAT BOXES AT OPTION OF OPERATOR.
★ MEETS ALL PRICING REQUIREMENTS.
★priced siections, 20c, 30c and 50c. Four Price Mechanism at 91 wator’s request.
★ AMPLE MATCH CAPACITY.
★ Adequate Storage for Cigarettes.
★ A VARIETY OF COLORS AND FINISHES.

If you’re eyeing the vending machine business with a desire for greater profits, start right now with Keeney’s new deluxe electric Cigarette Vender. It is styled to get and hold choice locations, is brilliantly lighted and offers 22 selections of all nationally advertised cigarette packs, also flat boxes. Its smooth electric operation and complete accessibility for easy servicing are beyond comparison.

Easier to Service . . . All Parts Totally Accessible . . . Earns Much More!

FOR FULL DETAILS WRITE
J. H. KEENEE & COMPANY, INC.
2600 W. 50th Street
Chicago 32, Illinois

COMPLETE LINE OF VENDERS
COFFEE • CHOCOLATE • SNACK • COFFEE • SOUP • MILK • COLD DRINKS

REPLACEMENT PLASTICS

A. M. I.

Model
A Tops, l. or r. .... $ 8.95
Centers, l. or r. .... 15.45
Battons, l. or r. .... 11.95
B Dome .... 17.95
Centers, l. or r. .... 8.95
C Battons, l. or r. .... 8.95
80-80-120 metal grille for lower part of machine—eliminates 10.00 clamping plastic levers.
2 to set $10.00

WALL SPEAKER

$11.95 EACH

True high fidelity tone. Limited stock finish. 5 tubes, 6 inch speakers. Packed 2 to center.

SEEBURG

Model 100C—Highly polished chrome tubes replace glass tubes.
Set of 12 ... $14.95
Model 146-147-148... 15.95
Model C—Chrome
Pilasters .... 17.95 or.
LONG LIFE PLASTIC
REPLACES ORG. GLASS
Model 100R-100
Door side .... $4.10
Model 100C
Door side .... 2.75
Model V200
Dome side .... 3.70
Model 200
(100 sel.) W.O.M. ... 1.75
(200 sel.) W.O.M. ... 1.95

M-100A 45 RPM CONVERSION KIT

Easy to install. Modernizes and brings phonographs up to top earning power.

Phonographs Steam Cleaned—Reconditioned Exclusive Seeburg Distributors

ANOTHER QUARTER CENTURY OF SERVICE

2118 N. WESTERN AVE., CHICAGO 47, ILL. U. S. A.
ARMITOGE 6-5005

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!!"
New fall pieces are coming into Boston distributors, and outlook for business this month is favorable distros report, with everybody getting set to break even. There's also a new period before Labor Day when the trade, but now with vacation schedules over, plants are humming and ops are in on making orders, at least for the rest of summer. 

At Associated Amusements (Rock-Ola), Dick Mandell, gen. mgr., says, "we are now going on music with big potential expected for Rock-Ola in the territory." Alleys are going strong here and many ops have been in on buying visits. Ed Evers has been through the territory on selling trips and Dick Mandell is now piloting his own plans on business trips, first of the Boston distribut to eke out this period. The show season was reported one of the best in coin machine history in the fun spots, ops are still netting good takings because of the continuation of the warm weather.

Lover Day week-end, with high mercury readings, was reported a big winner. . . . At Redd Distributors (Wurlitzer), Bob Jones, sales mgr., into the N. E. Baptist hospital for treatment for a slipped disc in his arm. He will be laid up for four or five days. Si Redd keeping close to the Lincoln Street plant and greeting incoming ops from Maine and New Hampshire. Biz is picking up momentum here with heavy emphasis on the Wurlitzer "half-dollar" phone alleys and games... At Trimount Automatic Sales Corp. (Seeburg), Marshall Caras, sales, and Mrs. Caras, back from Manchester where they saw shows and vacationed. Vacation schedules over and here the firm has racked up one of the biggest seasons for arcade equipment. Salesmen are ready to take to the road for the fall campaign on Seeburg phonos for which there is a high all summer long. New equipment is coming in and more is expected. Export business has continued big and is picking up speed with the upcoming fall market. Wurlitzer Irwin,发售经理, has distributed the following to Bob Blitt, planning some road trips for the fall season, says AMI phonos had a good summer season with many ops getting new hotel and summer resort locations stocked for the attractively coming fall season. What was included in this trip this week included: Ray Shea, Worcester; Joe Assad, York Beach, Me.; Tom Kirby, Haverhill; Bill Tratsch, Dedham; Bob Deshowitz, Dorchester; Harry Deshowitz, Chelsea; Larry Bettencourt, Danvers; Earl Graham, Salisbury; Ben Ross, Boston; Steve Pleckow, Worcester; Ralph Feretra, Concord; Arthur Stahrea, Greenfield; John Lanza, Somersworth; N. H.; Lee Farkas, Derry, N. H.; Mike Paskievich, Nashua, N. H.; D. J. Halle, Berlin, N. H.; Ken Ghearse, Brockton; Frank Pendell, Brockton; Perry Lipson, Newton; Harold Hanzo, Lynn; John Delo, Lowell; Joe Lemo, Lynn; John Poto, East Dedham; Walter Luby, Shrewsbury; George Campbell, Medford; Arthur Sturgis, Jamaica Plain; Carl Edwards, Milton; Al Latt, Allston; Martin Berman, Fall River; Dave Nardone, Andelman, Cambridge; Harry Grazzo, Quincy; Phil Swarts, Brockton; George Pappas, Lowell; Vin Pitta, Allston; Phil Lafontaine, Newton; Jim Balboni, Springfield; Al Riddle, Revere; Sam Robbins, Arlington, Foxborough, Alton, Boston; Gerry Waterhouse, North Dartmouth; Tony Piccino, Quincy; Leon Cherlopoulos, Woonsocket, R.I.; Bill Broda, Cambridge; Curtis Lawrence, Claremont, N. H.; Bill Brooks, Dover, N. H.; Bernie Smith, Berlin, N. H.; Gene Sweeney, Buzzards Bay; Bill Ashton, Chester, Vt.

Boston's radio picture changed this week with the Bartell Group taking over former WBMS and renaming it WILD. WILD went on the air Sept. 3 with heavy news and pop format with deejays Jack Carney, Raymond E. Spencer and Ken Maiden. WILD has the large Brownie Radio Network program and has been a promotion magnet. Dick jocks at the new WMEX are: Jay McMasters, Al Burns, Jerry Williams and Perry Brown. Williams is from Philly; Brown was formerly with WTAO, Cambridge.

**Through The Coin Chute**

PHILA. FILBERTS

Joe Ash, Active Amusement Machines Co., found his place burglarized over the Labor Day Weekend when he opened last Tuesday. The amount of the loss has not yet been fully determined and Ash is busy with the insurance adjusters. Arnold Silverstein, Atlantic Pennsylvania, reports the business on the Seeburg phonograph line has been good and is looking forward to fall activity with cheerful anticipation. Silverstein reports a tremendous lessening of the "hysterical" hiring of new players. By his estimate, the market for E/Ps is a bit lighter than last year and he is working harder this year than in male or female, his plan to "smash" the market in Western Pennsylvania and Ohio... Abe Witen, International Scott Cross, stated his company is the largest operator of arcade equipment in the farmer's market yard and sales business in Pennsylvania. Int'l. operates eleven large farmer's market arcades alone. Between now and October 15, Witen is opening four new-farmer's market openings, all of which are in Middletown near Harrisburg, occupying 6,000 square feet of space. Witen also stated that Int'l. will open a new office in Antwerp, Belgium. Says the export business is very good, their only problem being the shortage of equipment... Dave Rosen, David Rosen, took his family to Atlantic City for a vacation at the Ritz Carlton Hotel. Dave Weiss, his lovely wife and daughter, also in Atlantic City at Old English, Harry Rosen as busy as ever. He just returned from his vacation and looks great. Was smiling about just having taken over the Westminster Records line... Al Fairo, King Records, reports the new "Ooh Rob Sha Boo" by the Philadelphia group, The Guy Tones, is doing very well in and out of the country.
Cash Box Publisher To Europe

Bill Gersh—To Meet With Europe's Leading Coinmen Regarding Int'l. Coin Machine Export-import Council

CHICAGO—Bill Gersh, publisher, and his wife, Cissie, women's editor of The Cash Box, will fly from Chicago to York on September 15 to meet with leading worldwide coin machine manufacturers.

Primary objective of the trip is to discuss personally and in detail The Cash Box's "International Coin Machine Export-Import Council" with leading coinmen in England and on the Continent.

On September 12, Bill and Cissie Gersh will be at the New York offices of The Cash Box, where the complete itinerary is known.

Any U.S. coinmen who desire Bill to bring back a report or who wish to receive work sheets, etc., can write or wire to The Cash Box, 1721 Broadway, New York 19. These communications will gladly be forwarded.

First stop after leaving New York will be in London on September 16 for contact with the London offices of The Cash Box, headed by Marcel Stellman.

From there, Bill and Cissie Gersh will cover the following cities: Paris, Brussels, Amsterdam, Copenhagen, Stockholm, Hamburg, Geneva, Venice, Rome, Madrid and Lisbon.

A stop in Prague may be made upon arrival in Rome. If conditions warrant, they may go on to the Middle East and then to the Far East, coming back by way of Singapore, Hong Kong, Tokyo and other cities that receive coin operated products from the United States.

In addition to interviews with prominent coinmen in Europe on the "International Coin Machine Export-Import Council", Bill Gersh intends to report on current European operations, as well as the future potential for exports from the United States.

Cissie Gersh, thru her "Life Gal" column, will present the women's viewpoint from meetings with the wives of the well-known coinmen in Europe.

As Bill pointed out, the great worldwide circulation of The Cash Box has made it imperative that members of The Cash Box organization keep personal and regular contact with sources of information in all parts of the world in order to keep the trade fully informed on world markets.

By far the most important purpose of this trip is to find the best possible locations in Europe for the contemplated opening of additional offices of The Cash Box, so that both American and European coinmen may become better acquainted with each other's products as well as viewpoints.

Citing the outstanding leadership of The Cash Box, which is recognized all over the world, Bill Gersh expressed his conviction that, thru the "Export-Import Council", this publication will continue to foster good business relationships for the benefit of all in the industry.

Bally Announces Shuffle-Bowler

CHICAGO—"Bally is back in production of shuffle-bowling equipment," Bill O'Donnell, Bally Manufacturing Company, general sales manager, announced this week.

"Back in production by popular demand. With the terrific demand for bally-bowling," O'Donnell said, "we have side-tracked puck-type shuffle-bowling equipment for several months. But with the continuing demand has piled up back-orders that now force us back into production. We have the new shuffle-bowler 'ABC Super de Luxe Bowler' to emphasize the bright 'new book' of cabinet and backglass, as well as the fact that the mechanism has been extensively improved to insure smoother operation, and stepped up earning-power."

The "ABC Super de Luxe Bowler" retains all the powerful play-appeal of Official Bowling Scores and the popular giant pinball to their fans and includes only 8½ ft. by 25 in. of floor-space. "ABC Tournament", of course, continues in full production to supply the demand of operators for larger equipment of the ballbowling type.

New Locations Problem

WARSON WOODS, MO.—"The biggest problem we have been faced with for locations is the plumbers," reported Arthur J. Weinischke of this city.

"We lose accounts due to changes in laws, businesses moving up, buildings torn down and, in some cases, due to merchants who no longer care to put up with the noise made by young folks playing games."

"X" Marks "The Best"

AJO, ARIZ.—Harold Legendre of J. Bowen Kindred Music, this city, answered this questionnaire in regard to "Which do you consider the Best?" (10 points plus commissions method) by simply marking theney be thought best with an "x" and letting it go at that.

Legendre marked an "X" in the box that represented: "10 points Plus 60% - 40% commission basis.

Gabe Forman Returns From Visit To Europe

FREEPORT, L.I., N.Y.—Gabe Forman, manager of Distributing Long Island Corporation, this city, returned Monday, September 2, from a ten day visit to European coin machine imported.

In this short period of time, Forman visited firms in France, Belgium, Switzerland and Italy.

"The trip was immensely success-ful," stated Forman, "and we made personal contact with coin machine firms in these countries which will result in a great deal of additional business."

Forman advises Sandy Moore was elated over the results, and that both may make another trip within several months.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
B’klyn Op Manages Little League Team

The opening of the Minnesota State Fair, Sat., Aug. 24, thru Sept. 2nd brought the operators and their families flocking into the Twin Cities. Jerry Lawler, of Hurley, Wis., and his right hand man Howard Schlecht saw the Del Plannagan-Tiger Jones fight at the State Fair. Something new as an added feature to the State Fair was the Mr. and Mrs. Carl Chippewa Falls, Wis., in town to see the Fair. F. W. Schoofter of Valley City, N.D., spent several days in Mpls. with his family. His first trip to the city in two years, took his son and daughter in the Mayo Clinic. Mike Costello in his West Coast vacation on Wed., with a hundred stories to relate. Was particularly fascinated with Las Vegas. Of course, he advised the children of their general and who is expected to be there before he left, Altho back only a few days, Howard advised that several good deals percolating with a maybe a special announcement shortly. - Al Shiras, Albert S. Gresky, Inc., who left for a long weekend trip to Chicago and New York and another with his his West Coast vacation on Wed., with a hundred stories to relate. Was particularly fascinated with Las Vegas. Of course, he advised the children of their general and who is expected to be there before he left, Altho back only a few days, Howard advised that several good deals percolating with a maybe a special announcement shortly. - Al Shiras, Albert S. Gresky, Inc., who left for a long weekend trip to Chicago and New York and another with his week end trip to Niagara Falls. This is the first time that common here will be attending the annual banquet of the NY. State Opa Assn. this Sat. night (Sept. 7) at the Greenwood Inn.

An Autumn Smashing Sales Sensation!

REBUILD SEEBURG V-200
with • VL-200
SELECTION
RECEIVER

type TSR3-L6
• SWITCHING
THROUGH
TRANSISTOR TYPE
DIODE
WITHOUT TUBES

- NEW MACHINE GUARANTEED
- FACTORY LIKE APPEARANCE AND PERFORMANCE

Priced at ONLY $875.00
(WILL TAKE TRADE INS)

EASTERN FLASHES

The week (right after the Labor Day holiday) started off slow, due in most part to many vacationers taking an extra day in an effort to by-pass the transportation problems, but before the end of the week things were really off the charts. All wholesalers and independent operators reported a big sales of all types of equipment, both new and reconditioned, for the Fall and Winter months. By Monday, Sept. 16th, the last few days in which the seekers will be back at the wholesalers, and then everyone will be concentrating on sales and service.

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403 Ave. Lavenir, Brussels
Phone: 47-66.63
Cable Address:
"Hollandeup-Bruxelles"
All currencies accepted: Francs, pounds sterling, guilders, lire, marks, etc.

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Ideal for Dime Play Conversions and Upgrading Routes for the Fall Season

TERMS: 1/2 DEPOSIT
REQUIRED

CABLE ADDRESS: "DAVIS"
As always, the Labor Day weekend made it official. The summer is gone. Economists are predicting the nation's general mood will now turn up again, based on record high personal incomes and consumer spending. Prices and wages will probably continue to rise, though. Factories, of course, will dump new and better products, Optimistic ops looks ahead to a period of change, expansion and diversification in the belief that earnings will be as good as ever.

Bill O'Donnell reports he's been mighty busy at Rally this past week. According to one observer, Bill doing his daily phone work, "It's enough to wear out three ordinary mortals!" What with so many different products rolling out of the big plant, Bill has a lot of fast figuring to do while he schedules shipments out to distribute in all directions.

All knew that Dave Davis were saddened to hear of her passing on August 20. She had been ill for several months. Edith Davis was secretary of ABC Music Service, and also served as secretary-treasurer of the Chicago Bowling League. In the industry here, William G. "Bill" Fitzgerald, AMI's adman, dashes for a cab on Fish Blvd. . . . Judging from cheerful attitudes of Herb Gettinger and Bill DeSelms, production is booming at United. Bill reported that with this week working together with distrb Dan Stewart as they call on ops in Bob's old stamping grounds. And send in orders for the new "Jumbo", Johnny Casola with Ray Williams in Dallas for few days. . . . Head on way to Houston, San Antonio and Corpus Christi. Al Thelmae in the Canadian woods to look for them to eat fish . . . Ran into the maker shopping around town. Been operating in Hartsburg, Ill., for 31 years. Which qualifies George for membership in the "All Year Club". The local phones to advise that Alvin Gottlieb, accompanied by his wife, Evelyn, sailed for Europe Sept 4 of this year. Cabin 

"clinking &". . . . Even while inflation continues and prices of all goods creep up, 30 play ops continue to wage war, often with higher costs with lower income.

"It's new from REDD!" More money-making machines!

NEW - BALLY TWO-PLAYER 5-BALL CIRCUS IT'S HERE! ALL THE GREATEST!

NEW - WURLITZER 50C WAX BOX
NEW - FISHER 6-POCKET POOL TABLE
NEW - BALLY TOURNAMENT BOWLERS NEW - CHICAGO COIN CLASSIC BOWLER BEST OF THE TROLLEY

WANTED: 1200 New & Used Machines For Export

Wurlitzer R - 2000 - 1500 - 1700 - 1700A - 1500 - 1400
Sewing V - 200 - H - 200 - 8 - B - C - J
Bally - Encore Machines & Shuffle Alley
Gottlieb - Williams - Bally 5 Balls

HERB JONES

"Though the Coin Chute" CHICAGO CHATTER

HERB JONES

Our Genshaw busy in Genco's experimental room with 2 or 4 new products now is the forthcoming. Ralph Sheffield just about has the virus bug licked, and due back at the office soon. Says that call distrub to explain the firm's new item. With another new money-maker on deck that will 'surprise the trade'. . . . "Looks like a heavy fall season to me," says Lew Reed to St. Paul and other points north, contacting distrub. Which again leaves Kurt Kleeve with meetings, phonecalls and schedule of work to make products he has to work with, ads roll out of Herb Jones office time to perfect. Like all about Bally's new 8-ball, "Circus" and the new puck-type: "Bally Super Deluxe Bowler", both of which, Herb reports, "are clicking big". . . . Even while inflation continues and prices of all goods creep up, 30 play ops continue to wage war, often with higher costs with lower income.

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HERB JONES

...John Fanch on his 96-year-old Lake St. factory is still going strong on production. Bally has settled to start ops with new item that he claims "will multiply scale prices enormously". But John not yet ready to disclose all details for time being while Art Carey now on his third week of eastern bitism. Seems for the longer he stays the more Bally products he has to talk about. . . . Art Weinand reports no let-up in the fast pace Williams, has been going all summer. With a fine line-up of games for all, Art explains, the through-its that's justin's Slam Sters and Harry Williams is how to produce beyond capacity as demand gets greater.

Gill Kitt at Empire becoming more and more enthused over phone box as ops report favorable reaction to call "UPA-100". Joe Robbins one of the busiest as he phone calls all over everywhere for late equip't needed for both domestic and outside use. With vacations over at Atlas, Eddie Ginsburg, Nate Feinstein, Harold Schwartz and the entire organization now reported settled down to a busy routine again. . . . Herb Blesing on his regular trips to the factory area, Ind. to state that "ops in Ft. Wayne area are buying Wurlitzers because the manufacturers here are weary to dime play". . . . Looking for extra storage space among many that have Herb Perkins worried. Says Herb, "Those 14 footers may not are almost as as they're being brought in". Wonder how many more phones Marie Hopp at Purveyor could handle! The way she joggles the two on her desk makes it look like nothing to it at all. . . . Charlie Nicholas at Marvel Billiard Supply proving an expert at repairing pool tables. Charlie has his own woodworking machine shop in the back room, and has been at it for years. . . . Vince Schay and Stan Levin over at All State moving brand new games they were able to obtain. "By the dozens", claims Vince, adding. "We're doing just fine."

Thanks to the many readers who phoned and wrote The Cash Box complimenting on stimulating double rage article in Sept. 7 issue entitled MAKE UP! IT'S A NEW BUSINESS! As an entertaining executive remarked, "If an operator won't change with the times and begin using new business methods, someone will be sure to step in and take over."
Location Tested For Your Protection!

- Targets and Rollovers Advance "Rounds" for Special Score
- Scoring 3 Knockdowns in Any Round Lites Hole for Specials
- "A" and "B" Rollovers Lite 100,000 Scoring Contacts
- Add Play Match Feature
- 4 Pop Bumpers, 2 Cyclonic Kickers and 2 Super-Powered Flippers Create High-Speed, Exciting Board Action

Available with Twin Chutes

Gottlieb's

Amusement Pinballs
as American as Baseball and Hot Dogs!

Amusement Pinballs

Build Your Profit Picture With GOTTIEB'S

World Champ

Lift Phone—Listen To Fortune

CHICAGO—Herb Tekip, arcade manager at Riverview Park, this city, pointed to a telephone positioned in a prominent spot in his arcade and stated:

"This is one of my better money makers.

A hand-lettered sign behind the telephone reads: LISTEN — FOR MEN ONLY—5¢.

"With a sign like that", Herb explains, "as many men listen in as the women."

The "Telephone Fortune" was hand made by Herb Tekip out of some spare parts, an army surplus telephone and a tape recorder.

There are 16 different messages. Each coin allows one fortune upon lifting the receiver.

"When we first put the fortune telephone out here", says Herb, "we anticipated that kids would move the phone around and possibly damage it.

"But habit is strong, and the kids always replace the phone on the cradle."

Herb Tekip is convinced that he has an excellent arcade novelty in the "Telephone Fortune." He stated that he plans to produce the attraction in quantity, or may decide to have the novelty manufactured by one of the coin machine factories.

Rising Costs vs. Static Income

MIAMI, Fla.—Like a great many other operators, Wm. Blatt of Music Makers, this city, believes that the big problem that faces all operators is rising costs against static income.

"All costs are continually going up", he advises, "yet income remains either in status quo or even slightly down."

"This", he adds, "holds true especially of music. It's much worse", he claims, "where novelty equipment operations are concerned.

"Prices of novelty equipment are much too high. Furthermore those haven't been any new ideas to attract or interest new players so as to in-
WANT — Round the World Trainees — Drive Julos, Other Arcade Equipment. Quota lowest price and condition. D0AN D134675. N. KEDZIE AVE., CHICAGO 25, ILL. (Tel. JU 8-5511).

WANTED — Want a name on any type of coin machine — Merchandising, Amusement, Skill, Rides, Maze — make—I own a machine for that purpose. WILLIAM ENTERPRISES AND MACHINES, 200 WASHINGTON ST., N.Y. (Tel. Chickerling 4-6282).


WANT — ARI and Wurlitzer Wall Boxes in quantity. State condition and price in first letter. ECONOMY SUPPLY CO., 577 TENTH AVE., NEW YORK, N. Y. (Tel. Chickerling 4-6282).

WANT — Used 45 records, any amount. No R & R. Not over 6 months old. Good condition, furnished. L. SMITH, 625 N.E. 165th STREET, NORTH MIAMI BEACH, FLA.

WANT — Phonograph records made before 1940. Deuces or Juke box stock. I will pay the highest prices. Some labels wanted are Brunswick, Vocalion, Paramount, Gemstone, Melotone, JACOB S. SCHNEIDER, 109 W. 112 ST., NEW YORK, N. Y. (Tel. Trafalgar 7-1947).

WANT — Rock-Ola 120 Wall Boxes and 1438 Commodes. H & H Music and Distributions, 1856 THIRD AVE., M O L I N E, ILL. (Tel. 4-5780).

WANT — Your used or surplus records all speeds. 45’s our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 15%, blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. (Tel. Union 1-7050).

WANT — Used records, 45’s or 78’s. All types—Pop, Hillbilly, Blues. Buy you round, any quantity. We can provide shipping cartons if needed. Write or phone, JALEN AMUSEMENT CO., INC., 14 E. 21ST STREET, BALTIMORE, 18, MD. (Tel. Belmont 5-2881).

WANT — AMI 80, 120, 200 selection Wall Boxes, Hideaway units, Phonographs. Late 2 Player Pinballs, Write style and quantity. Will pay fair cash price. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA (Tel. 2544).

WANT — Latex Machines, Advance 21 Fs—New or Used, in good working condition. Will buy small establishments in Areas in Asheville, N. C., to Augusta, Ga. Contact Box & Non-Flammable Box, 1721 BROADWAY, NEW YORK, N. Y.

WANT — Used American 12 ft. Rebound Shuffle Boards also overhead units for sale. Please advise best price. WESTERN DISTRIBUTORS, 3526 ELLIOTT AVE., SEATTLE, WASH. (Tel. Garfield 3355).

FOR SALE — One Double Header, like new, A-1 condition. $745. LEWIS & FOLLETT MUSIC CO., SOUTH 190 HUNTER ST., SPARKLE 4, WASH. (Tel. MA 8585).

FOR SALE—United and Chicago Coin Slot Machine Frame and later models: Wurlitzer 1500 $105, 1250’s, 1015’s; all type Bingos. CHICAGO 1000, U.S. AMUSEMENT CO., 301 E. 7th, TUCSON, ARIZONA. (Tel. 3-8688).

FOR SALE—$115 over wholesale, and sale, label. Free title strips. Quick service. New accounts, token dispensers, neon signs. Buy now for Christmas. We have a new line of coin machines. outlaw surplus machine on you. PHIL TRUBELA, 321 JAMAICA AVE., JAMAICA 32, N. Y. (Tel. Olympia 6-4012, 4015).

FOR SALE—Wurlitzer 1800, $745; Wurlitzer 1700, $550; Acorn Wall Boxes 4851, Like New, $125; S. & S. Bingos, $125—AM 120 Steppers, $35. Large selection of Bingo Machines. LEW JONES DISTRIBUTING CO., 1001 N. MAIN ST., INDIANAPOLIS 2, IND. (Tel. Melrose 5-1593).

FOR SALE—Use machines of all models, as is or showing, only for location. AUTOMATIC MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Bowlers: ABC Ball 14' and 11', Deluxe Congress, Deluxe ABC. Ball Bongos: Show Times, Key West, Big Shows, Big Times, ABC Ball Bongos. GLOBE AMUSEMENT CO., 1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. (AR 7809).

FOR SALE—All types of used Pool Tables, juke and regular. Also late Small Bongos. Will trade for AMI Jukes or Seeburg. Special price on late small sale Pomps, or late AMI C-380. (8 inch speaker). $7.50, GATEWAY DISTRIBUTING CO., 3625 W. 26TH AVE., CHICAGO 47, ILL. (Tel. Dickens 2-1214).

FOR SALE — The best buy in used Bally Bongos and used Seeburg Bongos. Buy one you and you will see why you pay a little more and be glad you did. You are sure to be satisfied. 1/3 deposit with all orders. Cash price is $525.00, C. C. Bowlers, INC., 937 MARKET ST., WHEELING, W. VA. (Tel. Cedar 2-7600).

FOR SALE—Used Bally Bongos or Will Trade For Late United Shuffle Alleys. Genco’s, Just 21 (Floor Sample). $325.00, C. C. Bowlers, INC., Wurlitzer 1800—1900—2000. Priced Right, ROCK CITY DISTRIBUTING CO., 108 LAFAYETTE ST., NASHVILLE, TENN. (Chapel 2-6353).

FOR SALE—New modern wall speakers, $11.95 ea., C.C. Band Boxes. Also used Wall Boxes, $29.50; Seeburg 100 sel. Wall Boxes, $49.50. BILLOTTA DIST. CO., 214 N. MAIN STREET, NEWARK, N. Y. (Tel. Newark 5980).
FOR SALE — Will sell for best offer. Sat. Night Top, Steam Shovel, Coal, Hi-Fly, Wn's. Deluxe Baseball, Crosstrack, Quartette, Japely, Queen of Hearts, Pin Wheel, Hawaiian Beauty, Southern Belle, Show, Wobine Pitts, Labs, Har- bor Lites, Slugging Champ Deluxe, Duette Deluxe, Register, Flagship, Marathon, Gayet, Pixle, Caravan, Manhattan, Broadway, Niteclub, King Horse, Mayfair, West End. Etc., Etc. 2-5041.

FOR SALE — 18 Foot Rock-Ola Shuf- fler Board, $149.50; Shuffle Board Game Wax (12 cans), $3.50; Fast wax (set of 8), $12; Fluorescent lights, pair, $22.50; Adapters, $16.50. Priced to sell. Contact, S. B. DISTRIBUTING CO., 4322 N. WESTERN, CINCINNATI 18, ILL. (Tel.: Jumper 6-8113). We have a large stock of reconditioned Shuffle New Eng and BINGO. Write for list. WESTER- HAUS CORP., 3756 KESSEN AVE., CINCINNATI, OHIO. (Tel.: Montana 1-5000).

FOR SALE — Rally, Key West $350.00; Big Show $275.00; Parade $275.00; Nite Club, $255.00; Broadway $250.00; Big Time $120.00; Terms one third deposit, balance sight draft. GENERAL DISTRIBUTING COMPANY, 1609 ORLEANS AVE., CHICAGO, ILL. (Tel.: TULANE 6-729).

FOR SALE — 11 and 1 foot Bowler Parts Specials; Back glass protector, $11.95 ea. Plexiglas Pin Panel protector, 12 5/8"x23", $5.95 ea. Non- scuff rubber balls, 3", $1.95 ea. WICO CORP., 2913 N. PULASKI RD., CHICAGO 41, ILL. (Tel.: Mulberry 5-3000).

FOR SALE — 100 Telequiz, with film. Restocked, reconditioned, ready for local or 10c play. Special price, $99.50. Write for quantity prices and list of other equipment. C OR SALES, 5216 N. LECLAIRE AVE., CHICAGO, ILL. (Tel.: Ave- nue 6-618). We are a large stock of reconditioned Shuffle New Eng and BINGO. Write for list. WESTER- HAUS CORP., 3756 KESSEN AVE., CINCINNATI, OHIO. (Tel.: Montana 1-5000).

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How To Use "The Cash Box Price Lists"  
(Also known as the "C. M. L. (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—posing the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Cash Box Price Lists," rather than show no price, retain the last known quotations. The bulk of coin-operated equipment is at the Cash Box known prices 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 $70.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports each quotation exactly as it is made and depends upon 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.

REPORTING SELLING PRICES 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 brackets. Sometimes sellers of new machines list as much as $10.00 to $15.00 above cost, from $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low price brackets are much worn to be regarded as first-class machines. The acids and kiddles ride on these machines. In the case of acids and kiddles ride on these machines these may even be higher due to the fact that many of the parts have to be made hand or cast or contracted for at some machine shop, since machine manufacturers of many of the old arcades machines and kiddles rides are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase the machines and rebuild them to the standards by the tradesmen at large, and recondition the machines themselves to meet their own operating standards.

RECORDING AND SELLING PRICES IMPORTANT!
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**Note:** The prices listed are approximate and subject to change based on market conditions and historical data. FOR REPRODUCTION NOT PERMITTED.
The BIG HIT of '57!

chicago coin's
Classic BOWLING LEAGUE

Giant Balls
4½ in. Diameter
- 2½ Pounds

New High Score
Of The Week Feature!
(Key Controlled)

Giant Pins
Realistic Size
Larger Than Ever Before!

Actual Reports Prove - Largest Collections of Any Bowling Game Ever Produced!

Chicago Coin's
Machine Company

1725 W. Diversey Blvd. Chicago 14, Illinois

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
The luxury of high fashion decor is complemented by the graceful design and subdued lighting of the Wurlitzer Model 2100.

Patrons who enjoy hearing the music of their choice with flawless clarity and fidelity recognize this Wurlitzer as perfection in musical reproduction.

Its earning power and high resale value combine to make the 2100 the most desirable purchase in today's market.

The WURLITZER 2100

WURLITZER
NORTH TONAWANDA, N. Y.
Established 1856

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
UNIVERSAL'S NEW Delux

Bowling Alley

Scores and Plays Exactly Like Regulation Bowling—1 to 6 Can Play

NEW
Drop-Chute Mechanism
with
NATIONAL REJECTOR
on
Pull-Out Drawer
For Easier Servicing

PILFER-PROOFED
STEEL FRONT
Resists Jimmying

REDUCED
WEIGHT
For Easier Handling
WEIGHS
85 lbs. Less
Than Previous Models

ALL
MECHANISM
Located in
BACK BOX
with
Hinged Insert
for
Easier Servicing

NEW
BALL LIFT
Mechanism
Prevents
Jamming
of Balls

NEW
BIG
CASH
BOX
Holds
$165
in Dimes

Cushioned
for
Extremely
Quiet Play

UNITED'S
BOWLING ALLEY
IS ALSO AVAILABLE IN
REGULAR
AND
TEAM
AND
HI-SCORE
MODELS

ALL MODELS ARE AVAILABLE IN
3 SIZES
11 FT. LONG
14 FT. LONG
18 FT. LONG
Sectional Construction

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
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NOVELTY GAME

of fun for players

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SPECIAL SCORES
AND POWER-PROPULSED

BONUS BALLS

Targets Score 100

JET-POWER FLIPPERS

Slingshot Kickers

POP BUMPERS

CIRCUS-FLASHY

CABINET, BACKGLASS AND PLAYFIELD

Packed with LAST-BALL SUSPENSE that insures plenty of REPEAT-PLAY...styled to stimulate DOUBLE-COIN competitive play...CIRCUS is a location-tested money-maker in all novelty spots. Get your share. Get CIRCUS now.

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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 SUN VALLEY today.

FUN FOR
1 PLAYER

MORE

FUN FOR
2 PLAYERS

5 OR 3 BALL PLAY

HOT TIP!

Need extra income quick?
Plenty of locations are ripe for Bally Kiddie-Rides that take in $50 to $100 a week.

WRITE FOR DETAILS

See ball actually hit pins...just like real bowling...and you see why ABC TOURNAMENT is out-earning all other bowling equipment.

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