Fats Domino, whose first record session for Imperial in 1949 produced "Fat Man", his initial million seller, is celebrating the occasion of his 25,000,000th record sold. Fats has had fifteen gold records, with his "Blueberry Hill", his biggest seller, topping the 3,000,000 mark. Congratulating Fats on this spectacular feat is Imperial president Lew Chudd, who discovered the singer eight years ago in New Orleans. To coincide with the celebration, Chudd has just released a new Domino single, "Wait And See" backed with "I Still Love You".
From his new Avon Productions movie, an M-G-M release...

JAIL HOUSE ROCK
TREAT ME NICE

47/20-7035

ELVIS

Watch for these NBC-TV network shows: PERRY COMO, GEORGE GOBEL, EDDIE FISHER, PRICE IS RIGHT, TIC TAC DOUGH, They'll all be sponsored by...
As everyone who follows the entertainment world knows, in the past decade or so the American musical theater has reached new heights.

Starting with "Oklahoma!", which, as we look back, was the turning point in a new concept of what musicals should be, there has been a steady increase in the number of musicals that are virtually accepted as the greatest achievement to date, "My Fair Lady".

Strangely enough, the show which redirected the course of American musicals, "Oklahoma!", also had a vital effect upon the record industry. For "Oklahoma!" was the first show to be recorded with the original cast and so successful was this venture that since then there has been no hit musical which has not produced an original cast album.

As a matter of fact, so important and profitable have some of these albums been, that there is often spirited bidding among record companies not only to acquire the original cast rights, but even to invest in them. The classic example of course is Columbia which was the sole backer of the aforementioned "My Fair Lady" as a result of which has reaped magnificent benefits from that investment for long years to come.

The subject of show albums is particularly brought to our attention at this time because it's the beginning of the theater season and it seems that almost daily we read releases of proposed new musicals with album rights being acquired by one record firm or another. Some of those which are scheduled for the forthcoming season are "Body Beautiful", "Carefree Heart", "Copper And Brass", "Jamaica", "Rumple" and "West Side Story". And before many weeks go by we can expect to hear about several others.

The show album has become so vital to record firms not only because in themselves they are profitable, but because the disc industry very often has first crack at a whole book of material from which it is likely that at least a couple of hits will emerge. This is a tremendous advantage to have considering that many Broadway musicals are written by writers of great standards whose works have been tested time and time again. It gives the A&R the opportunity to record at leisure the best artists for the most suitable songs thus raising the chances of having individual single hits as well as an album hit.

The show album today therefore has become an important part of the entire record picture. Not only are they extremely appealing to the buying public (new hit show albums draw customers into the stores in droves) but they create the possibilities for pop singles which every record firm is searching and searching for.
WATCH THESE FOUR GREAT NEW ATCO HITS CRACK THE CHARTS!

WHAT A NIGHT FOR LOVE AUTUMN LEAVES
6099 Bette McLaurin

LAND OF LOVE BALLAD OF THE COWBOY SAILOR
Jimmy Simmons 6102

SHUFFLE IN THE GRAVEL MAKE BELIEVE
6101 Young Jessie

SOME DAY, MAYBE TONIGHT TALKIN’ ABOUT LOVE
Jerry Grant 6100

THE NATION’S Top Ten
JUKE BOX TUNES
(PLUS THE NEXT 25)

1 TAMMY
DEBBIE REYNOLDS
CR-61845—Debbie Reynolds
DE-30434—Bobby Darin
DE-30198—George Benson
DE-30341—Bill Spence
DE-30198—Amos Brothers

2 DIANA
PAUL ANKA
AP-9821—Paul Anka
AP-9821—Paul Anka
BR-55009—The Crickets
DE-30434—Buddy Holly

3 THAT’LL BE THE DAY
THE CRICKETS
AG-5276—Roy Orbison
BR-55009—The Crickets
DE-30434—Buddy Holly

4 HONEYCOMB
JIMMIE RODGERS
DE-30484—Jimmie Rodgers
RO-4015—Jimmie Rodgers

5 WHOLE LOT OF SHAKIN’ GOING ON
JERRY LEE LEWIS
SU-267—Jerry Lee Lewis

6 RAINBOW
RUSS HAMILTON
CC-1018—Bobby Brinn
JU-5293—Bill Demoss

7 FASCINATION
JANE MORGAN
CO-40928—Ray Ellis O.
CO-42107—Ray Ellis O.
DE-30788—Bill Smith
JU-783—Bill Smith

8 MR. LEE
BOBBETTES
AT-5169—Bobbettes

9 IN THE MIDDLE OF AN ISLAND
TONY BENNETT
CA-3706—Tennessee Ernie Ford
CO-40965—Tony Bennett

10 TEDDY BEAR
ELVIS PRESLEY
VJ-7606—Elvis Presley

11) CHANCES ARE, 12) IT’S NOT FOR ME TO SAY, 13) (AND THAT/MY HEART REMINDS ME), 14) I’M GONNA SIT RIGHT DOWN, 15) JUST BETWEEN YOU AND ME, 16) Lotta Lovin’, 17) HAPPY, HAPPY BIRTHDAY BABY, 18) HULA LOVE, 19) REMEMBER YOU’RE MINE, 20) AROUND THE WORLD, 21) SEND FOR ME, 22) WHITE SILVER SANDS, 23) THERE’S A GOLDMINE IN THE SKY, 24) AN AFFAIR TO REMEMBER, 25) STAR DUST, 26) WITH YOU ON MY MIND, 27) BLACK SLACKS, 28) BYE BYE LOVE, 29) YOU’RE MY ONE AND ONLY LOVE, 30) BON VOYAGE, 31) WAKE UP LITTLE SUSIE, 32) JUNE NIGHT, 33) LIPS OF WINE, 34) MY ONE SIN, 35) DEEP PURPLE.
PICKED BY EVERYONE* AS A HIT!

CONNIE FRANCIS

MARVIN RAINWATER

"THE MAJESTY OF LOVE"

K-12555  MGM-12555

MGM Records

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


**Notes:**

1. Only records best suited for commercial use are reviewed by THE CASH BOX.
ANKA'S AWAY AGAIN...

With A Double-Sided SMASH!

TELL ME THAT YOU LOVE ME

and

I LOVE YOU, BABY

ABC-PARAMOUNT's

sensational 16-year-old singer-composer

PAUL ANKA

hit that magic million mark
with his first one—the fabulous "Diana"!
Now he scores a fantastic double!
Either side could take off—big...
but we're betting on both!

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

**A DISK & SLEEPER**

**B VERY GOOD**

**C FAIR**

**B+ EXCELLENT**

**C+ GOOD**

**D MEDIUM**

---

**DEBBIE REYNOLDS (MGM 12560)**

**B+** "WALL FLOWER" (2:30) [Remick ASCAP—Berk, Arnold, Gelbat] With Debbie Reynolds riding in the lead. Good commercial charts, MGM could cash in with this film star's recording of a pretty Waltz ballad. More, this jays are looking for more recordings by Debbie, this platter should fill a definite need. Fringe time, that goes on your. Watch this sleeper.

**C+** "ALL GROWN UP" (2:41) [Carolee ASCAP] More Bert, Arthur, Gelbat] This is Bert, so as she sings an oldie, they're new love tune that the jays should enjoy. Good rhythm ballad with a fine lyric, set in an easy-going, kind of mood. Catch on.

---

**JO STAFFORD (Columbia 41006)**

**B+** "WHAT'S BETTING' YO' BABY" (2:57) [April ASCAP—Hillard, Allen] Jo Stafford is in fine form as she sings an oldie, that's a new love tune with the jays should enjoy. Good rhythm ballad with a fine lyric, which is easy-going, could catch on.

**B** "STAR OF LOVE" (2:28) [E. H. Morris ASCAP — Hilliard, Judges] Another good new ballad chantied with heart by the polished singer. Hubby Paul Weston supplies the fine accompaniment on both halves.

---

**MINDY CARSON (Columbia 41023)**

**B** "SWEET GEORGE BROWN" (2:40) [Remick ASCAP—Barnes, Pinkard, Casey] Sherman Edwards' orchestra supplies a terrific backdrop for one of Mindy Carson's best wacxings in quite some time. It's a free-swinging rhythm rendition of a great oldie, that could join the list of the many oldies currently making big on the lists. Inventive delivery that could splish Mindy's name across the charts again. Jocks'll go for it.

---

**C** "WATER WHEELS" (2:15) [Joy ASCAP—Shuman, Edwards] A sentimental love ballad set to a waltz tempo, is tenderly accompanied by the canary. Melodic pleaser.

---

**DICK HAYMES (Jubilee 5209)**

**B+** "LONESOME AND SORRY" (2:33) [Mills ASCAP—Davis, Conrad] Dick Haymes makes a terrific debut on Jubilee as he boos with a swinging romantic opus that could put the veteran vocalist on the pop charts once again. Good commercial with a fine dance beat.

**B** "I'LL STILL BE TRUE" (2:47) [Commonwealth Co. Cinema ASCAP—Barlow] The rich voiced crooner lends his warm voice to another pretty love song which he sells convincingly. Melodic number with a touching lyric. Fine two-sider we'll be hearing often.

---

**SYLLA SAYNT (Pep 2702)**

**B+** "HEE HEE FREDDY, LET'S GO STEADY" (1:57) [Elliot ASCAP—Lattanz, Lasky] The New Pop label and singer. Syllas Softs debut simultaneously with a swingin' rock and roll dance item that oughta keep the Texas hula's good time fare with a commercial sound.

**C** "DON'T BLOW YOUR HORN" (2:26) [Elliot ASCAP—Shots] Another up-beat swinger with a good tone dance beat.

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**THE FOUR ACES (Decca 30466)**

**B** "How Do You Say Goodbye?" (2:55) [Chappell ASCAP—Schweikert, Reardon] "I Would Love You Still" (2:45) [Frank ASCAP—Wright, Forrest]

**FOUR ACES** (Decca 30466)

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**DEBBIE REYNOLDS (MGM 12560)**

**B+** "RICKETY-RACKETY RENDEZVOUS" (1:38) [Daywin BM—Lubin] "THE MAN WHO INVENTED LOVE" (2:40) [Frank ASCAP—Adler]

**DORIS DAY (Columbia 41015)**

**B+** Doris Day, currently wowing 'em in the smash film "The Pajama Game", introduces a delightful new coupling that should give her a disk hit to go hand in hand with her film hit. The two songs are as different as day and night, but both have the ingredients of big money-makers. "Rackety-Racketey Rendezvous" is a Tweedee Deesh bopper with a light and amusing lyric pertly set to a happy-go-lucky melody by the canary. Simple side that falls easily on the ears. Equaling inviting is the companion deck "The Man Who Invented Love". Here's one in a blue mood as she chants a class love tune. Well written and exceptionally performed, should get better with each listen. Hot two-sider. Take your pick.

**JOHNNIE RAY (Columbia 41002)**

**B+** "PINK SWEATER ANGEL" (2:45) [Planetary ASCAP—Schoeder, Wood] "TEXAS TAMBOURINE" (2:02) [Caryle ASCAP—Hilliard, Delegg]

**JOHNNIE RAY** (Columbia 41002)

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**WILLIAM O'BRIEN (ABC-Paramount 9854)**

**B+** "I'M WALKIN' AWAY" (2:15) [Leslie Miller—O'Barry] Hugh O'Brian's popular new western-flavored pop item is on the ABC label as a vocalist with a delightful western-flavored pop item in the same style. Listen. Pleasant bounce ditty that O'Brian's many fans could send into the hit category.

**B** "DON'T MOVE" (2:11) [Longridge ASCAP—Darby] The artist has her voice on the great side and he offers another pop item with a romantic storyline and a cute melody, play on a number of familiar western phrases.

**MARLENE DIETRICH (Dor 15644)**

**B+** "ANOTHER SPRING, ANOTHER LOVE" (2:18) [Robert Mellin ASCAP—Bhayne, Paris] Marlene Dietrich makes another label debut singing a big new tune from the forthcoming film "The Man With The Pistol. Who Could Witness The Prosecution", haunting mood number that should get a lot of play when the film hits the local theatres. Fine first showing.

**B** "NEAR YOU" (2:14) [Supreme ASCAP—Yackle] The same oldie is revived in the same film. Here Marlene chants the standard against a rock background, interesting coupling that deserves attention.

**OWEN BRADLEY ORCH. (Deco 30450)**

**B+** "ONE SERERO" [B & F Music BMI] "I'LL BE YOURS" [Rodgers BMI—Baker] Owen Bradley and the Anita Kerr Singers have a great oldie, that's easy going and fashion it in the free swinging Jimmy Dorsey manner. Side has a great beat and could develop into another "So Rare". Material that jockeys will like.

**B+** "THE HOUR OF PARTING" [Harms ASCAP—Schiffer, Spilkey, Kah] This same easy-going finger-snappin' beat is employed as the sax again takes the spotlight on another oldie. The Dot label blend excellently with Bradley's orchestra.

**KENDALL SISTERS (Asgar 846)**

**B+** "I'M AVAILABLE" [Goden West BMI—Burgess] A charming melody is wonderfully presented by the Kendall Sistors. Tune has a delightful simplicity and charm to it. Terrific sentimental tustew to watch.

**C+** "DON'T BOTHER ME" [Columbia ASCAP—Baker] The only item on the disc that was this year's. Side jumps

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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
EVERYBODY'S SWEET ON...

CHUCK REED

singing

SUGAR CORSAGE

Published by
EDWARD B. MARKS
MUSIC CORPORATION

R-4020

WELCOME TO
ROULETTE RECORDS

COUNT BASIE

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
“KISS THEM FOR ME” (2:16) [Miller ASCAP—Newman, Coates] [Monotrack BMJ—Melnick, Delano] [McGuire Sisters (Coral 61888)]

- A wonderful new march tempo novelty, the title song from the soon-to-be-released 20th Century Fox film “Kiss Them For Me.” On the disc scene this week on two records that could send the tune into the hit brackets. It’s a spirited military beat ditty with a cute lyric that reminds the listener of two similar songs that made the grade in the past, “Honey Babe” and “Lay Down Your Arms.” On the Coral label, the tune is performed by the McGuire Sisters. And under the Prep banner, a new male chorus called the Eagles fashions the happy tune. The McGuire offer the number with their usually delightful harmony and a background by a sparkling Dick Jacobs band type back up. The Eagles’ waxing is the masculine approach, sung as a group of soldiers might present it. The song is exciting and offers the deejay a good change-up of pace in his straight backing programming. Both waxes could make big noise. The McGuire’s flip is a pretty romance, “Forgive Me.” The Eagles’ backing is “Ladies In The Sky.”

“SILOUETTES” (2:43) [Regent BMJ—Slay, Cree] [FLAMINGO” (2:28) [Tempest BMJ—Grouya, Anderson] [STEVE GIBSON & Red Caps (ABC-Paramount 9586)]

- “Siouettes,” a tremendous new rock and roll ballad that should be one of the biggest teen hits of the fall, is hopped on by Steve Gibson and his Red Caps. And from the sound of the performances, this should be Gibson’s biggest record of his career. The waxing has a clear, commercial vocal sound to it by a moving instrumental backdrop. And the lyrics are right up the teenagers’ alley. The song should soon begin to create a fuss in a number of territories, and Gibson’s waxing will bite off a healthy share of the sales and spins. The flip side has the crew fashioning the Herb Jeffries classic “Flamingo” in a present day rock and roll beat. Watch for the top deck to make its mark. It’ll offer competition to the Rays’ and the Diamonds’ renditions of the song.

“MAN, LIKE WOW” [Central Songs BMJ—Sands] [A SWINGIN’ ROMANCE” [Snyder ASCAP—Allison, Allison] [TOMMY SANDS (Capitol 3810)]

- Tommy Sands, the youngsters who hit the big time with his smash best-seller “Teenage Crush,” aims at the back to school crowd once again with a pair of big rock-a-billy items that should enjoy a successful run in the coming months. One half is a hard driving self-penned rocker dubbed “Man, Like Wow.” A solid rock and roll number with a solidly back up backdrop that’ll have toes tapping. And the kids will probably pick up the “man” and start using it as a fight chant among themselves. The companion side is a slower tempo rock’n’roll ballad with a teenage storyline. This title goes under the title “A, Swingin’ Romance.” Sands should be back on the charts with this pairing.

“You Only Came Back To Hurt Me” (2:19) [Robert Mellin BMJ—Johnston, Mellin] [WAS THAT THE RIGHT THING TO DO” (2:10) [Robert Melbin BMJ—Mellin] [THE GLOKRTONE ( Epic 924)]

- Epic Records, currently riding high on the charts with a number of hits on its own label and on its subsidiary company Okeh Records, comes up with an exciting new group that could add another winner to the chain of hits the company is producing. The crew is known as the Glorytones, an exciting rock and roll aggregation that makes a promising debut with a big ballad dubbed “You Only Came Back To Hurt Me.” The lead vocal is handled by a smooth and stylish sound and should win the kids’ approval. And he gets an excellent assest from the other members of the group. Good teenage R & R material to watch. Flip, “Was That The Right Thing To Do,” is an up-tempo rock and roll rendition of a dramatic ode, stirring delivery that gives added potential to the waxing.

THE SATELLITES
(Arcade 149)

“RED AND YELLOW POLKA DOT’S” (2:00) [Jack Howard BMJ—Simpson] [Sailor] The Satellites tear thru a torrid rocker describing a wild piece of attire with red and yellow polka dots, green and purple stripes. Side drives at an overpowering pace, building to a climax at the beginning to end. Solid dance stuff.

“ONE MORE TIME” (2:00) [Manly BMJ—Simpson] [Another pile-driving rocker that oughta keep the happy feet swinging.

THE BLENDELERS
(RCA Victor 7009)

“SINCE I KISSED MY BABY GOODBYE” (2:22) [Chappell ASCAP—Longoria] The male group offers a Cole Porter rarity from the flick “You’ll Never Get Rich,” with band choral sound, and a real personality in flamy vocals. Brightly in on this swinger is the Mitcy Ayres orch. The smart ditty will be a big one.

“I’M FOLLOWING YOU” (2:38) [Bourne ASCAP—Dreyer, Mac Millions] Another film tune, from “It’s A Good Life” is treated to a similar reading.

THE GAYLORDS
(Mercury 71186)

“SATIN DOLL” (2:18) [Tempo ASCAP—Morton] The vocal crew offers a jazz tinged rendition of the Cole Ellington overgrown and the product is a colorful pressing. A reliable reading of a fine tune that should get around in juke box play.

“WANDERING HEART” (2:24) [Massey ASCAP—Skylar] A conventional bouncer finds the boys in almost rock’n’roll harmony.

EDDY ARNOLD
(RCA Victor 7040)

“LITTLE MISS SUNBEAM” (2:50) [Gemini ASCAP—Willems, Fort] A light and charming little describing a pert little lass (his daughter) is invitingly handled by veteran country singer Eddy Arnold. Disc is tied in with a national booking, and should be a big one.

“WHEN HE WAS YOUNG” (2:29) [Trinity BMJ—Mansan, Ed.] The mellow voiced artist chants another song about youth. Pretty ballad from Eddy’s latest LP “When They Were Young.”

SAMMY DAVIS, JR.
(Decca 30441)

“COOL CREDO” (2:20) [Chappell ASCAP—Craig, Baker] Sammy’s got his delightful self as he seat scats and jumps thru a clever “cool” novelty from the forthcoming film “Cool for the Cargo, Brass.” Off-beat item that should win attention.

“JADY HILL” (2:20) [Columbia ASCAP—Ranger, Quinn] A real rockin’ accompaniment on this one as he get a man about a crazy party. Tune comes from the soon-to-be-released film “Operators Hit the Ball.”
Cash Box, October 5, 1957

The Hits Are On
The Sure-Fire

The Sure-Fire Hits Are On
The Hottest Company In The Business

A Double Header From Jo Stafford This Week! And This Following Jo's Headlining The Ed Sullivan Show With "Star Of Love" On September 22. Don't Forget -- A Hit From Jo Has Always Been A Long Runner, And We're Just Coming Into The Peak Fall Selling Season, So Get Set For A Run Through Christmas! One Of Jo's Releases, "What's Botherin' You Baby," Was Written By Hit Composer Bob Allen, Whose "Chances Are" (Johnny Mathis On 4-40993) Is The Fastest-Selling Disc In The Industry!

"I Keep Running Away From You," Don Cherry's New Release, Was Written By Veteran Songsmith, Irving Berlin... Claudia McNeil's Two Sides Are Straight From Broadway Where She's Stopping The Show. "Simply Heavenly" (Columbia Is Bringing Out An Original Cast Recording Of This Show, By The Way)... "West Side Story" Came Roaring Into Town After Smash Successes In Philly And Wash., D. C., To Be The Latest Smash Original Cast Recording On Columbia Records (OL 5230) ... Rosemary Clooney (Keep Your Eye On "Colors" 4-40981) Will Help Introduce The New Edsel On October 13 CBS Television Debut Of The Ford Show...

The Word On Plays

Van Howard
So I Can Love Again
b/w
What'll I Do
4-40998-c

Billy Walker
The Image Of Me
b/w
Anything Your Heart Desires
4-41009-c

Jo Stafford
Echoes In The Night
(Lassie's Sunna)
b/w
Beyond The Stars
Jo Stafford With Paul Weston And His Orchestra
4-41007

Star Of Love
b/w
What's Botherin' You Baby
Jo Stafford With Paul Weston And His Orchestra
4-41006

Claudia McNeil
Did You Ever Hear The Blues?
b/w
Good Old Girl
(Both Songs From The Broadway Production "Simply Heavenly")
With Orchestra Conducted By Sticks Evans
4-41017

Don Cherry
A Ferryboat Called Minerva
b/w
I Keep Running Away From You With Ray Conniff And His Orchestra
4-41014

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

October 5, 1957

Record Reviews

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

The Cash Box

Best Bets

★ "WALL FLOWER" Debbie Reynolds MGM 12560
★ "WHAT'S BOTHERIN' YOU BABY?" Jo Stafford Columbia 41006
★ "SWEET GEORGIE BROWN" Mindy Carson Columbia 41021
★ "LONSDSE AND SORRY" Dick Haymes Jubilee 3299
★ "CA, CEST L'AMOUR" David Rose Orch. MGM 12554
★ "DANSERO"/"THE HOUR OF PARTING" Owen Bradley Orch. Decca 30450
★ "IT'S MAGIC"/"NOLA" Darlene & Jonathan Edwards Columbia 41001

IKE COLE
( kidd 1947)

C "HEAR ME GOOD" (2:17) [Famous ASCAP — McGuire] Ike Cole, Nat's brother, shuffles thru a smooth sailing jumper from the Paramount picture of the same name.

C "YOU MELT ME" (2:16) [Cross-town BMI—DuShan, Fox] Ike is in a more moody vein on this end as he drifts across a pleasant romancer with a lilting tempo.

DAVE BURGESS
(Challenge 1009)

B "I'M AVAILABLE" [Golden West BMI—Burgress] Dave Burgess, who penned this delightful rhythm romance ditty, chants the cute love song with a charming country flavor. Guitars accompany with excellent results. Song could be a big one and this version will take a cut of the coin.

C "WHO'S GONNA CRY" (2:36) [Golden West BMI — Burgess, Johnson] Burgess works with a chorus on this end as he presents a soft, sentimental calypso romancer. Mel-low love tune.

BILL HEYER
(Cabot 109)

C "SEPTEMBER SONG" (2:22) [Melody Brown & Henderson ASCAP—Anderson, Weill] Bill Heyer opens this classic with a slow, moody intro that breaks into a trigger-fast delivery. Interesting, different arrangement of a great favorite.

C "CLOUDS" (2:28) [Robinson ASCAP—Kahn, Donaldson] Another lovely sentimental romancer, is fashioned softy and with heart by the polished warbler. Mellow, easy listening.

FAY DE WITT
(GNP 130)

B "PRETTY TO WALK WITH" (2:40) [Harwin ASCAP — Arlen, Harburg] From the Broadway bound musical "Jamaica" this comes a clever novelty that reveals the ABC's of how a guy gets got. Fay is excellent in the delivery. Smart show stuff that should please jockeys with an adult audience.

B "TAKE IT SLOW, JOE" (2:39) [Harwin ASCAP — Arlen, Harburg] Fay plays the role of an ultra saucy gal as she projects another tune from the same show. More mature material for the adult market.

JOHN LESLIE
(Ipec 223)

B "THERE I WAS IN LOVE" (2:18) [Melody Trails BMI—Parker] A good band clapping gingham accompanies John Leslie as he bounces thru a colorful romancer with a pleasant melody and a good dance tempo. Song immediately brings to mind "Singing The Blues". Could catch on.

C "I CAN'T FORGET YOU" (2:23) [George Paxton ASCAP—Skylar, Ackers] A chorus sets up another fine showcase for the lad's delivery of a pretty blues item.

MARSHA WINTERS
(Stephy 12)

C "MY LAST GOODBYE" [Howard] The new Stephany label bow on the disk scene with a pretty ballad charted tenderly by newcomer Marsha Winters. Soft and pleasant song from the pen of Eddy Howard.


EDDIE DANO
(Vik 2929)

B "HOT KISSES" (1:56) [Joy AS-CAP — Deane, Bennett] Eddie Dano, who made territorial noise with his "My Last Night In Rome" release, has another coin catcher in this rhythmic swinger. Good bounce item that should meet with the teenagers' approval.

C "WHILE OUR HEARTS ARE YOUNG" (2:32) [Maggie BMI — Harrison, Harrison] Eddie lets his big voice ring out clearly as he chants a dramatic teenage love song. In many lines he reminds the listener of Eddie Fisher. Pretty side.

FRANK D'RONÉ
(Mercury 71953)

B "MY SPECIAL ANGEL" [Murge BMI—Dunce, Jacobson] A tune that's starting to climb the charts via the Bobby Helms recording. Is presented with depth and color by newcomer Frank D'Roné. Pretty arrangement that should bite off a share of the sales. Strong reading of a class ballad.

C "ONCE IN A MILLION YEARS" [Muirfield ASCAP P — Russell, Schaffman] A smooth shuffler with a good romantic story line and a smart lyric, is presented on this end by D'Roné.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
A Happy Movie Hit from...

THE McGUIRE SISTERS

"KISS THEM FOR ME"

As sung by The McGuire Sisters in the 20th Century Fox Motion Picture "KISS THEM FOR ME"

Orchestra Directed by DICK JACOBS

(Coral 9-61888)

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

#5467 - DOUBLE SMASH

"WAIT AND SEE"

From the picture "Jamboree"
A Vanguard Production  A Warner Bros. Release

AND

"I STILL LOVE YOU"

IMPERIAL RECORDS

IN CANADA  •  LONDON RECORDS, Ltd.

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IMPERIAL RECORDS

IN CANADA • LONDON RECORDS, Ltd.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
MORE HIT RECORDS FROM IMPERIAL'S GREAT ARTISTS!

RICKY NELSON  
BE BOP BABY  
b/w  
HAVE I TOLD YOU LATELY THAT I LOVE YOU  
# 5463

DOROTHY SHAY  
ALWAYS  
b/w  
HUNKY DORY  
# 5462

SLIM WHITMAN  
I'LL TAKE YOU HOME AGAIN KATHLEEN  
b/w  
LOVE SICK BLUES  
# 8310

JACK AND JILL  
NO ONE TO TALK TO  
b/w  
RECORD HOP  
# 5464

CHRIS KENNER  
SICK AND TIRED  
b/w  
NOTHING WILL KEEP ME FROM YOU  
# 5448

BOB LUMAN  
RED CADILLAC & BLACK MUSTACHE  
b/w  
ALL NIGHT LONG  
# 8311

ERNIE FREEMAN  
BEAUTIFUL WEEKEND  
b/w  
DUMPLIN'  
# 5461

ROY BROWN  
LET THE FOUR WINDS BLOW  
b/w  
DIDDY-Y-DIDDY-O  
# 5439

SMILEY LEWIS  
GO ON FOOL  
b/w  
GOIN' TO JUMP AND SHOUT  
# 5450

6425 Hollywood Blvd  
Hollywood 28, Calif.

IN CANADA — LONDON RECORDS

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
FATS DOMINO
and
IMPERIAL RECORDS

Thanks, Milt Shaw

SHAW ARTISTS CORPORATION
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New York City, N. Y. • 203 N. Wabash Avenue
Chicago, Ill. • 9126 Sunset Blvd.
Hollywood, Calif.

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

The success of Imperial Records, which has shot from a little-known label to one of the top independent record companies in the country in four short years, is due mainly to the fanatical devotion of President Lew Chudd to the company. Chudd picks all of his artist's material, supervises their recordings and sells and promotes each release as if his life depended on it.

Imperial's success is also the story of Chudd's sure, quick eye for selecting talent, his thorough knowledge of a constantly changing market, and his dynamic sales and promotion tactics. This year Imperial will gross over $7,000,000.

A twelve-hour work day is common practice for Chudd. He is in his Hollywood office at 7:30 a.m. every morning telephoning Eastern distributors and disk jockeys. He is in daily touch with each of Imperial's thirty-eight distributors—selling records, checking musical trends, learning what tunes are selling in various areas that Imperial can "cover" and supplying promotional and sales impact wherever needed.

"Many of Imperial's hits," says Chudd, "have come from tips on local hits, which we have covered, or masters we have purchased and released on Imperial." Many times Chudd is interested in the local artists, too, and will fly anywhere in the country at a moment's notice to audition or sign an artist. Chudd averages 100,000 flying miles a year.

Imperial distributors know about each upcoming record weeks before it is released. Chudd always sends each an acetate first and then phones to discuss the record's merit and to take their initial order. This dictates what his pressing order will be and builds excitement with the distributor.

Another reason for Chudd's successful merchandising is that he talks to 100 disk jockeys a month throughout the country, either by phone or in person. Well aware of the important part deejays play in record salesmanship, Chudd boasts his new releases, confides in them as to what to expect from Imperial in the coming months and earnestly builds up a close relationship with each one. Many, in turn, have chided Chudd about new artists in their area, some of whom he has signed, and about potential hit songs, which he has recorded.

Lew Chudd started Imperial Records twelve years ago after having held several positions with NBC, including Assistant in Charge of Radio Show Productions. This was followed by a wartime post with the Office of War Information.

When Chudd set up his own company, instead of bucking the major labels, which at that time virtually dominated dealers' inventories, he picked out the spots in the music market that the majors did not concentrate on. The first was Latin music. In 1945, Chudd went to Mexico City and set about recording hundreds of sides with top Mexican musicians. He returned to Hollywood, set a friend up in a pressing plant and began releasing. The first year, with an initial investment of $10,000, Imperial grossed $90,000. "Nobody but my accountant knew who we were in those days. But it taught me a valuable lesson; that if you can fulfill a need—even a small need—you'll do business."

Chudd knew the great buying power of Latin in the United States, so the following year he covered American pop hits in Spanish. He had four hits in a row, including a Spanish version of "Mule Train" which sold over 300,000. These hits were not freaks—Chudd made them by staying on the road for months at a time visiting hundreds of disk jockeys and dealers and continually prodding his distributors—a practice he continues to this day.

Next, Chudd plunged into the folk and square dance field. In 1946, square dancing had caught the public fancy and when Chudd hit, he hit the marks to himself. His initial releases were consumed as fast as they were pressed. He made a tie-up with the Square Dance Association which sold, pushed and plugged Imperial's records to their hundreds-of-thousands of members. School accepted the records too, and soon many, many square dancers were known to be practicing at home to Imperial's records. Traveling through Texas at one of his many promotion tours, Chudd discovered a square dance caller who had recorded two dances for his own use. Displaying even then a remarkably intuitive talent for picking material, Chudd bought both mashes for $25 each and released them on Imperial. Both sold over 100,000 in four months. Hiwas Root Beer, looking for a self-liquidating premium, came to Chudd, then regarded in the industry as the square dance king, to purchase records. They left with 45,000 square dance records as an initial order. Reused intensified sales and promotion methods such as concentration on local square dance groups and schools, and sending personal letters to thousands of square dance callers throughout the country, along with deejay and dealer promotion. As a result, four of Imperial's square dance records soared over the million mark in sales. During this time, 1947, 1948 and 1949, the majority of record dealers carried only the four major lines. But now they had added a fifth—Imperial, the square dance line.

Chudd, slight of build and dynamic in energy, had made his mark in the industry. Though he hadn't nudged the majors in their dominance of the pop and classical field, he took hold in the Latin and square dance fields and created two new markets. After four years of selling his "stepchild" type of music, Imperial was registering grosses close to a million dollars a year. And in 1949, when Chudd decided to enter the Rhythm and Blues field, Imperial passed the million-dollar-a-year figure and the gross has been climbing meteorically ever since.

In his constant travels through the country, Chudd was fascinated by strong beat music, sung and played entirely by Negro musicians. Though existing small record companies who were releasing these artists were not selling in big quantities, Chudd saw the potential and decided to throw his hat in the ring.

"R & B music in those days," remembers Chudd, "was no different from today's rock and roll. It was something you could understand on first listening—it had an infectious beat, a relatively simple instrumentation, and its effect on the listener was overwhelming."

He flew to New Orleans, then the hub for R & B music and signed arranger-writer Dave Bartholomew to an exclusive Imperial contract. Bartholomew's knowledge and feel for the strong beat music was, and still is, invaluable to Chudd. The two set out immediately, scouring New Orleans for talent. On one of their nightly club-to-club prowl, Chudd discovered a singer-piano player named Fats Domino, and a young female vocalist named Jewel Knight.

"The first time I heard Fats," smiles Chudd, "he knocked me out. It was late at night and the club was packed and noisy. But when Fats came on the stage and sang "I'm a Louisiana Boy," it created a mountain of hands clapping in unison and voices murmuring 'yah' in agreement with each line of the lyrics. And it went on because I was joining in."

"It's true that in the record business you can never be certain that a singer will catch on and sell records," continues Chudd, "though he may be great in a club or on a stage. But I was willing to bet my bottom dollar that Fats would. If ever there was an artist who had the listener's sense of rhythm and could evoke foot tapping and hand clapping, Fats was and is the one."

And we proudly salute him and Imperial Records on the occasion of his 25 millionth record... RCA VICTOR CUSTOM RECORDS SALES
Within a week, Chudd had the material picked, and Bartholomew's arrangements were set for recording.

"That was an eventful day," remembers Chudd. "We cut Fats and Jewel King on the same day and both of their records were big hits." Jewel King's record of "Three Times Seven Equals Twenty-One" hit close to a million and Fats' "Fat Man" passed the million mark, immediately establishing him as one of the hottest artists in the field. Building these two records meant months away from home for Chudd. He visited over 800 disk jockeys, personally sold records to hundreds of dealers who had never before handled an R & B record, and continually harrassed distributors, who had been content to sit back and reap a harvest from the successful Latin and square dance disks.

Chudd, "To sell a million records in these days, with music that was not nationally acceptable, and with artists who were unknown, was like selling the proverbial icebox in Alaska. But I knew we had a commodity that would sell with the right exposure.

Exposure was the key to selling records then, and it is now. Chudd still uses the identical methods today to launch a record.

While Chudd was barnstorming the country selling Fats Domino to the public, he was also selling him to club owners and dance halls. He arranged for the proper agents to handle Fats and soon "Fat Man" and a host of other rocking tunes came bursting out of night clubs from New Orleans to Chicago, from Las Angeles to New York. Dancers packed the ballrooms to jitterbug and shuffle to the swinging singing and playing of Fats Domino and his Band. The hit-making trio of Fats, writer-arranger Bartholomew, and sales-promoter Chudd began to churn out more million record recordings—"Please Don't Leave," "Going Home," "How Long," "Little School Girl," and "Poor Poor Me."

"The most important way for a record artist to sell consistently year in and year out," says Chudd, "is to keep before the public eye. Fats' success on records is due mostly to the fact that he never stops working. He has rarely taken more than one or two weeks off during a year since I've known him. He plays clubs, concerts and dances in every city in the United States. And more recently, television and motion pictures have added to his exposure. Fats probably has more first-name friends in his audiences than any other entertainer."

Less than a year after Chudd had first discovered Fats and had successfully launched him, he ventured a look at R&B music's kissin' cousin, hillbilly music. As in the case of the three types of music Imperial was already specializing in, hillbilly was virtually ignored. So, when he decided to invade the hillbilly field, he signed only one artist and concentrated solely on him. His phenomenal eye for talent and material paid off again when the first record he cut, "Chew Tobacco Rag" by Billy Briggs, became a hit.

"I have always maintained that the right material is as important and sometimes even more important than the artist," adds Chudd, "I don't mean to take anything away from Billy Briggs' fine singing, but the title, "Chew Tobacco Rag," sold itself. I remember walking into a disk jockey's booth while he was on the air and handing him the record. He would laugh at the title, but he would immediately program it. This scene was repeated hundreds of times. The song was a great piece of material, not only because of the lyrics and music, but more importantly, because of the title. Anytime a song title can bring a smile to your face the battle is half won."

"So, in the Fall of 1948, I went before Imperial's sales force and presented Fats and his material. Without hesitation, they signed him up. Before Chudd left New Orleans for Chicago, Fats' manager, Jimmy C. Williams, told him that Chudd was an artist manager of the first order and that he would sign another and begin the whole cycle all over again. In the early 1950's he was on the road as much as eight months out of the year. But he knew that first sides by an artist were important and he owed it to them to pull out all the stops to make them hits. The constant traveling was also his main source for discovering new talent. He ran down every tip by disk jockeys, distributors, dealers and club owners. He auditioned talent at any time of the day or night, whether they were writers, singers or musicians.

"It's safe to say," smiles Chudd, remembering back to those hectic days, "that I have been in every club in the country that plays acts. In those days, it was virtually unheard of for a name singer to sign with an independent label. I had to build my own stars, and small clubs were the best source for talent."

It was during one of his cross country jaunts that Chudd discovered another of Imperial's all-time best record sellers—Slim Whitman. Traveling through the South promoting two new Imperial acquisitions—T-Bone Walker and Smiley Lewis, Chudd settled in Sheveport for a night's rest. He was listening to "Louisiana Hayride," the popular radio show which emanates from that city on KWKH, and heard Whitman singing. Quickly Chudd drove to the station, met the Country singer and signed him to an exclusive recording contract. Whitman's string of hits in the Country field are as phenomenal as Domino's in Rock and Roll. The first was "Love Song of the Water Fall," followed by "The Bandera Waltz," "Amateur in Love," "Indian Love Call," "Rose Marie," and "Secret Love," to name a few.

"When I met Slim it was under different conditions than with most of my other artists. Slim was a seasoned veteran with years of performing on shows and radio. He knew what his audiences liked and disliked about Country music. And he knew just what liberties he could take on songs. What is more incongruous, on first thought, than a country artist singing one of musical comedy's most beautiful songs, "Rose Marie"? But Slim felt it and knew it would be acceptable and would sell. The song, in addition to being a smash in this country, was a top seller in Canada, Belgium, England, Ireland, France, Germany, Australia, and strangely enough, South Africa. Even today, we still receive orders for it."

Whitman not only helped establish Imperial as a major power in the Country field, but introduced the "pop" buyer to the label. His "Rose Marie" and "Indian Love Call," topping the list in the Country field, were also in the top ten in the popular field. As always, Chudd helped pick Whitman's material, supervised his recordings and sold and promoted the records.

In between turning out hits by his two "bombers," Domino and Whitman, Chudd was overseeing his steady selling Latin and folk dance lines, breaking other million sellers, such as "Wild Side of Life," by Jimmy Heap and his Melody Ranch Boys, and enlarging Imperial's foreign distribution, which was becoming extremely lucrative. Chudd started his own publishing firm, and soon he was also handling many important copyrights. Other labels came to him for material, and writers by the hundreds began sending thousands of songs a year to Imperial.

"I make it a policy," says Chudd, "to listen to every piece of material that comes in. More hits are written by unknown writers than by established 'big name' writers. The majority, I admit, are turned down. But if I find one hit in every 100 songs I hear, I feel I've done my job."

To keep pace with Imperial's rapidly expanding operation, Chudd moved to larger quarters in Hollywood, set up a permanent New Orleans office, and opened up sales offices in New York, Los Angeles, Paris, London and Berlin, and appointed distributors in countries where Imperial was not represented. Today the Imperial line can be bought in almost every country in the world. It is released by London

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

Records in Canada, Australia, New Zealand and South America; Pathe-Marconi in France and Belgium; Cosol Inc. in Japan; Super Records in the Philippines; Gallo in South Africa, and Decca in England and the rest of the world.

Says Chudd, "Musical tastes are the same the world over. When Rock and Roll swept the United States a few years ago, it spread to Europe and hit with the same impact it did here. Pathe's Blueberry Hill million records in Europe and I expect it to pass a million. England's hit parade reads just like ours, except that they run from two to four months behind us."

"In South Africa, the natives are so record-conscious they buy their wind-up portable machines and a box of records with them wherever they go. It is not an uncommon sight to see a group of them sitting on a busy intersection in a city listening to the latest American recordings."

"The European market is growing so fast that in the next five years I expect it to be all Asia. At the size of our American market. They aren't looking me eye on South America. They're just getting started. Ten years from now it will be the biggest record consumer of all."

When Rock and Roll caught the teenagers' fancy and hit like a bombshell in the music world, Chudd, though not surprised, was quick to take advantage of it. Since Imperial had been a leader in the field, its operation was already geared to give the country what it wanted. The only change required was the addition of four more pressing plants to meet the heavy pressing demands. With these four new plants, Chudd now had seven. Demand at this time was known only by a relatively special set of record buyers, became a household name along with Elvis Presley and Pat Boone. Other Imperial artists like Roy Brown and Ernie Freeman were selling bigger than ever before.

"The national acceptance of Rock and Roll," says Chudd, "brought about two major changes in the industry. First, it broke the majors' domination of the pop field with albums as well as singles; and, second, it broke the musical classification barrier so that all music, Country and Rock and Roll, Calypso, etc., was now pop. If Pat, Presley, Boone and Eddy Arnold, for instance, sold alongside Como, Fisher, Sinatra and Nat Cole, at the same buying public, then you could no longer classify a singer or type of music—everything became pop."

"Before Rock and Roll it was a rarity when an independent hit the charts with a pop single. Many dealers didn't even stock independent labels. Only those that did might take singles but kept away from albums. The independents, who had to rely on their singles to stay in business, had trouble building a catalog. But the Rock and Roll buyer changed all this. He was concerned with label name—he bought the artist or the hit rendition regardless of what label it was on. If his favorite deejay was not playing Rock and Roll, he would tune in another who was. Dealers who did not stock Rock and Roll hits were bypassed or forced, through constant demand, to stock them. For the first time, independent were getting album window space in national retailers' shops, side by side with the majors. And juke box operators, who were catering to the teenager, loaded their boxes with indie labels, thus completing the clean sweep."

"Though it took the majors a little time to regain their equillibrium, Rock and Roll has been beneficial to them. It forced them to be geared to recording and merchandising. It made them fight harder to retain their share of the market. They had to become more receptive to new talent since unsigned singers were outselling their established stars. All these things resulted in the biggest record market in our history."

With competition at its peak, Imperial, like most companies, is concerned as much with production, sales and promotion as it is with the big eight artists. To meet production on time, Chudd pays all his bills instantly on delivery. This assures him that whenever he needs a half-million records, sleeves or labels in a hurry, he will get first priority. He still uses seven pressing plants to supply the ever growing demand for Imperial records.

"You never get a second chance at the record buyer," contends Chudd, "The record must be in the store when the buyer wants it, and not next week. With the amount of merchandise in record shops today, the buyer can easily set aside his second or third choice if it is not available at once."

A sticker for delivery, Chudd flies his records to any distributor who needs them in a hurry, regardless of the size of the order or distance. Once when an East coast trucking strike tied up his plants and delivery, Chudd, scrambling for merchandise, he chartered a fleet of Greyhound busses and made delivery himself. Such dramatic tactics have paid off handsomely. Chudd can promise faster delivery and know that their merchandise will be there on time.

To this day Chudd still supervises every phase of production on singles and albums. If he is out of town, he does it by phone. He is an able, worldly salesman in the business. No matter for what reason he may call a distributor, he never hangs up until he has written an order.

Unlike many record companies, Chudd projects on all his pressing orders. His complete knowledge of his artists' potential, the fluctuating market and his instinct for knowing how much a record will sell, is at such a fine line perfection that he has never scrapped more than a token amount on any release.

"Projecting pressing orders can be very dangerous," says Chudd, "but it's a necessity for selling records. When a distributor orders, he wants it yesterday, not next week. I've seen too many potential hits go by the wayside because a dealer did not have merchandise when he needed it."

As an example, Chudd signed singing sensation Ricky Nelson. His first record, "Have I Told You Lately That I Love You?" recently hit the market to the tune of a 600,000 initial pressing order. Though the pressing schedule had not yet been completed, Chudd was able to sell until he hit a million because he anticipated a million seller. And to showcase and introduce Ricky on Imperial, promotion minded Chudd made up a four color sleeve for the single.

"Certain artists, more than others, have a distinct eye appeal that directly affects their sales," continues Chudd. "Take Ricky. I happen to know his TV fan mail is enormous and most of his fans want pictures of him on the sleeve. We satisfy them both ways. And I believe a certain amount of sales on this record will be directly attributable to this picture.

"Chord music tries to sell just a voice, a tune or a particular arrangement, but instead sells a "sound," giving equal emphasis to all three.

"The record buyer today wants an exciting sound," claims Chudd, "You could never sell Sinatra today with Axel Stordahl arrangements, though they were great during their time. Today, the public 'picks up' on the arrangement and the song as much as they do the singer, Sinatra. Pats all have distinctive over-all sounds that are easily identifiable and that set them apart. In today's market, we are selling a commodity that is made up of three equal parts."

Toward this end, Chudd insists that the level be boosted on all Imperial singles, not only because the brightness complements the over-all end result.
Dixieland is tradition down in New Orleans—
Along came a cat that changed the scene.
The music that's played and making the dough—
Is by the King of them all—FATS DOMINO!

CONGRATULATIONS....

Fats Domino
Lew Chudd
&

Imperial Records

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

Last month Fats Domino sold his 25,000,000th record. The record business has always been full of surprises, but none quite as astounding as the career of this 29-year-old vocalist who in 9 short years has earned 15 gold records.

This year alone, Fats has had three records that have earned gold plating: "Blue Monday," "Honey, Yes, Honey," and "I'm Walkin'!" None of his singles in the last two years has sold less than 500,000.

Fats has the same success when he is playing night clubs, dances and concerts. When he headlined the Rock and Roll Show at the Brooklyn Paramount, the gross was an unprecedented $250,000. He does this 50 weeks a year, playing mostly one-nighters in a back-breaking schedule that could kill a non-professional.

"If it were up to him," says Imperial president Lew Chudd, whom he records for, "he wouldn't take even two weeks off. I've never met an entertainer who loves to work as much as Fats!"

Fats' fans idolize him. They besiege him for autographs wherever he goes, pack the clubs and auditoriums where he appears, and flood Imperial's offices with requests for his picture. This fan adoration is typified by the 10-year-old boy who waited for hours outside the stage door of the Brooklyn Paramount to see him, and, when Fats appeared, looked up at him in awe and said: "Fats, you're the greatest!"

Fats' appeal circles the world. His records are everywhere top sellers, and he has standing offers to play England, France, Scandinavia and Australia any time he wants.

Fats has often been called one of the greatest exponents of Rock 'n Roll. When asked about the popularity of this musical craze, he knew that all the "There's nothing really new about the music. I've been playing it ever since I can remember, only we know it as Rhythm and Blues. Actually, it started in New Orleans fifteen years ago. It comes straight out of Dixie land Jazz and has the same beat. And it's the strong beat that's made it so popular with the kids. A few years ago, progressive jazz took the beat away from popular music, and the kids couldn't dance to it. Rhythm and Blues put the beat back in and the kids love it."

Many of Fats' greatest successes have been with tunes that he, himself, composed. They might best be described as folk songs with a Rhythm and Blues beat. Like all folk music, the important thing for Fats is that they tell a story. He gets his titles from colloquial expressions that have become part of everyday speech, like "Ain't That A Sad Story?" "Poor Me," "Don't Blame That On Me," and "I'm In Love Again!" As he puts it: "I write tunes about what people say. Whatever you say, if it's supposed to be caught, I put it in a tune. Sometimes I'll be talking to a friend, and he'll say something that sounds good, so I'll call it out. Put that down as a lyric."

An entertainer like Fats doesn't just write songs. His talent is the result of a lifetime of hard work and application. He was born Antoine Domino on February 26, 1928, in New Orleans. Although he was the only one of nine children to show an interest in music, the family was not an unusual one. His father was a violinist and his uncle, Harry Verrett, played with such famous jazz aggregations as those of Kid Ory and Oscar Celestin.

Fats first displayed his musical pre-

Fats Domino


cosity when he was barely out of short pants. One of his cousins left an old upright piano to the family. The youngster was fascinated by the instrument and, in no time, he was able to pick out simple melodies on it.

By the time Fats was ten years old, he was playing the piano and singing for pennies in the local honky-tonks. Unfortunately, he was never able to earn his living as a cabaret entertainer was short-lived. When he was old enough to get a proper job, he had to go to work in a bedspring factory to help support the family. His daily chores at manual labor did not deter him from his ambition to become a musician, and when he got a chance to play a piano in a roadside house in the evening, he jumped at it.

Fats didn't mind the rigorous schedule of working night and day, but an accident almost put an end to it and to his playing forever. One of the heavy springs at the factory fell and gashed his hand. Several stitches were necessary, and there was even a question of his being able to move it again. By sheer force of will and adherence to a rigid set of exercises, he gradually regained the use of his fingers, and was at the piano again. To this day, he carries a long thin scar as a painful reminder of the incident.

Fats rapidly developed into a musician's musician. All of the clubs in town went into the habit of dropping in to hear him beat out those Rhythm and Blues. It was because of his popularity with his fellow-artists that Lew Chudd, President of Imperial Records, first heard of him. On a talent scouting trip to New Orleans in 1949, he heard nothing but great things about a new musician named Fats Domino, so he went out to the roadhouse to listen for himself. After a few numbers, he knew the talk about the pianist-singer had not been exaggerated. Fats quickly signed him to a recording contract.

From the very beginning, Fats was a great success. His records skyrocketed and his early training in the clubs around New Orleans made him an ingratiating favorite with the fans. After a few nights of play, he was booked into night-club and theatre entertainers.

Fats Domino has managed to become one of the top artists in the field. He still makes his home in New Orleans. He is happily married and the father of six children. His five-year-old son is something of a virtuoso on the piano and drums.

His career has been an exciting one, and there are new roads opening every day. Twentieth Century Fox flew him out to Los Angeles to feature a starring appearance in "The Girl Can't Help It," the first big Laureropecope-technicolor production exclusively to Rock and Roll. He has also appeared in Universal's "The Big Beat" and will have a featured spot in the upcoming film, "Jamboree." He has had his television shows: Ed Sullivan, Perry Como, Steve Allen and others.

When one was asked what a thought of the idea of touring Russia as part of the United States Department Cultural Exchange program, he replied: "If those cats like to dance, they'll dig my kind of jazz.

**Imperial’s Future Plans**

HOLLYWOOD — Imperial Records expects a 78% increase in singles and packaged goods sales in the next year and will enter the classical and the tape fields in 1958, it has been announced by label prexy Lew Chudd. Imperial’s rapid growing roster of artists will account for 58% of the increase while the label’s mainstays are expected to sell 40% more due to increased demand for them. Success of “Men In War,” “Beau James” and “The Fuzzy Nightgown” sound track albums, has spurred Chudd to line up more film sound tracks for release next year. Album output, which has doubled this year, will be stepped up even more with the addition of a classical line. Chudd has already recorded classical pianist Leonard Rosenman, whose album will be included in the initial release.

Imperial’s entrance in the tape field will see packages on almost all of its artists made available. Chudd has been covering all of his sessions for the past two years with stereophonic tape. The tape market is growing so rapidly, that Chudd predicts that within four years, 25% of an artist’s royalties will come from tape sales. Chudd also sees a 50% gain in foreign revenues during the next year. He plans to concentrate more on South America, and will visit Argentina, Brazil, Chile, Uruguay, Paraguay and Bolivia next winter. This year, Chudd added Japan and the Philippine Islands to Imperial’s world-wide distribution network.

Chudd will also increase his advertising and promotion budget 40% next year. More money will be spent in consumer publications, in-store promotion and display pieces, and for additional promotion men on the road. To accommodate Imperial’s rapid growth, Chudd will build new home offices in Hollywood next year, complete with recording studios.

**Slim Whitman**

Slim Whitman, Country singer, and one of the backbones of Imperial Records, bats out hit songs like a Big League clean-up man. Slim’s consistent hitting has an interesting angle to it — before becoming an Imperial mainstay he was headed for the Big Leagues in baseball.

He hit .360 as pitcher for the Tampa, Florida, team of the Orange Belt League, and won 11 games, losing 1, while leading his team to the 1947 championship. After a game, Slim would entertain his team mates with his songs. It was during one of these sessions that one of his team mates “shoved him off the ballpark fence” and made him enter the music field. Slim gave up baseball as a career in 1948 and began singing on radio station WDAE in Tampa. He later moved to WHBO and then to WFLA. In 1949 he joined the Mutual Network for a series of programs with the Light-crust Doughboys, and then moved to Shreveport, Louisiana to join the “Louisiana Hayride,” which originates there at station KWHI. Slim feels that a lot of credit for his success should go to the influence of “Louisiana Hayride.”

It was here he met and signed with Lew Chudd, president of Imperial Records. Soon afterwards, Slim had his first major “hit” record, the “Love Song of The Water Fall.” Since that time, Slim has had many hits, including “The Bandera Waltz,” “Amateur In Love,” “Keep It A Secret,” “Secret Love,” “Singin’ Hills,” “Beautiful Dreamer,” “North Wind,” “When I Grow Too Old To Dream,” “Cattle Call,” and of course, “Indian Love Call” and “Rose Marie.” He has played in 45 states, all of Canada, and has toured England, Scotland and Ireland. In 1956 and 1957, Slim was the first Country artist to tour Britain on his own, and the only Country artist to play the London Palladium. His “Rose Marie” package stands as one of the all time best selling records in Great Britain. It sold 650,000 copies in just two months. He is currently planning a tour of Australia. His latest Imperial release is “Let Me Take You Home Again Kathleen” b/w “Lovesick Blues.”

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CONSISTENT HIT MAKER

NEW ORLEANS—Antoine "Fats" Domino, affectionately referred to as "The Fat Man From New Orleans", is probably one of the most successful recording artists the record business has ever known. Long before the rock and roll craze took the pop market by storm, Fats had been one of the most consistent hit producers in the Rhythm and Blues Field. Few artists in the R & B area can look back at a career studded with consecutive chain of smash best sellers.

When R & B music went pop and rock and roll sensation took America and the rest of the world by storm, Fats Domino was one of the first of the R & B entertainers to win the approval of the teenagers. And he has stayed up there ever since, continuing his unbroken chain of hits in the pop market. He is almost always a headline attraction at one-nighters and has been cheered by millions of people who have seen him perform thru the years. Above the camera catches Fats at work and at home.

(Top left) Domino, who has written many of his own smash hits, places an acetate of one of his new releases on his home phone. (Top Right and Second Row Left) The reason for Fats' success in personal appearances has always been a combination of his talent and personality. He always gives his all on stage as he pounds out his many hits. And his keyboard work is as exciting as his vocaling. (Second Row Right) Fats sings his latest Imperial recording "Wait And See" to his charming wife, Rosemary. (Bottom Left) Always willing to chat with fans and give his autograph, Fats is shown here as he signs his John Hancock for a group of admirers at one of his theatre dates. (Bottom Right) Fats' son, Antoine Domino III, teams up with his dad at home to run thru an impromptu jam session. Fats III, in addition to playing the drums, is also a first rate singer.

Airmail Subscription
The Cash Box $30.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Imperial’s Expanding Roster

BEVERLY HILLS, CAL.—The new artist is one of the most important factors in a record company’s growth. And in recent months, Imperial has added a number of promising new vocalists and instrumentalists who may in the future develop into top record personalities. (Top Left) Imperial prexy Lew Chudd with orchestra conductor and violinist George Liberace looking over material for a record session. (Top Right) Chudd discusses Ricky Nelson’s first Imperial release. Both sides showed amazing strength this week. “Have I Told You Lately That I Love You” broke into the #22 spot on The Cash Box Top 60 list and the flip “Be-Bop Baby” jumped into the #20 spot. (Second Row Left) “Park Avenue Hillbilly” Dorothy Shay who joined Imperial last month. (Second Row Right) The Paris Sisters whose first release couples “Old Enough To Cry” with “Tell Me More.” (Bottom Left) A&R head Jim Haskell (right) works out an arrangement with Ken Copeland who hit on Imperial with “Pledge Of Love.” Copeland is currently in the Army. (Bottom Right) Chudd and Ricky Nelson join Ricky’s dad Ozzie Nelson of TV fame, as they listen to a playback of Ricky’s new hits.

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from
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and

State Record Dist., Inc.

from

Mel & Jerry Herman

wish Lew Chudd & Imperial Records

the best of luck the rest of this year and many years to come.

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LEW CHUDD

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NELSON VERBIT, Pres.


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and

To You Fats

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And Everyone at Imperial Records
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* More *

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### Best Selling Sheet Music

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>TAMMY</td>
<td>Livingston, Evans</td>
<td>ASCAP</td>
</tr>
<tr>
<td>2</td>
<td>AROUND THE WORLD</td>
<td>Young</td>
<td>ASCAP</td>
</tr>
<tr>
<td>3</td>
<td>FASCINATION</td>
<td>Manning, Marchetti</td>
<td>ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>AN AFFAIR TO REMEMBER</td>
<td>Warren, Adamson, McCarty</td>
<td>ASCAP</td>
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<td>5</td>
<td>IN THE MIDDLE OF AN ISLAND</td>
<td>E. H. Morris</td>
<td>ASCAP</td>
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<td>6</td>
<td>DIANA</td>
<td>Anka</td>
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<td>7</td>
<td>HONEYCOMB</td>
<td>Merrill</td>
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<td>8</td>
<td>RAINBOW</td>
<td>Hamilton</td>
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<tr>
<td>9</td>
<td>LOVE LETTERS IN THE SAND</td>
<td>Bourne</td>
<td>BMI</td>
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<td>10</td>
<td>THAT'S NOT FOR ME TO SAY</td>
<td>Bargini, Stillman</td>
<td>Hatch Music</td>
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<td>11</td>
<td>REMEMBER YOU'RE MINE</td>
<td>Allen</td>
<td>BMI</td>
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<tr>
<td>12</td>
<td>WHITE SILVER SANDS</td>
<td>Matthews</td>
<td>BMI</td>
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### Peatman List

**SONGS WITH LARGEST RADIO & TV AUDIENCE**

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

<table>
<thead>
<tr>
<th>RADIO (LISTED ALPHABETICALLY)</th>
<th>TV</th>
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<tbody>
<tr>
<td>An Affair To Remember</td>
<td>Feist</td>
</tr>
<tr>
<td>(And That My Heart) Reminds Me</td>
<td>Feist</td>
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<tr>
<td>Me</td>
<td>Ford Fisher</td>
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<tr>
<td>My Love</td>
<td>Acuff-Rose</td>
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<tr>
<td>My Little Heart</td>
<td>Acuff-Rose</td>
</tr>
<tr>
<td>That'll Be The Day</td>
<td>Merle Travis</td>
</tr>
<tr>
<td>That's How It Is</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Touch Of Love</td>
<td>Paramount</td>
</tr>
</tbody>
</table>

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“*It's What's in THE CASH BOX That Counts—INTERNATIONALLY*”
NEW YORK—At a recent meeting of the Record Industry Association of America (RIAA) officers and directors of the association paused for the camera. Standing (l. to r.) John Stevenson, Children's Record Guild; Daro Boris, Angel Records, vice-president; William H. Fowler, C-C Clubs, Inc., treasurer; and Ernest S. Myers, counsel. Seated (l. to r.) George R. Marek, RCA Victor, director; Glenn E. Wallis, Capitol Records, director; Goddard Lieberson, Columbia Records, director; Frank B. Walker, MGM Records, president; John W. Griffin, executive secretary; Irving B. Green, Mercury Records, director; and Samuel H. Clark, AM-PAR Records, director.

Absent at the time the photo was taken were Leonard W. Schneider, Decca Records, director; Randy Wood, Dot Records, vice-president; and Harry C. Kruse, London Records, vice-president.

ABC-Paramount To Release 7 New LPs

NEW YORK—Harry Levine, vice president of ABC-Paramount, in direct charge of long-playing album division, last week announced the forthcoming release of seven new package items, exclusive of the diskery's current "Lucky 7" fall promotion.

In his announcement, Levine stated that the success of the twenty packages included in the fall promotion, whereby dealers received an album free for every seven purchased, indicated a tremendous demand for the new numbers which ABC-Paramount had prepared and was holding in abeyance.

Highlight of the seven new albums, to be released October 15, is the first recorded appearance of Hugh O'Brian, the popular Marshall Wyatt Earl in the TV series, "The Life and Legend of Wyatt Earl," in which O'Brian

"GOLD MINES IN THE SKY" Pat Boone and Hal Cole (EP) Bing Crosby
"LOVE LETTERS IN THE SAND" Pat Boone and Ronnie Williams (LP) Les Brown (LP)
"MY CABIN OF DREAMS" Hilltoppers
"GECHELIA" Music of David Seville
"CARELESS" Mary Small (Coral) Carole Burnett (Verve)
"CATHEDRAL IN THE PINES" Pat Boone (EP)
"I'M FOLLOWING YOU" Benders (RCA Victor)

BOURNE-ABC MUSIC
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RIAA Board of Directors

MONTREAL MEMOS:

Currently headlining the bill at the El Morocco is the Will Mastin Trio featuring Sammy Davis Jr. (Decca) who is packing them into this location every night. Murray Kaye augmented his eight-piece band with five additional musicians for this singer's engagement. . . . Norman Sedway, CBC producer, in Montreal this week auditioning talent for a new CBC-TV show featuring new talent. . . . Hugh Joseph, A & Rchieat his 35th year with the organization. . . . The Dave Brubeck Quartet (Columbia) featuring Paul Desmond will give the first of a series of jazz concerts in Plateau Hall on Friday, October 4, and then to Ottawa on October 5th and to Eaton's Auditorium in Toronto on October 14th. This concert tour was organized and promoted by George Wein. Columbia will host the Brubeck Quartet at a cocktail party for radio & press to mark its first appearance in this city. . . . Ted Germain and his trio into the Blue Angel October 7th. . . . Lord Lance and his mad calypsons are currently featured at the De Milo Room.

SAMMY DAVIS, JR.

Vanguard Plans Follow-Up "Weavers" Album


Also during October, Vanguard will offer the following LP's: "German University Songs—Vol. II," "Tavern Songs With Deller," "Rendezvous With Linne," "Tone Poems Of Siberian" and "H adviser Flute Trios," and "Mozart Four Flute Quartets." Included in the release is the debut LP of the Hartford Symphony Orchestra with Fritz Mahler conducting. This orchestra will bow with Carl Orff's "Carmina Burana.

Effectively October 1, Vanguard Records will be handled by the following new distributors: Renart in Cleveland; M. S. Distributing in Chicago; Music E. R. piers of Ohio—Cincinnati; C. S. America—Detroit; Harold M. Le'eraman—Minneapolis; and B. G. Distributing in Portland and Seattle.

Hop A Long Wongs Disks To Decca

NEW YORK—Decca Records has purchased the masters of two novelty satires of two current hit tunes, "I'm Gonna Sit Right Down And Write Myself A Letter" and "Goody Goody." The artist on these sides, billed as Hop A Long Wongs, is actually a well-known songwriter, but is otherwise unidentified.

Durante Day In Hollywood

NEW YORK—Roulette Records announced last week that the Jimmie Rodgers' record of "Honeymoon" has passed the one-million mark in sales.

The record was released July 15th. Jimmie is currently in New York for a series of recording sessions. He also entertained at Roulette's Distributors' Meeting (Sept. 28th). In addition, his program of network television appearances during the months of October and November.

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Roulette's Sammy Davis, Jr., currently headlining the bill at the El Morocco is the Will Mastin Trio featuring Sammy Davis Jr. (Decca) who is packing them into this location every night. Murray Kaye augmented his eight-piece band with five additional musicians for this singer's engagement. . . . Norman Sedway, CBC producer, in Montreal this week auditioning talent for a new CBC-TV show featuring new talent. . . . Hugh Joseph, A & Rchieat his 35th year with the organization. . . . The Dave Brubeck Quartet (Columbia) featuring Paul Desmond will give the first of a series of jazz concerts in Plateau Hall on Friday, October 4, and then to Ottawa on October 5th and to Eaton's Auditorium in Toronto on October 14th. This concert tour was organized and promoted by George Wein. Columbia will host the Brubeck Quartet at a cocktail party for radio & press to mark its first appearance in this city. . . . Ted Germain and his trio into the Blue Angel October 7th. . . . Lord Lance and his mad calypsons are currently featured at the De Milo Room.

SAMMY DAVIS, JR.

Vanguard Plans Follow-Up "Weavers" Album


Also during October, Vanguard will offer the following LP's: "German University Songs—Vol. II," "Tavern Songs With Deller," "Rendezvous With Linne," "Tone Poems Of Siberian" and "H adviser Flute Trios," and "Mozart Four Flute Quartets." Included in the release is the debut LP of the Hartford Symphony Orchestra with Fritz Mahler conducting. This orchestra will bow with Carl Orff's "Carmina Burana.

Effectively October 1, Vanguard Records will be handled by the following new distributors: Renart in Cleveland; M. S. Distributing in Chicago; Music E. R. piers of Ohio—Cincinnati; C. S. America—Detroit; Harold M. Le'eraman—Minneapolis; and B. G. Distributing in Portland and Seattle.

Hop A Long Wongs Disks To Decca

NEW YORK—Decca Records has purchased the masters of two novelty satires of two current hit tunes, "I'm Gonna Sit Right Down And Write Myself A Letter" and "Goody Goody." The artist on these sides, billed as Hop A Long Wongs, is actually a well-known songwriter, but is otherwise unidentified.

Durante Day In Hollywood

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EDDIE'S BIGGEST AND BEST...

THAT'S THE WAY IT GOES

with Hugo Winterhalter's Orchestra and Chorus

47/20-7151

SAYONARA

(from the Warner Bros. release "SAYONARA")

Hear Eddie sing "SAYONARA" on "THE EDDIE FISHER SHOW",

NBC-TV, October 1st, 8:00 — 9:00 P. M., E. D. T.

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

"MELODIE D'AMOUR"
(Melody of Love)

"THE CAREFREE HEART"
(Title Song from the new Broadway Production)

Introducing.... THE SH-BOOMS

"I DON'T WANT TO SET THE WORLD ON FIRE"
b/w
"LU LU"

EDDIE DANO

"WHILE OUR HEARTS ARE YOUNG"

VIK X/4X-0293

VIKKI NELSON

"HOT KISSES"

"JUST ONE MORE SMILE"

"YOU CAN'T GET AWAY FROM ME"

VIK X/4X-0293

VIK X/4-0292

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Hits Ahoy! Full sales Ahead...

MITZI MASON

"FAIR WINDS AND FULL SAILS"

b/w

"AUTUMN ON THE CAMPUS"

VİK X/4X-0301

AND

THE ROVER BOYS

"I GO TO YOU"

b/w

"WHAT CAN I DO FOR A HEARTACHE"

VİK X/4X-0302

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
This has been a very exciting week for us since most of it was spent in the wonderful company of our very dear friends Bill and Cissie Gersh. Phil and I kept running through to their hotel suite from the many friends who wanted to meet them. As usual, the Geroles played host to us once again giving us a most delightful evening at his club. Every- one of the guests always feels very sorry when Bill and Cissie leave Lon- don, but that goes for me too.

Many American top-liners are scheduled to appear over here soon. They include Paul Anka, Sal Mineo and the Diamonds.

The Count Basie opening is scheduled at the Odeon 41st in London. The baton will be handed to Cyril Orrick who will conduct the orches- ter for "My Fair Lady." At present Cyril is MD at the London Palladium. We have been promised a guest appearance by Jayne Mansfield this week.

Alan Jones returns to this country for a Vaudeville tour; also due are Larry Parks and Betty Garrett.

That the Russ Brothers' recording of "Melodie D'Armour" is certainly climbing the charts and is due for release over Here October 4.

Ted Heath off to the U.S. October 19 for his third tour of the United States.

Jeanne Carson has been signed to record for one of the EMI labels after her return from the U.S. where she spent two years.

This week's best selling pop singles.

1. Diana (Columbia)
2. Love Letters In The Sand (Pat Boone (London))
3. Love Letters In San Fernando (Johnny Duncan (London))
4. I'm The Sun (Harry Belafonte (RCA))
5. With All My Heart (Pye-Nixa)
6. Water Water/Handful Of Songs (Tommy Steele (Decca))
7. All Shook Up (Elvis Presley (HMV))
8. Paralyzed (Epic-Rami)
9. Tommy (reissue (Epic-Rami))
10. Jenny (reissue (Epic-Rami))
11. Little Richard (London)
12. Starman (reissue (EMI))
14. Bye Bye Love (Orlando (London))
15. That'll Be The Day (Crickets (London))
16. Puttin' On The Style/Gamblin' Man (Lonnie Donegan (Pye-Nixa))
17. Teddy Bear (Elvis Presley (RCA))
18. Fabulous (Charlie Gracie (Parlophone))
19. Any Old Iron (Epic-Rami)
20. Dolls (Parlophone)
21. Short Fat Fannie (Larry Williams (London))
22. The Great Gaucho (Billy Eckstein & Sarah Vaughn (RCA))
23. Will You Love Me Tomorrow (Phillips)
24. Build Your Love (Johnnie Ray (Philips))
25. Tell Foolish Little Birds Of All Land (King Brothers (Parlophone))
26. Scarlet Ribbons (Parlophone)
27. Whole Lot Of Shakin' Goin' On (Elvis Presley (London))
28. Little Darlin' (Diamonds (Mercury))
29. Baby I Love You (Big Maybelle (Philips))
30. Wedding Ring (Hank O' Skelton (Orlo))
31. Dark Moon (Tony Brent (Columbia))

NEW YORK:

Johnny Mathis has been signed by Hal Wallis to sing the title tune from "Wild Is The Wind," a current Anthony Mann photo-drama. Mathis will also record the tune for Columbia... Judy Scott, Decca's new pop girl, will make her new label debut on September 23 on ABC network. She will introduce her new Decca waxing, "On My Front Porch," which is written by singer, president of Flip Records, married to Susan Gumpert, interior decorator. They are honeymooning in Havana, Cuba... The Everly Brothers, pacemaker in the Fol- liantic industrial show for five weeks... The Jerry Leiber and Mike Stoller, has signed are: Dorothy James, a long term contract... Masquerade Rec- ords A & R head Sherman Ford, Jr., will place to San Fran October 23 to promote Lucy Purser's, "Danger." The Rover Boys join the thorn Theatre in Chi for one week starting October 27... Don Graves with ABC-Paramount singer, after a three weeks on Ted Stevens' WOR-TV show will guest on the NBC Band- stand show hosted by Bert Parks. Shirley Jones will appear on the Ed Sullivan Show on October 6... Jo Ann Tolley Toronto's Cabaret for two weeks... The Sheppard Sisters, just signed with GCC, set for the State Theatre, Hartford, Oct. 26 and 27... Paul Anka guests on the Ed Sullivan Show November 3... Irv Kirsch, Kirsch Music Corp, reports enthusiastic radio response and accessories line, "Snap-it!" record cleaning brush his leading item... Betty Johnson, Bally Records, will be featured on Jack Paar's "Tonight" alternate weeks commencing Oct. 28... Tuti Amorica sings "Mama's Man" on "Edsel Show" Oct. 15... Bob Marcucci, Chancellors Records, has signed Paul Carr, guest in the Vanguard Programme "Jamboree". His first release will be the love theme from the flicker, "We Are The People"... Rhoda Roberts and Kenny Jacobson have written the first five songs to be published by Herb Naramore-Buzzell... My Hill, Tartan Records, signs the Martins...

CHICAGO:

Stan Pat, Roulette's busy prom man about town, escorting Chuck Reed, recently pasted by Roulette, all around town. Stan says Reed's newie "Sugar Cowsage" is a chart climber. Roulette really excited about this new release, "My Girl." Indications are that it will surpass "Goody Goody," according to Stan, Stan very high on an instrumental, "Tilt," by D'Inc, harmonica virtuoso and Larry Storch's comic satire on "Around The World." The Tails, Chryll, reports that he's to a madam who penned "Nina No," which sold over 300,000 copies on MGM as washed by Janie James, has authored a new tune, "More Than Ever" also for MGM. Norm Forque, Stephen pony, tells us that "Stay" b/w "My Last Goodbye" by part Marsha, will be released this week... Gene Vincent and his Blue Caps skedded for a Teen-Age Jam Session at the Aragon Ballroom October 27... Marty Hoppe, host of the Shangri-La's Frankie Hummel to a birthday shindig. Frankie is now a very young 52... WCFL deejays have been going steady and well climb listeners in care of Meyer House in chi, to a truly wonderful guy. Robert Smith reaches all the new from Way, Calif. to tell about Nona on "Hula Girl," reissue on Decca label, "Playwing." Now, a new one... Or two, under the Mercury banne, for two Holiday Ballrooms 10/4. Ralph Martino's agency has signed at the Coast side spot and Eddy Howard on the northwest side. Ray McKinley reported to Hal Tate that his Glenn Miller Orch has washed its first two singles for RCA, and they'll be out soon... "Come Laugh" b/w "So Sweet" and "Man On The Street" b/w "Civilization." Joe Delaney set a wicked pace for all starring Sid (Annie Fielder) Pray working in the Hit Factory recording sessions for "Cinderella Girl," Jo Ann Miller, at RCA Studios in wee hours. Jo Ann proved herself a real trouper insisting on continuing with the session despite severe exhaustion...
That's right! There's never been anything like it in the history of this industry! The Cash Box is the one and only publication in all the history of this industry that dares offer you DOUBLE YOUR MONEY BACK if, for any reason whatsoever you don't agree that The Cash Box is the finest publication for your purposes!

Fill out the coupon on the bottom of this page today! Enclose your check for $15 for a Full Year (52 Weeks) subscription to The Cash Box! Read the first four issues! If you don't agree, after reading those first four issues, that The Cash Box is the greatest magazine for your business in all the history of the industry, simply return those first four issues and GET DOUBLE YOUR MONEY BACK for those four issues, PLUS the $15 which I'm enclosing herewith.

YOU CAN'T LOSE!!

THE CASH BOX
1721 Broadway
New York 19, N. Y.

OKAY! I'll take your offer! Enclosed find my check for $15 for a Full Year's subscription to The Cash Box (52 Weeks' Issues). If I don't like the first four issues I receive, I am to return these four issues to you and you are to give me DOUBLE MY MONEY BACK for those first four issues, plus the $15 which I'm enclosing herewith.

NAME
FIRM
ADDRESS
CITY ............... ZONE ....... STATE ...........
The Records
Disk Jockeys
Played Most

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HONEYCOMB</td>
<td>JR. HONEYCOMB (RCA)</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>TAMMY</td>
<td>DEBBIE REYNOLDS (Coral)</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>THAT'LL BE THE DAY</td>
<td>CRICKETS (Brunswick)</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>DIANA</td>
<td>PAUL ANKA (ABC-Paramount)</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>CHANCES ARE</td>
<td>JOHNNY MATHIS (Columbia)</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>FASCINATION</td>
<td>JANE MORGAN (Kapp) — DICK JACOBS (Coral)</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>MR. LEE</td>
<td>BOBETTIES (Atlantic)</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>(AND THAT/ MY HEART) REMINDS ME</td>
<td>DELLA REESE (Jubilee)</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>WHOLE LOT OF SHAKIN' GOING ON</td>
<td>JERRY LEE LEWIS (Sunn)</td>
<td>10</td>
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<tr>
<td>10</td>
<td>REMEMBER YOU'RE MINE</td>
<td>PAT BOONE (Dot)</td>
<td>11</td>
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<tr>
<td>11</td>
<td>LOTTA LOVIN'</td>
<td>GENE VINCENT (Capitol)</td>
<td>12</td>
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<tr>
<td>12</td>
<td>RAINBOW</td>
<td>RUSS HAMILTON (Kapp)</td>
<td>14</td>
</tr>
<tr>
<td>13</td>
<td>JUST BETWEEN YOU AND ME</td>
<td>CHORDETTES (Cadence)</td>
<td>9</td>
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<tr>
<td>14</td>
<td>HULA LOVE</td>
<td>BUDDY KNOX (Roulette)</td>
<td>15</td>
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<tr>
<td>15</td>
<td>WAKE UP LITTLE SUSIE</td>
<td>EVERLY BROTHERS (Cadence)</td>
<td>40</td>
</tr>
<tr>
<td>16</td>
<td>LIPS OF WINE</td>
<td>ANDY WILLIAMS (Cadence)</td>
<td>22</td>
</tr>
<tr>
<td>17</td>
<td>BLACK SLACKS</td>
<td>SPARKLETONES (ABC-Paramount)</td>
<td>24</td>
</tr>
<tr>
<td>18</td>
<td>IN THE MIDDLE OF AN ISLAND</td>
<td>TONY BENNETT (Columbia)</td>
<td>13</td>
</tr>
<tr>
<td>19</td>
<td>HAPPY HAPPY BIRTHDAY BABY</td>
<td>TUNE WEavers (Checker)</td>
<td>25</td>
</tr>
<tr>
<td>20</td>
<td>MEAN WOMAN BLUES</td>
<td>ELVIS PRESLEY (RCA Victor)</td>
<td>21</td>
</tr>
</tbody>
</table>

21) MELODIE D'AMOUR. 22) AROUND THE WORLD. 23) MY ONE SIN. 24) MOONLIGHT SWIM. 25) YOU'RE MY ONE AND ONLY LOVE. 26) FRAULEIN. 27) IT'S NOT FOR ME TO SAY. 28) WITH YOU ON MY MIND. 29) AN AFFAIR TO REMEMBER. 30) WHITE SILVER SANDS. 31) REBEL. 32) MY SPECIAL ANGEL. 33) HUMPITY DUMPITY HEART. 34) I'M GONNA SIT RIGHT DOWN. 35) THERE'S A GOLDMINE IN THE SKY. 36) THE EYES OF GOD. 37) BON VOYAGE. 38) SEND FOR ME. 39) JUNE NIGHT. 40) PLAYTHING. 41) FINGER EIGHT. 42) LONG LONELY NIGHTS. 43) TWELFTH OF NEVER. 44) SOMETHING IN THE BANK FRANK. 45) I'LL REMEMBER TODAY. 46) PEANUTS. 47) GOODY GOODY. 48) SWINGING SWEETHEARTS. 49) ZIP ZIP. 50) TEDDY BEAR. 51) THERE'S ONLY YOU. 52) LOVE ME TO PIECES. 53) PLEASE ME, BROWN. 54) RAINTREE COUNTY. 55) BAND OF ANGELS. 56) TO THE AISLE. 57) SOFT SANDS. 58) PARTY. 59) FORGOTTEN DREAMS. 60) DEEP PURPLE. 61) IT'S A WONDERFUL THING TO BE LOVED; BE BOP BABY.
It’s DYNAMIC!
It’s EXCITING!
It’s...

Owen Bradley
and his orchestra
SWINGING RENDITION OF...

"DANSERO"

vocals by The Anita Kerr Singers
DECCA 9-30450

A NEW WORLD OF SOUND

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

In Order To Have Your Top Ten Represented In THE CASH BOX Charts,
Fill In The Coupon Below
(Or Put Them On Your Own Letterhead)
And Mail To
THE CASH BOX
1721 BROADWAY
NEW YORK 19, N.Y.

List Your Top Ten Pop Tunes Here
NAME OF RECORD HERE ARTIST OR BAND HERE
1. 
2. 
3. 
4. 
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6. 
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List Your Top Ten "Western & Folk" Tunes Here
NAME OF RECORD HERE ARTIST OR BAND HERE
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List Your Top Ten "Rhythm 'N Blues" Records Here
NAME OF RECORD HERE ARTIST OR BAND HERE
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"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Bill Bennett (WDGY-Minneapolis-St. Paul, Minn.) will appear on the Patti Page CBS TV'ER, "The Big Record," October 16th. Bill, recently written up in "TV-Radio Mirror" is scheduled to leave Minneapolis for New York on October 14th to attend rehearsals for the show. . . . Alan Jeffory (KRIX-Phoenix, Ariz.), who will have to give up his tag as the "Lonesome Bachelor" when he gets married October 27th, is running a highly successful contest to give him a new nickname. The prize: A weekend of Jeffory minding the baby, cooking the meals, cleaning the rugs, washing the car and other similar duties. . . . Phil Gordon (WALA-Mobile, Ala.) back from a flying trip to Europe where he tested for a part in a forthcoming Robert Mitchum flick and cut eight sessions to be released soon. Phil has a morning radio spot and a 4:30 to 6:00 weekday TV'er over WALA-TV, "Phil's Fun House," . . . Don Straus (KXLI-Missoula, Mont.) starting a "Teen-Age Dancing Party" and would appreciate some suggestions from other deejays on how to get the best response from the kids. . . . Deejays will soon be getting copies of a special album Count Basie has cut of originals by ork leader-conductor Neal Hefti. . . . According to Bob Grishen (KDTH-Dubuque, Iowa), Dubuque teenagers had their first "live" teen hop September 15th at the Melody Mill. The featured act, introduced by Bob, was Gene Vincent and His Blue Caps. Appearances have already been made by Jerry Lee Lewis, the Glen Miller ork directed by Ray McKinley and skedded for October 27th, Guy Lombardo (soft music must be coming back!) . . . George Wilson and Max Malmberg (WAVP-Greenville, S.C.) have their first release out on the Maxwell label, the Five Kids with "Carolyn" and "Oh Babe." The two platter spinners also have new shows, George with an 11 AM to Noon spot, "Wilson At Random," Max with a six night a week, 8 to 11 PM stint from a drive-in.

Herb Osier Anderson (WABC-New York), WABC morning man, reports an excellent mail response to the Jimmy Dean waxing on Columbia, "Deep Blue Sea." . . . Johnny Nichols, (WOR-Milwaukee, Wis.), covered the Everleigh, a new nitty in Milwaukee, working a night club for the first time. The deejay did three shows a night that included impersonations, skits, etc. . . . Ernie Stone (WMCA-New York) says he doesn't remember when the station last had a flood of radio spots and calls coming on the phone after playing the deejay of new artist Andy Quinn on Decca, "Back To School Again Blues." . . . Ernie Forrester (KALV-Alva, Okla.) was the winning disk jockey in a state-wide contest sponsored by Rose Records and based on its initial release, "The Oklahoma Waltz" by the We're Not Slaters. Listeners were asked to send in their reasons for liking the disk to their favorite deejay. The platter spinner to whom the winning entry was submitted received a $25 Savings Bond and the winning contestant $50 in cash. . . . Seventeen year old Bob Fuller (KDKA-Pittsburgh) "Breakfast Special" from 6 to 8 AM over WBNF-Newburyport, Mass., then goes to Newburyport High School and after school returns to WBNF to host the "Bob Fuller Show" from 3 to 6:30 PM. In addition, he also does a taped Sunday show, Bob would appreciate taped station breaks from disk personalities. . . . Ralph Emery, formerly of WMAK-Nashville, Tenn., is not with WKDA-Nashville as reported, but can be reached at Emyry Enterprises; 1906 8th Ave. South; Nashville, Tenn. . . . Johnny Sandison (KFRM-Regina, Saskatchewan, Canada) reports a couple of "sleepers" in his area. They are "Knocking At My Baby's Door" by Alice Lon (Brunswick) and Dan Bell's "Dancin' Girl." . . . Al Radka (KFRE-Fresno, Calif.) and wife celebrated their fiftieth wedding anniversary at the Thunderbird in Las Vegas. Al interviewed Ella Logan there, who was headlining the act.

Jim Holt (WICE-Providence, R.I.) began a Saturday "Teen Time Dance Party" over WHYN-TV-Springfield-Holyoke, Mass. September 14th. The program features teen-age dance, games, prizes and the like. Jim has a weekday and Sunday stint on WICE . . . Jack M. Beebe, formerly of the "Ted Steele Show" has been inducted into the U.S. Armed Forces. . . . Norm Page (WCAR-Detroit, Mich.) writes that the Connie Francis-Martyn, "You, My Darling, You" looks like it could be a winner. . . . WSNY-Cheneyheady, N.Y., writes Program Director Sina Veca, celebrated its fifteenth anniversary recently. The station, coming in audience preference according to an April Pulse Survey. The current line-up at WGN-Newport News, Va., consists of Bill Walker, Lou Nelson, Frank Drake, Lyle Ader and Bud Ribler. George Williams (WMAK-Nashville) in New York taking in the sights.
"A GREAT NEW PERSONALITY" makes her Disc Debut with 2 Terrific Sides

A SLIP OF THE LIP
with orchestra and chorus under the direction of Jerry Fielding

WELCOME MAT
with orchestra under the direction of Jerry Fielding

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
<table>
<thead>
<tr>
<th>Location</th>
<th>Top Ten Records</th>
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</table>
"ROGER WILLIAMS: SONGS OF THE FABULOUS FORTIES"—Kapp KXL-5003 (1-12" LP)

This disk, tailored to Roger Williams' unique chart effort, "Songs Of The Fabulous Fifties" and an equal sales outlook can be predicted for this generous sampling of twenty-four of the forties big songs. Presented in the embellished, but melodic Williams' keyboard manner are such products of the day as "Some Enchanted Evening," "To Each His Own," "Zip-A-Dee-Doo-Dah," "Lincoln," "Laurel" and "The Last Time I Saw Paris." The pianist is nicely backed by lush orch work. Columnist Jack O'Brien again tersely reviews the highlights of the ten years.

"PAT'S GREAT HITS"—Pat Boone—Dot DLP 3071 (1-12" LP)

Boone, who helped put a ballad style into the rock 'n roll beat, is represented on this Dot issue in a collection of single successes, most of which are in the r'n'roll area. Billies here are such Boone encores as "Friendly Persuasion," "Love Letters In The Sand," "Don't Forbid Me," and "I Almost Lost My Mind." Disk is a natural for chart honors.

"THEY SING... THEY SWING"—The Del Vikings—Mercury MG 20314 (1-12" LP)

The group is represented on this hottest rock 'n roll combo on disks today ("Come Go With Me," "Whispering Bells"), and this set, featuring the boys in effective R&B, beat treatments of mostly evergreen material could easily land on the charts. Some of the songs presented in either vocals or ballad best are "Heart And Soul," "Yours," "Summertime," and "Somehow Over The Rainbow." Must stock attraction for the kids.

"BILLY ECKSTEIN—SARAH VAUGHAN SING THE BEST OF IRVING BERLIN"—Mercury MG 20316 (1-12" LP)

The stylists, successfully paired in the recent single, "Passing Strangers" are heard in collection of melodies written by one of popular music's masters, Irving Berlin. With the exception of two solo stints by Eckstein on "All Of My Life" and "The Girl That Imarry," the two sing together with a swing gusto and sentimental charm. Other Berlin songs include "I'm Just A Lonly Day," "Always," "Cheek To Cheek," and "You're Just In Love." Waxing has excellent chart potential.

"YOUNG IDEAS"—Ray Anthony—Capitol T 886 (1-12" LP)

This disk is Anthony's seventeenth effort for Capitol and should prove a steady seller like most issues from the orb leader. Twelve durables are given a vibrant, smooth swing by Terry Gilkyson and a chorus in a sprightly and warm spiritual vein. Their lines should be clearly understood by children. Added to the tuneful melodies is the accompanying booklet which reprints the texts of the songs ("Candyman," "Sadie," "Samuel") in words and colorful pictures. The lyrics to the songs are also provided. A noteworthy presentation for the children's shelf.

"BIBLE SONGS AND STORIES"—16 Stories From The Old Testament In Song, Narrated And Picture—Golden GRC-10 (1-12" LP)

This is a beautifully produced package devoted to sixteen tales from the Old Testament. The songs, written and effectively sung by Terry Gilkyson and a chorus in a sprightly and warm spiritual vein, their lines should be clearly understood by children. Added to the tuneful melodies is the accompanying booklet which reprints the texts of the songs ("Candyman," "Sadie," "Samuel") in words and colorful pictures. The lyrics to the songs are also provided. A noteworthy presentation for the children's shelf.

"SWEET SEVENTH"—The Ames Brothers With Bill Finegan And His Orchestra—RCA Victor LPM-1487 (1-12" LP)

The group, currently hitting the charts with "Melody O'Mine," take a stab at four-faces from the forties, and ones which have generally been neglected. Sung with a fine ballad and beat approach are such items as "It Can't Be Wrong," "Oh What It Seemed To Be," "I Don't Know Why (I Just Do)," and "I Couldn't Sleep A Wink Last Night." Disk will appeal to a host of teeners.

"THE BEST OF EDDIE CANTOR"—Vik LK 1119 (1-12" LP)

This is a sentimental vocal-narrative journey by the famed entchant of vaudeville that should find favor with a wide audience. The presentation has Cantor singing and, in ten instances, introducing songs most easily associated with him. On the Cantor bill are such favorites as "Ida, Sweet As Apple Cider," "If You Know Susie," "Margie," and "Makin' Whoopee." Henri Rene conducts the orchestration in both lush and sounds of the twenties arrangements.

"JIMMY DEAN'S HOUR OF PRAYER"—Jimmy Dean—Columbia CL 123 (1-12" LP)

The country artist, who gained national recognition as a result of his successful TV shows, was featured on his own LP issue for Columbia. With vocal support from members of his TV cast, Dean expressively renders such numbers as "Red O'The Valley," "My Hand, Precious Lord," and "Beautiful Isle Of Somewhere." Many who have become Dean's audience will want this entry.

"AROUND THE WORLD"—Frankie Carle And His Piano And Orchestra—RCA Victor LPM-1499 (1-12" LP)

With its "Around The World" tag, the waxing can take the listener on a trip to the home of the song of the same name currently making big noise. Pianist Carle and the orchestra create a melody and representative of various lands ("Under The Bridges Of Paris," "Arabian Nights," "Too-ra Loo-ra Loo-ra," and) and, in the most cases, invest them with a smart beat. Sales should be impressive.

"EDDIE THE OLD PHILOSOPHER LAWRENCE"—Coral CRL 67155 (1-12" LP)

The waxing is the second LP issue by the composer of "Old Philosopher," and like the initial set humorously covers a variety of topics with versatility and wit. The Jack of all situations is represented with such routines as his lift-your-head-high philosophy in "The Deejay Philosopher," and satire on TV and the Academy Awards, "Television Highlights" and "Golden Books," respectively. Excellent party market potential.

"MEET ME IN ST. LOUIS:"—The Harvey Girls—RCA Victor LK 1491 (1-12" LP)

This Decca re-issue of selections from two highly successful films leaving starring Miss Garland should meet with hearty sales approval from the performers of that era. From "Meet Me In St. Louis," Miss Garland handles such bright spots from the score as "The Boy Next Door," "The Trolley Song," and "Have Yourself A Merry Christmas," and a little known Rodgers-Hammerstein song, "Boys And Girls Like You." The star, Susan and Brien O'Byrne and Whitten, are heard again. Lawrence provides some of the best swing tunes.

"ELLIOTT LAWRENCE PLAYS FOR SWING DANCERS"—The Elliott Lawrence Band—Fantasy 3246 (1-12" LP)

Lawrence and the crew present another in their Fantasy series of dance disks powered by a happy swing touch. On a bill consisting of reliable oldies ("Could Write A Book," "Let's Fall In Love," "Stardust," etc.) and originals, the band's leader displays a cohesive and in- tentive attack. Personnel includes such excellent men as Al Cohn (tenor Sax); Urbie Green (trombone); and Travis (trumpet). Lawrence provides some of the best swing sessions around.

"FOR A LAZY AFTERNOON"—Neil Wolfe At The Piano—Vik LK 1118 (1-12" LP)

This is an impressive start in the right mood music direction by ivory artist Neil Wolfe, who with a simple and sometimes soft swing touch entertains with twelve tasteful melodies. Wolfe's keyboard work is supported by a bass-drumm guitar trio that sitio to the set's mood outlook. Material includes "My Funny Valentine," "Come Rain Or Come Shine," "Over The Rainbow," and "Lazy Afternoon." Fine mood sessions.
**JAZZ**

**ALICE IN WONDERLAND**—Music From The Score, Conducted By Camarata — Disneyland WDL-4915 (1-12" LP)

The precious songs from Disney's "Alice In Wonderland" full-length cartoon are received with delight by Camarata, his chorus and orchestra. Melodies on the program include "I'm Late," "All In A Golden Afternoon," "Twixt Brillian," "How Do Ye Do And Shake Hands" and "Unbirthday Song." An inviting collection of songs children and adults alike will treasure.

**AMERICAN COLLEGES SING STPEN FOSTER**—request RLP-6026 (1-12" LP)

The diskery issued an instrumental set on material by the famed composer, and here request projects thirteen college vocal groups from Columbia University, Rutgers, Southern Methodist, Lafayette singing such melodies as Beautiful Dreamer, "My Old Kentucky Home," and "Camptown Races" in excellent harmony. Appealing renditions of Foster's music.

**THEODORE BIKEL SINGS SONGS OF ISRAEL**—ELEKTRA 132 (1-12" LP)

Actor-folk artist Bikel expertly performs eighteen Israeli folk-songs which are concerned with Biblical texts, tributes to the land and love. The songs are highly rhythmic, and Bikel's renditions show obvious affection and acquaintance with the selections. An accompanying booklet provides the Hebrew, transliterated translation of the Hebrew and English translation. A delightful attraction to folk music admirers.

**ROMAN SPECTACULAR**—Charles Magnante, Accordion—X Grand Award G. A. 53-561 (1-12" LP)

Magnante can handle the accordion with authority and with the bill of lively and sentimental Italian melodies he provides a disk of slick accordion artistry. A combo that included such instrumentalists as Bob Haggart (bass); Dick Hyman (piano); Terry Snyder (drums) and Tony Mottola (guitar) and Dick Dia (mandolin) are on hand to add to melodic proceedings. Songs include: "Santa Lucia," "Funiculi, Funicula," "Ariverderci Roma," "Roman Guitar," etc.

**SUCH SWEET THUNDER**—Duke Ellington And His Orchestra—Columbia CL 1933 (1-12" LP)

The disk is a performance of a suite penned by Ellington (dedicated to the Shakespeare Festival in Stratford, Ontario) and which sets in jazz terms various descriptions of Shakespeare characters and moods. As The Bard offers a multitude of character moods, so Ellington has imaginatively written a varied series of twelve colorful sketches, both carefree and compelling. The Ellington crew reads the opus beautifully. Great jazz issue.

**THE STYLINGS OF SILVER**—Horace Silver Quintet—Blue Note BLP 1592 (1-12" LP)

The frequent Blue Note performer offers further evidence of his jazz know-how in this fine presentation of Silver's able quintet on a six tune bill that with the exception of the durable "My One And Only Love" was penned by Silver. Generally reflecting a blue patterns, the material provides solid ground for highly welcomed work by the Silver combo. Leading Silver's quintet here are Hank Mobley (tenor sax); Art Farmer (trumpet); Teddy Kotick (bass) and Louis Hayes (drums). Excellent jazz issue.

**BUCKIN' THE BLUES**—Duck Clayton Septet—Vanguard VPS-8514 (1-12" LP)

The veteran trumpeter has assembled a first-rate ensemble for this issue, which features the jazzists in a series of expertly performed takes on a blues theme. In on the delectable doings here are such reliable artists as Hank Jones (piano); Joe Jones (drums); Vic Dickerson (trombone); Aaron Bell (bass); Kenny Burrell (guitar) and Earle Warren (alto sax) and, of course, the authoritative Clayton horn. One of the finest blues sets of the year.

**FATS SENT ME**—Page Cavanaugh, Piano—Capitol T 879 (1-12" LP)

The disk is devoted to twelve tunes by the late Fats Waller, eleven of which have never been recorded before. Waller's music has an irresistible quality and the Cavanaugh interpretations, which are handled with delight, catch its spirited make-up, "Squeeze Me" is the waxing's only well known Waller composition. Contagious music expertly interpreted.

**THIS IS NEW** Kenny Drew Quintet/Quartet—Riverside FRLP 12-236 (1-12" LP)

The entry contains seven sessions, three performed with a quartet, four with quartet setting headed by pianist Kenny Drew. On both counts the crews (the same on the two settings, minus Mobley on tenor sax in the quartet cuts) perform with class musicianship as they take on a group of four evergreens and three originals. Trumpeter Denyce Bond is given lots of room to move engagingly about. Save a good spot on the jazz shelf for this item.

**GERSHWIN: Concerto In F—Rhapsody In Blue**—Eugene List, Piano—Eastman-Rochester Orchestra—Howard Hanson, Conducting—Mercury MG 5038 (1-12" LP)

This is the first Mercury pressing on the Gershwin classics and is notable for pianist List's understanding, the able Howard Hanson directed orchestra support, and the very hi-fi sound. Both the "Concerto In F" and the "Rhapsody In Blue" are met by the keyboardist with a sharp sense for their jazz rhythms and many moments of lyrical appeal. Though the set has to contend with entries by Levitt, the likes of Pennario and Gould on the two compositions, it has much to offer the purchaser.


These two wondrous classical compositions for children are represented by a host of versions in the catalogue and though the competition is keen the quality of the Garry Moore version will influence many purchases in this direction. Rodzinski and the Philharmonic of London perform the Prokofieff, while the Saint-Saens, Vienna State Opera Orchestra on the Saint-Saens opus, which also includes actual animal sounds (courtesy of the Bronco Zoo) complementing their orchestral counterpart.

**SMETANA: Czech Polkas And Dances—Rudolf Firkusny, Piano—Mercury MG 5075 (1-12" LP)

This collection of inviting Czech dances transcribed to the keyboard by Smetana make a rare LP appearance judging from Smetana's skillful reading of the fourteen pieces display a warm affinity for their content. Though tempo vary, the numbers return an engaging festive air. A pressing by a first-rate pianist that should prove a popular stock item.

**BARTOK: Violin Concerto—Yehudi Menuhin, Violin—Munich Symphony Orchestra—Vladimir Horowitz, Conductor—Mercury MG 50430 (1-12" LP)

The disk was recorded soon after it had been performed by the same artist and orchestra at Carnegie Hall in February and is Menuhin's second pressing of the Bartok work. Bartok at both his lyrical and technical best features this challenging opus, and treats it masterfully. The composer's brilliant and difficult orchestrations are deftly handled by the orchestra and conducted by Dorati. A wading the more avid violin concerto lovers will desire.
NEW YORK—Ray Hartley, a new RCA Victor recording artist from Kellerberrin, Western Australia, recently returned from a visit to his native continent with this picture of one of his pet kangaroos. Hartley has resumed his piano playing at the Forest Hills Inn, Forest Hills, New York.

**Public To Pick Next Smith Single**

NEW YORK—Adhering to the old saw, "everybody wants to be an A&R man," Epic Records has keyed a national D.J.-Contest Promotion for the newest Somethin' Smith & the Redheads LP to a genuine opportunity to name the coupling for the group's next single release. Merchandise Manager Walt Hayum and National Sales Manager William Nielsen have hatched an unusual series of twists on the disk jockey contest with awards for listeners, jockeys and stations.

Jockeys selected to conduct the contest in each area by distributors are asking listeners to: name their favorite coupling for a single release; guess the number of such singles that would be sold by the close of this year (if their choice wins and is made), and, finally to note the station and jockey's name.

Jockeys will award several albums daily during the week of the contest. The listener who selects the "right" coupling and comes closest in guess to the number sold in the period cited will win an "expenses-paid" trip to New York and be entertained by Something Smith.

The winning jockey will be awarded a $500 merchandise certificate for any department store in his city. The next 25 prizes for listeners are free Epic albums. Second prize for jockeys is a $100 merchandise certificate and 3rd through 10th prizes are $50 worth of Epic LP's of their selection. In addition, there will be a special prize for the station and the D.J. drawing the greatest mail response.

**Marshall's Program Schedule Expanded**

NEW YORK—Jerry Marshall, deejay of station WMGM in New York, will be given more time on the air, it was announced last week by Raymond Katz, associate director in charge of programming and station management at WMGM.

Marshall will launch his new program schedule Monday, September 30th. The new "Jerry Marshall's Record Room" schedule will be from 10:00 AM to 1:00 PM Monday through Saturday.

TORONTO—Just a few months ago, Jackie Rae's "Stage Door" opened in town. The above picture is an indication of the success the club has enjoyed. It was taken during the week Andy Williams played there. It's reported that for the first time in Toronto's club history police had to control the crowds trying to get in.
**Best Selling Pop Albums**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Album Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>AROUND THE WORLD IN EIGHTY DAYS</em></td>
<td>MOVIE SCORE (Decca DL 9046 * ED 936)</td>
</tr>
<tr>
<td>2</td>
<td><em>LOVING YOU</em></td>
<td><em>PAUL DESLOC</em> (RCA Victor LPM-1515 * EPA-2-1515)</td>
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<tr>
<td>3</td>
<td><em>WHERE ARE YOU</em></td>
<td>FRANK SINATRA (Capitol W-455 * EPA-1, 2, 3-455, EFB-1, 2-455)</td>
</tr>
<tr>
<td>4</td>
<td><em>LOVE IS THE THING</em></td>
<td>NAT &quot;KING&quot; COLE (Capitol W-824 * EPA-1-824, 2-824, 4-824)</td>
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<td>5</td>
<td><em>BELAFONTE SINGS OF THE CARIBBEAN</em></td>
<td>HARRY BELAFONTE (RCA Victor LPM-1505 * EPA-1-1505)</td>
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<tr>
<td>6</td>
<td><em>MY FAIR LADY</em></td>
<td>BROADWAY CAST (Columbia OL 5090 * A 5090)</td>
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<tr>
<td>7</td>
<td><em>A SWINGIN' AFFAIR</em></td>
<td>FRANK SINATRA (Capitol W-805) * EPA-1-805, 2-803, 4-803)</td>
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<tr>
<td>8</td>
<td>MANTOVANI FILM ENCORES</td>
<td>MANTOVANI AND HIS ORCHESTRA</td>
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<tr>
<td>9</td>
<td><em>WONDERFUL WONDERFUL</em></td>
<td>JOHNNY MATHIS (Columbia CL 1028 * 10-1028, 1, 2, 3)</td>
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<tr>
<td>10</td>
<td><em>VELVET BRASS</em></td>
<td>JACKIE GLEASON (Capitol W-859 * EPA-1, 2, 3-859, EPA-2-859)</td>
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<tr>
<td>11</td>
<td><em>THE PAJAMA GAME</em></td>
<td>MOVIE CAST (Columbia OL 5210 * A-5210)</td>
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<td>12</td>
<td><em>OKLAHOMA</em></td>
<td>MOVIE CAST (Capitol SAQ 955 * SDM 955)</td>
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<tr>
<td>13</td>
<td><em>WE GET LETTERS</em></td>
<td>PERRY COMO (RCA Victor LPM 1463 * EDA-1-1463)</td>
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<td>14</td>
<td><em>FRED WARING AND THE ANNIES IN HH FII</em></td>
<td>WARRING (Capitol W-465 * EPA-1, 2, 3-465, EPA-1-465)</td>
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<tr>
<td>15</td>
<td><em>ROGER WILLIAMS: SONGS OF THE FABULOUS FIFTIES</em></td>
<td>ROGER WILLIAMS (Capitol WXXL 5000* KE-714, 15, 16, 17, 18) (2-12&quot; LP)</td>
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<tr>
<td>16</td>
<td>EYDIE SWINGS THE BLUES</td>
<td>EYDIE GORME (ABC-Paramount ABC-192)</td>
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<tr>
<td>17</td>
<td>PAT'S GREAT HITS</td>
<td>PAT BOONE (Decca DL-1071)</td>
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<tr>
<td>18</td>
<td><em>FOUR FRESHMEN AND FIVE SAXES</em></td>
<td>FRESHMEN (Capitol T-844 * EPA 1, 2-844)</td>
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<tr>
<td>19</td>
<td><em>DANCE TO THE MUSIC OF LESTER LANNING</em></td>
<td>SCHUMAN (Epic LN 3140 * EG 7185)</td>
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<tr>
<td>20</td>
<td>THIS IS NAT &quot;KING&quot; COLE</td>
<td>(Capitol T-870)</td>
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<tr>
<td>21</td>
<td>EXOTICA</td>
<td>MARTIN DENNEY (Liberty LRP 3014)</td>
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<tr>
<td>22</td>
<td>THE FABULOUS JIMMY DORSEY</td>
<td>(Fraternity F-1008)</td>
</tr>
<tr>
<td>23</td>
<td>PORT SAID</td>
<td>MOHAMMED EL-HAKKAR (Audio Fidelity AFLP 1833)</td>
</tr>
<tr>
<td>24</td>
<td><em>THE KING AND I</em></td>
<td>MOVIE CAST (Capitol W 740 * EPA-740)</td>
</tr>
<tr>
<td>25</td>
<td><em>HYMNS</em></td>
<td>TENNESSEE ERNIE FORD (Capitol T 756 * EPA-1-756, 2-756, 3-756)</td>
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**Green Contest Extended**

SAN FRANCISCO, CAL.—Because of the tremendous response to San Francisco Records’ B.I.G. (Bernie Is Great) contest, a contest being conducted by the diskJockey in conjunction with its latest LP “Bernie Green Plays More Than You Can Stand in Hi-Fi,” San Francisco Records has extended the entry period for disk jockeys until October 7th.

By writing to Betty Boston at San Francisco Records, 217 Kearny St., San Francisco 8, Calif., each jockey will be sent complete information and rules of the contest in addition to a special 45 rpm sampler of music from the new Bernie Green LP.

The winning disk jockey will receive a $1,500 complete Ampex Stereo home music system.

The Bernie Green high fidelity release showcases his original score for the “Oliver Peepers Show,” many of his arrangements for the Sid Caesar TV show and Henry Morgan radio shows as well as other selections.

Green was just appointed musical director of the General Motors 50th Anniversary TV spectacular to be seen this fall.

To further promote the LP, San Francisco Records is sending out publicity, special deck jay records, promotion kits for dealers and distributors, etc. Advertising will appear in trade and consumer publications. A 10 second teaser spot radio campaign will be started in test areas such as Chicago, Cincinnati, Los Angeles, Boston, New York and San Francisco. Co-op ads will be made available to shows requesting them.

The disk jockey has already received close to a thousand applications for contest rules from disk jays all across the country. Winners will be announced in the trade papers.

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**Into Jazz City**

NEW YORK—Teddy Wilson and Jimmy McPartland, begin an engagement on Tuesday, October 1st in the new headquarters of “Jazz City”, New York.

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**Southern Hospitality**

ATLANTA—Recording and motion picture star, Sal Mineo, is greeted by WGST-Atlanta jockey, Paul Drew. The Epic song stylist, who was down South recently, plugging both his disks and videos, sees that “southern hospitality is too much”.

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**Wax Discussion**

CHICAGO — Audio Fidelity prexy, Sid Frey, discusses scheduled high fidelity waxing session with Jo Ann Miller, star attraction at the Empire Bloom of the Palmer House. Jo Ann’s master by Audio Fidelity will be produced on disk and stereo tape, according to Frey.

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**A SMASH**

Jerry Lee Lewis

“WHOLE LOT OF SHAKIN’ GOIN’ ON”

Sun Reco.

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

"HAVE I TOLD YOU LATELY THAT I LOVE YOU"  
"BE-BOP BABY"

Ricky Nelson  
**Imperial 5463**

Patti Page  
**Mercury 71189**

Elvis Presley  
**RCA Victor 7035**

Op, Jock and Artist Meet

**Sure Shots**

**JAILHOUSE ROCK**

UTICA—Gathered around the WIBX- Utica, N.Y. mike are, left to right, Dominick Bruno, proprietor of "Three Rivers Inlet" in Syracuse and a prominent juke box machine operator in the area, Columbia record sensation, Johnny Mathis and WIBX-deejay, Lou Barrile. Mathis, who had been appearing at Bruno's club, and Bruno decided to drop in and chat with Barile.

"I'm Spinning" by Kripp Johnson  
**Dot 51636**

ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—Please keep us constantly informed of any changes in call letters or title.
Mitch Miller Records Special Disk For Navy-Marine Corps Memorial Stadium

NEW YORK—To spur the campaign for the Navy-Marine Corps Memorial Stadium, maestro Mitch Miller of Columbia Records has recorded a debutone special arrangement of "Anchors Aweigh" and the "Marines' Hymn." The 45 rpm record, which is being sent to disc jockeys from coast-to-coast, is also offered as a souvenir to contributors who mail their $1 to P.O. Box 777, Annapolis, Md. The record will not be sold by retail dealers. Juke box operators can obtain one of these records for each $1 contribution sent in, and all such contributions are tax deductible.

The disk will be presented on Edward R. Murrow’s "Person-to-Person Show," September 27. Other major network radio and TV shows have been lined up to give the record wide exposure and to boost the sale as well as the fund.

The project of building the new memorial to the Navy and Marine Corps is being sponsored by the Naval Academy Athletic Association, a private, non-profit, tax-exempt organization. The stadium will be the only such memorial in existence dedicated to those who have served and are serving in the Marine Corps and the Navy.

The NAAA, which was formed in 1932 by a small group of naval officers for the express purpose of fielding a team to play Army, has steadily grown through the years in membership and scope of interest. Today, the NAAA supports in its entirety the Naval Academy's programs in 20 intercollegiate varsity sports and 19 freshman (plebe) sports.

London One-Stop

LONDON, ENGLAND — The first one-stop record service may soon be seen in this city. C. R. Young, Phonograph Equipment Co., Ltd., London, has such a plan under way at this time. He is of the belief that the small juke box operators especially will find a one-stop record service valuable.

Shack plans to arrange for an entire programming of new recordings based on results obtained from his own route.

A subscription to the service will be made available to operators who will receive a specified number of new records during a period of time.

"Each of these," Shack advises, "will be new tunes. Each will be tested in various locations. They will be arranged to assure the operators maximum play action."

As a convenience for the larger operators, and to save them hours of running about picking out recordings, Shack plans a one-stop service with records at a slight additional charge.

Decca Re-pacts Cavallaro

NEW YORK — Decca Records has re-acted piano artist Carmen Cavallaro to another long-term exclusive deal. Cavallaro first joined the Decca roster in 1955, and in the years since then has consistently been among the top selling artists on the label. His catalog of both singles and albums includes many hit recordings that have become standards. During the past year his album from the sound-track of the film "The Eddy Duchin Story" has been one of the country’s best selling LPs. Cavallaro is currently making personal appearance engagements with a trio, and is booked at top spots the country over.

Buddy Knox In Civvies

NEW YORK—Buddy Knox will receive his Honorable Discharge from the service Oct. 6th. As a reservist, Buddy was called for a six months tour of active duty. Knox first hit pay dirt with his smash recording of "Party Doll:" he is currently represented on the charts with "Hula Love." Both Hugo Peretti and Luigi Creatore, A&R heads for Roulette announced that their immediate plans were to corral Buddy for a series of recording sessions for both single and album material. Knox will also join the Irving Feld tour of "The Biggest Show of Stars For ’57." The show, which is currently on a one-nighter tour, features a host of recording stars on the bill.

Which One Is T. C. Jones?

NEW YORK—On Thursday, September 19 Columbia Records threw a lavish party at Danny’s Hide-A-Way restaurant to toast top singing artist Doris Day. Doris and her husband-manager, Marty Melcher were in New York for the opening of her latest film, "The Pajama Game," at Radio City Music Hall. Columbia has released both the original Broadway Cast version and the sound track recording of the film.

Sparked by departing Singles Sales Manager, Dick Linke, Columbia played host to over two hundred guests from the entertainment world, press and radio. Among those attending were Norman Luboff, Paul Weston, Sammy Davis Jr., Johnny Mathis, Columnists Earl Wilson and Frank Farrell, as well as the top DJ’s from every station in the area.

Pictured here are top left—Doris Day and Earl Wilson, New York Post columnist; top right—Johnny Mathis, Mitch Miller and Sammy Davis, Jr.; second down, left—Frank Farrell, The New York World Telegram & Sun, manager-husband Marty Melcher and Doris; second row, right—Tommy Reynolds (WOR), Dick Sheppard (WNEW), Sidney Gross (WINS) and Allan Saunders (WNY); looking on at Melcher and Doris Day happily display her "Pajama Game" album; center, left—Doris poses with Ted Lawrence (WABC), Murray Kaufman (WMCA), Stan Burns (WINS), and Jerry Marshall (WMGM); center, right—Julie Godsey, record librarian from Cincinnati poses with Goddard Liebermen, president of Columbia Records; second row from bottom, left—Jim Lowe (WCBS) with Columbia singing artist Barbara Manders; right—Miss Day with Mr. and Mrs. Joseph Smith, president of Weldon Pajama Co.; bottom, left—John Brently (WINS), Jody Cameron (WMGM), Ronnie Granger (WINS), Anne Cerami (WVXU) and Joe Saccoone (WMGM); bottom right—Mr. and Mrs. Martin Block with Miss Day.

"The Dynamic Miss Douglas"

**UNIQUE ALBUM LP 114**

\text{NORMA DOUGLAS \hspace{1cm} Exclusive Recording Artist} \text{RKO UNIQUE RECORDS 1400 Broadway New York, N. Y.}
Go-Gettingism

NEW YORK—Bandleaders Les and Larry Elgart set a number of precedents in bandleader-operator relations with an unusual merchandising gimmick at the National Ballroom Operators Convention at the Park Sheraton Hotel, Sept. 23, 24 and 25th. They rented exhibit space displaying their albums, piping records and tapes continuously throughout the meetings; they handed out 750 albums from their extensive Columbia catalog; distributed leaflets; and hired Charlene Holt, one of New York's top models, to dance each operator over to the booth and introduce them to the two bandleader brothers. Above Miss Holt is shown dancing with (Top Left) F. H. Knowles, Riverside Ballroom, Portland, Me.; (Top Right) Robert P. Burge, Centennial Terrace, Sylvania, Ohio; (Bottom Left) George Bagles, Lake Benton, Minn.; (Bottom Center) Bay Mouse, Riverview Ballroom, Sebaco Estates, Me.; and (Bottom Right) Meyer Stanzler, Rhodes-On-The-Pawtuxet Ballroom, Cranston, R.I.

Sam Clark To Europe For A Month

NEW YORK—Sam Clark, president of ABC-Paramount, last week completed final plans for an extensive European business trip, which will take him to England, France, Holland, Italy and Germany. During his jaunt, Clark will hold discussions with various European affiliates of the diskery, and will also follow through on contacts for new material for the label. Scheduled to leave on Sunday, October 6, the Am-Far prefix is expected to be gone through the month of October.

RCA Victor Sponsors “Fun Lovin’ Baby” Contest

NEW YORK—RCA Victor is sponsoring a contest in conjunction with Georgia Gibbs’ latest release “Fun Lovin’ Baby”.

Beginning in October, and running for six weeks, the contest asks disk jockeys to send in snap shots of babies from infancy to 18 months of age. Each week, the jockey submitting the winning photo will be awarded a $25 bond. A 17” Portable TV Set will be awarded as a grand prize for the best snapshot of the entire 6-week contest.

Dee jays may submit photos of their own children. All entries should be sent to Jack Dunn, RCA Victor Records, 155 East 24th St., in New York City. Entries for the first week must be postmarked not later than midnight, October 15th. The second week’s entries have a deadline on October 22... the third on October 29th and so on through November 19th. The cutest “Fun Lovin’ Baby” will win a year’s supply of Gerber’s Baby Foods and the deejay who submits the winning picture gets the RCA Victor 17-inch portable TV set. Pictures are not returnable.

Big First Showing

NEW YORK — Ricky Nelson, the young teenage star of TV fame who recently joined the Imperial label, showed tremendous strength with his first Imperial release this week. One side, “Have I Told You Lately That I Love You” broke onto the Cash Box Top 60 Best Seller List in the #22 spot in its first week on the chart. And the flip side, “I’ve Got A Pop Baby” came into the #26 position.

Coast Session

HOLLYWOOD—Taking time out during the pressing of Frankie Laine’s Columbia release “3:10 To Yuma,” are l. to r. Morris Stoloff, who conducted the Columbia Pictures Orchestra for the session; George Dunnig, composer of the music for the film “3:10 To Yuma,” and Frankie Laine.

ABN Appoints Lichtenstein

NEW YORK—Irv Lichtenstein has been appointed Director of Promotion and Exploitation for the American Broadcasting Network, it was announced last week by Robert E. Eastman, President of ABN.

Lichtenstein has resigned as Vice President in Charge of Publicity, Audience and Sales Promotion and Research for WWDC, Washington, and will join ABN this week.

“Irv Lichtenstein will devote his complete time to promotions and exploitation projects to make listeners aware of the many new American Broadcasting Network programs and the top local features carried by ABN affiliated stations,” Eastman said. “In operating our network from the stations’ point of view, his appointment is in keeping with the American approach of drawing upon the talents of the most capable station people. His proven experience will be a valuable asset both to our affiliates and to ABN.”

Driving Through

NEW YORK—The Drivers, comprising five vocalists and a guitarist who were recently signed to an RCA Victor contract, run thru the arrangement of their first Victor session. Their first release is “I Get Weak”, penned by Willie Price, manager of the group, and Jo Gallino, wife of the arranger of the sextet. The companion side is “Blue Moon”, a rock-a-bamba treatment of the Rodgers and Hart oldie. The boys’ names are LeRoy Smith, Carl Rogers, Paul McCoy, James Pete, Charles Harris, and Edison Thompson. The group formerly recorded for the Delux label.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
Show and Sell

Atlantic Records Forms New Subsid East-West Records

NEW YORK—Atlantic Records this week announced that it will debut its new subsidiary, East-West Records, next week with the introduction of three new artists.

Bowing simultaneously with East-West Records are Jay Holiden, Houston rock-a-billy singer, with "Wang Dang Doo" and "Tell Me Why"; Johnny Houston and The Capitains singing "Hula Hands" and "But It's Too Late"; and The Glovtones with "Pig Pong" and "The Girl I Love."

The distribution set-up is being completed at this time.

Plans for East-West Records call for it to be a complete label. It will feature rock and roll, rhythm and blues, rock-a-billy, pop, and in time, LP.

Concurrently, Atlantic announced the promotion of J. G. Lees as national sales manager for Atlantic, Ato, East-West and KRC. The latter is a label formed to issue the recordings of Lloyd Price. Lees was formerly branch manager of Seaboard Distributing Company, Albany, New York, and before that sales representative of the Grama labels, Verve, Clef, and Norgran. Lees will operate out of 167 W. 57th Street.

RCA Victor Album Cover Photo Contest Won By Bethlehemite

NEW YORK—A photograph by a Bethlehem, Pa., man has been chosen from more than 11,000 entries as the winning picture in the RCA Victor-Canon Camera Album Cover Photo Contest.

The winning entry, to be used as the cover on a forthcoming RCA Victor album entitled Hi-Fi In Focus, was submitted by A. M. Baunach of Bethle-

hlem. The color photograph is an abstract mathematical pattern that creates the optical illusion of a lens aperture opening and closing, and is music for the album on which it will appear in early November was recorded by Chet Atkins, world-famed guitarist and an RCA Victor musical director.

Other winners were: Kolei Katsukia of Ibaragi-ken, Japan, second; Nobuo Tabata of Osaka, Japan, third; Albert James Vaughn of Chicago, fourth; and Mrs. Nancy Yung of New Rochelle, N. Y., fifth. In addition to the United States and Japan, entries were received from India, Spain, Switzerland, France, and Germany.

Three thousand dollars' worth of RCA Victor and Canon Camera merchandise was awarded Baunach, including an RCA Color TV set, RCA Victor Mark IV Hi-Fi Combination, and a Canon VT Deluxe Camera with 50 mm f:1.7 lens and case.

The second prize is an RCA Mark IV Hi-Fi Combination, an RCA Victor Portable TV with 14" screen and a Canon VT Deluxe Camera with 50 mm f:1.8 lens and case; third, an RCA Victor Congressional Tape-Recorder, and a Canon L = 1 with 50 mm f:2.8 lens and case; fourth, Canon 25A Camera with 15 mm and 25 mm f:1.9 lens and case and an RCA Victor Television Radio; fifth, Canon ST Cine Camera with 25 mm f:1.8 lens and case, plus an RCA Victor Clock Radio and Tape Recorder.

WITI-TV Spectacular

MILWAUKEE—Nick Noble, Mercury recording star, opened a T.V. benefit spectacular via WITI-TV to help swell annual proceeds for the Retarded Children's Fund Drive, recently.

Noble presented a star-studded array of talent including, the Crew Cuts, Dottie Ferguson, Joan Major's Daughters, Jack Benson, the Cincinnati Quartet, the Milwaukee Turners-Transamalte Art and the Milwaukee Northshore Chapter of SPESBQSA.

The spectacular was produced and directed by Taylor Benson, who stated that the fund drive was a huge success due partly to the appeal to viewers by deejay Bob "Coffee Head" Larson, to help the retarded children of the nation.

Bob Ruch of Music Distributors handled the publicity as a public interest feature.

Can't Miss!

Memories

NEW YORK—Silly Kemp, actress-daughter of the late Hal Kemp, buzzes ork leader Henry Jerome, in appreciation for the LP album Jerome recently cut for the Roulette label in dedication to Kemp. Roulette reports that the album entitled, "Memories of Hal Kemp," is a best seller for the diskery.

Allied Acquires Clayson Plastic Products Plant

HOLLYWOOD — Allied Record Sales Company's acquisition of the Clayson Plastic Products Record plant was simultaneously announced last week by Daken K. Broadhead, Presi-
dent of Allied, and Henry Fine, Presi-
dent of Clayson.

Located in Los Angeles and spec-
ializing in the manufacture of 7" and 10" custom records, the Clayson plant, with its nearly 15 million re-
cords per year capacity, is one of the largest such custom operations in the country.

Last year Allied expanded into the eastern market with a joint plant in Belleville, New Jersey. This present acquisition is another step in the company's announced program of broaden-
ing its services to the record industry nationa-

The Clayson plant will be operated by Allied Record Sales Company, un-
der the direction of Deken K. Broad-
head, with Samuel Salman, John F. Wegner and Ned E. Herztam, Vice President in charge of manufacturing, finance and sales, respectively.

“Name The Contest” Contest

NEW YORK—WNEW disk jockey, William B. Williams, has recently come across 15 albums containing his highly-requested theme, "You Are The One." Since so many of his listeners had asked for copies of the song, Bill chatted with the album be the prize in a contest. After screening several ideas for just what the contest should be, Bill wasn't satisfied with any. Therefore he is now running a "Name The Contest" contest with the 10 best suggestions winning the albums.

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

PHILADELPHIA—Several million teenagers and adults throughout the country were the interested spectators when jazz organist Bill Doggett appeared as guest-artist on the "American Bandstand Dance Party" ABC-TV network show, and was presented a special Cash Box Magazine award by the program's emcee Dick Clark. The famous "Honky Tonk" maestro's citation read: "To Bill Doggett—Voted the most programmed R & B small instrumental group in the Cash Box Juke Jockey Poll—1957." Judges were the nation's disk jockeys who annually pool their preferences and come up with top rhythm and blues artists in various categories.

Demain Joins Kapp

NEW YORK—Kapp Records last week announced the appointment of Bob Demain as Western Sales Representative. Demain began his career in the record industry in an administrative capacity with Columbia Records in Los Angeles. He has also been with Epic and Okeh Records where he was head of sales and promotion on the West coast.

A Happy Hit-maker

WASHINGTON, D. C.—It couldn't have worked out better if they had planned it! The deejays at WPGC-Washington, D. C. selected Andy Williams' Cadence slicing of "Lips Of Wine" as the best of the new discs recently and featured it as the "Gold Platter Of The Week." The honor rates better than 95 plays a week. Coincidentally, Andy, who happened to be in the area at the time, dropped in to visit with the crew. The smiling faces belong to, standing left to right, Gene Winters, Elliot Paul, Jerry Kears and Bud Bowers. The pretty Miss, seated on Andy's lap is station receptionist, Alyce Blagman. Absent when the photo was taken were jocks Bob King and John North.

Ames Reports Record Sales At All-Time High

BEVERLY HILLS, CALIF.—Record sales of both singles and popular LP albums are at an all-time high in all areas of the country, and classical albums are also showing a strong upward sales trend with the music loving public, reports Jack Ames, Liberty Records V.P., after completing a four week cross-country tour of fifteen major cities.

"Teenagers are beginning to make a swing away from rock and roll tunes to novel ballad arrangements, but the change is only slight at the moment," Ames states.

"Calypso record sales have definitely declined," Ames adds, "and the fad is dying out as many experts at first predicted."

"Hi-Fi equipment purchasing is very strong with the sales of component hi-fi units steadily increasing in all income brackets," Ames says.

"Liberty Record sales are at the highest peak since the company was formed. Currently the sales volume for the firm is three times that of a year ago. Sales in recording categories other than popular records is also highly satisfying. The company's new Fall merchandising program is being enthusiastically received, and orders on all releases are exceeding the highest expectations of Liberty's president, Si Waronker, and myself."

Casanave Sets Record

NEW YORK—Ted Steele, left, congratulates Don Casanave, ABC-Paramount recording artist. Don broke all precedent when he was held over for a third consecutive week as guest star on WOR-TV's "Ted Steele Show." Casanave's first ABC-Paramount disk is "Deep Within Me."

Friedlander Working Overtime

NEW YORK—Buddy Friedlander, sales and promotion manager in charge of pop singles, Epic Records, finds himself unable to leave the home office because of the number of top selling disks currently creating so much activity at their new home on 45th Street.

Friedlander, who spends most of his time on the road, is now besieged with numerous duties attendant to promoting five hot records at one time. The label is now riding high with "Peanuts" by Little Joe; "My One Sin" by the Four Coins; "Dumplin's" by the Schoolboys; and Sal Mineo's "Lasting Love."

Mineo will introduce a new release on Kraft TV, October 2, titled "The Words That I Whisper." The teenage favorite will play the leading role and will sing the song several times during its performance. It will be coupled with "It's Party Time," not in the show.

Five For Brady

CHICAGO—September 15, 1957 was an important date on Josh Brady's calendar; for it marked 5 years that he has been entertaining mid-western radio listeners on WBBM.

Commenting on the occasion, Brady quipped, "I don't know what plateau I'm on, but I'd like to try for another 5."

During his tenure on WBBM, Brady has drawn many fans.

Brady came to WBBM in September of 1952, following a two year deejay stint in Milwaukee. Prior to that he managed radio station WREX in Duluth for 4 years.

Now a leading radio personality, Brady is currently heard on 4 daily shows. They include "Breakfast With Brady", two other morning record shows, and "Take A Break" in the afternoon.

On weekends, Brady is heard in the morning.

Balboa Steppers

HOLLYWOOD, CALIF.—Stan Kenton takes time out from his engagement at the Crescendo to appear on Bill Leyder's KBKA-Hollywood show "It Could Be You" to demonstrate some of the dance music he played during his early Balboa Beach Ballroom days, while dancers Vicki and Sam Newman recreate the famed "Balboa" step.

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THE MUSICAL SALES COMPANY
140 W. MT. ROYAL AVE.
Baltimore, MD.
Mitch Chats With A Buddy

Baltimore—Last week Wednesday Mitch Miller was a guest speaker for the Westinghouse people, in Baltimore, kicking off their new TV station, WJZ. After the luncheon Mitch was guest of Buddy Deane on the new “Buddy Deane Bandstand” show. Pictured here are Mitch Miller on the left and Buddy Deane to the right with what might appear to be little millers in the background.

WMGM And New York Public Library
To Host Popular Music Jamboree Series

NEW YORK — New York City’s teen-agers will be guests of Station WMGM and the Donnell Branch of the New York Public Library in the third of a series of popular music jamborees in the auditorium of the Donnell Library Center, 20 West 53rd Street, beginning Thursday, October 10th at 4:00 PM.

The jamborees will feature the nation’s top vocalists, song writers, artist and repertoire directors, talent managers, arrangers and WMGM’s disk jockeys. They will discuss job opportunities in the field and reveal how records are born, what makes a hit and afford the youngsters a chance to hear current hits as well as previews of the new releases.

Built especially for children, the new series will be presented on alternate Thursdays with Jerry Marshall, conductor of the WMGM “Record Room,” present at the opening program. Peter Tripp, of “Your Hits of the Week” show, will be the master of ceremonies on October 24th; Ed Stokes will appear on November 7th, and Dean Hunter, of the “Record Bandwagon” and “Best Sellers” shows, will wind up the present series on November 21st.

Tickets of admission are available free of charge at the Nathan Straus Young People’s Room of the Donnell Regional Branch. Tickets may also be obtained by sending a stamped, self-addressed envelope to the New York Public Library “Popular Music Jamboree,” 20 West 53rd Street, New York 19, N.Y.

The Donnell Regional Branch of the New York Public Library is one of the most modern library structures in New York City. It was recently completed and opened to the public. It features the first free Record Lending Library in Manhattan. Sets of earphones enable visitors to listen briefly and choose records for borrowing from among the long-playing recordings of opera, symphony, folk songs, instrumental and vocal music. In the auditorium, scene of the WMGM series, the Library also offers free concerts, lecturers, puppet shows and similar presentations. The Popular Music Jamborees will not be broadcast.

Meeting Dates

Music Operators’ Associations

Sept. 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.

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

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

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

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

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

14—Tri County Juke Box Operators’ Association
Place: Elm Music Offices, Massillon, Ohio

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

16—New York State Operators Guild
Place: Governor Clinton Hotel, Kingston, N. Y.

Place: Bungalow Inn, Norristown, Pa.

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

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

19 & 20—Music Guild of Nebraska
Place: Pawnee Hotel, North Platte, Neb.

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

Attention: Operators’ Associations

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

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

The Jordannires
“a mood for the blues”

TAKING OFF NATIONALLY!!
Margie Rayburn
“I’m Available”
Liberty # 55102

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Vegas Conference

LAS VEGAS—Tony Martin (left) currently wowing 'em in Las Vegas, pauses to chat with Vegas dee jay Hal Morelli (KRAM) and tells him all about his latest Victor coupling "Scuam!” and "At Last”. Tony is appearing at the Flamingo Hotel.

Record Session In Zoo

NEW YORK—Westminster Records went all out to produce extraordinary sonic effects in its new LP release "Peter And The Wolf" and "Carnival Of The Animals.”

By special permission of the Bronx Zoo authorities in New York, Westminster engineers spent a week at the Zoo recording the sounds of all the animals that are represented in both these works. These sounds were interpolated into the recording to point up the music.

"Peter And The Wolf" is performed by the Philharmonic Symphony Orchestra of London under Artur Rodzinski; "Carnival Of The Animals" by the Vienna State Opera Orchestra under Hermann Scherchen. Garry Moore, popular TV entertainer, is the narrator.

Animals heard in the former work are the bird, duck, cat and wolf. In the latter opera, the lion, donkey, mule, cuckoo, swan, rooster, fish, bird, turtle, kangaroo and elephant are heard.

The record will be available in record shops throughout the country the first of October.

"Around The World" Theme Of Decca's New LP Promotion

NEW YORK—Decca Records has announced an extensive promotional push on 34 of its long play packages. The drive carries the theme "Around The World In 34 Decca Albums," and uses as a basis the top-selling album from the soundtrack of "Around The World In 80 Days.”


In addition to these, the "Around The World" drive includes the 23 sets previously released by Decca in its "Your Musical Holiday" and "Midnight" series.

The company has prepared elaborate display material in conjunction with this promotion, consisting of a centerpiece featuring the "Around The World In 80 Days" album as a focal point, as well as a montage of mounted lithos.

Further promotional activities include a tie-in with La Vigna, a manufacturer of cashmere coats. La Vigna, whose line includes a "Round The World" collection, is featuring the Decca products in all of its promotional activities. The firm is conducting a contest among dealers with Decca products as prizes, and is supplying dealers with display material which ties in the Decca "Around The World" theme with the "Round The World Collection.”

Black Watch On RCA Victor

NEW YORK—More than 100 strong, the Pipes and Drums, Highland Dancers and Regimental Band of The Black Watch, Royal Highland Regiment, prepare for the unique week of marching ceremonies, dancing and martial music. To coincide with their national tour, RCA Victor Records is releasing two albums of music by The Black Watch, "Highland Pageant" and "Scottish Splendor.”

"Satchmo Week" In Chi

CHICAGO—Balaban & Katz Theaters last week announced "Satchmo Week" commencing October 15th to augment the filming of "Satchmo The Great" at the B&K Garrick Theater. The story of Louis Armstrong's trek over four continents. Among the numbers heard in the film are, "Sleepy Time Down South," "Saints Go Marching In," "That's My Desire," "Blueberry Hill," "C'est Si Bon," "Blasin' Street Blues," and many more typical Satchmo numbers.

In addition to Satchmo and his wife Lucille, the film stars top instrumentalists of the world of jazz who make up the personnel of his band. Included in the film are such names as: Edmund Hall on clarinet, Trumpet Young on trombone, Barrett Deems on drums, Billy Kyle at the piano, and Arvell Shaw and Jack Leiber on bass.

Garrick, to reinforced the mark set by the great Jan Sibelius, Finland's beloved composer. In Acce, on the African Gold Coast, an incredible mass of more than 100,000 attended his concert.

"Satchmo The Great" also marks the debut of Edward R. Murrow as the producer of a big theater screen full length motion picture. In addition to producing, Murrow also narrates parts of the film and chats with Armstrong informally.

Armstrong, currently on a tour of one-nighters reports that he'll love to be here for "Satchmo Week" and the opening of his film. However, he has previous commitments. He sent his sincerest thanks to all the deejays in Chi for helping to kickoff "Satchmo Week.”

Holzer To GTJ

LOS ANGELES — Roy DuNann, GTJ & Contemporary Records' Director, has just signed audio engineer Howard Holzer to assist him in all technical phases of the GTJ & Contemporary operation.

Holzer's first assignment is the installation of a late designed especially for the high fidelity transfer of original tape to disk masters. DuNann and Holzer have worked out special automatic variable pitch techniques to accommodate the extra minutes of playing time on many GTJ & Contemporary LPs without loss of volume or bass frequency response.

For 15 years a trumpeter with name bands, Holzer made electronics his hobby. Five years ago he turned things about, made trumpeting his hobby (he still plays with the Beverly Hills Symphony Group), and took a job with Master Records. He left to go with Capitol Records, where he stayed four years, working with DuNann, now Supervisor of Recording at Capitol.

Rolling Along

CHICAGO—Jim Mills, NBC deejay, who designed his now famous Mobile Broadcasting Studio, takes it out again. This time to do a remote show from the Harper-Irving Shopping Plaza. When Jim isn't performing from the permanent studios of NBC-WMAQ at Chi's Merchandise Mart, he broadcasts from his "Vista Dome”—like mobile studio.

The unit is a self-contained broadcasting studio, fully equipped with standard broadcast equipment, clocks, "on the air" lights, air conditioning and heating, at a cost of $25,000, and took over a year to complete.

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

Jerry Winston, Oony Records, announces the pactting of The Impressors, a new group. Winston is high on the Impressors and is preparing to go into session with them and release the initial disc soon. Winston is also happy with the way his "Can I Come Over Tonight" by The Velours has been selling. Dean Barrow's "Darkest One" is now starting to catch on out of town and it could become another hit disk. In the Latin department, Winston reports he has high hopes that the Dick 'Ricardo' Sugar show on WAA-T-NJ. will provide him with a rustic form for his Mardi-Graus releases. Mark tenor, "It's Delovely Cha Cha" by Sonny Ross, is a wonderful side and jocks in all fields should find it great programming. . . . Aladdin is releasing the Ames Milburn "Grayhound" with the original blue ballad, "Dear Angel" as the couple. . . . Don Robey, back from New Orleans to find a pile of orders on his desk for his Back Seat "Tell Me Why" by The Rob-Yaks. In many areas in the country the other two of his initial Back Seat trio are also showing strong signs of becoming hits. Tie and Toev with "Zola" and Doug and Josie's "I'll Give Love To You" are helping no end to launch Back Beat with those big sellers. Three out of three—not a bad start. Robey is also moving his act up with the Duke release, Little Junior Parker's "Punches" and "Pretty Little Dill"; Chuck Edwards' "Warm My Heart" and "Morning Train" and Paul Perryman's "Long Enough" and "Nobody Loves Me" have all been received very well by the market as well, as have other small promotions on the record. THe important artists on the label are Joe Turner, Lavern Baker, and the Ravens. Lubinski will issue the Ravens' hit recording of "Silent Night" and "White Christmas" as a single for the coming Christmas season. Many other artists will also be released on LP's and singles on Lubinski's Regent label. . . . Sol Rabinowitz out with another Ann Cole this week. Rabinowitz, mindful of the Isaac's big seller, "Got My Mojo Working," has the gel balting a follow-up, "I've Got Nothing Working Now (But My Beloved Old Fashioned Love)." A release by Miss Cole is always newsworthy as she is one of the few Negro artists from New Orleans to cut Tommy Ridgley, Doug Moody has taken over the reigns at the New York office. Doug reports the Mello-Kings came across with such im- pact on the recent Ted Steele TV slot that they were immediately booked into the Royal Theater in Baltimore from September 27 through October 3. The Mello-Kings did a complete half-hour show and introduced their new Herald deck, "Chapel On The Hill." Dick Clark now wants them for his national bandwagon. The group is now with the Stag-Quo label. The Canadian result of their Ted Steele stint was a revival of the sales on "Tonight, Tonight." Doug also states that "Our Anniversary" by the Satins has gotten off to a smash start, and Wally Hughes "Pug Nose and Pony Tail" is building steadily in number of sales. The promoters plan to go on a radio and TV campaign. The Canadian result of their Ted Steele stint was a revival of the sales on "Tonight, Tonight." Doug also states that "Our Anniversary" by the Satins has gotten off to a smash start, and Wally Hughes "Pug Nose and Pony Tail" is building steadily in number of sales. The promoters plan to go on a radio and TV campaign. The Canadian result of their Ted Steele stint was a revival of the sales on "Tonight, Tonight." Doug also states that "Our Anniversary" by the Satins has gotten off to a smash start, and Wally Hughes "Pug Nose and Pony Tail" is building steadily in number of sales. The promoters plan to go on a radio and TV campaign.

CHICAGO:

CONGRATULATIONS TO L'il Wally Jaggiolo on expansion of his record enterprises, and new label, Banana Records. Wally now in process of prepping new releases for the Twists, Johnnie And The Rockets, the Impalas, the Sandy Mathesons, the Lords Of Rockabilly, the Doo Wop, and for the Grand labels; Verve, Cleft and Norgran. . . . Atlantic has also announced the signing of the Jazz Modes and Margo Guryan for the LP line.

LOUIS ANGELES:

Betta James in town recording for Modern Records before starting another national tour. Modern this week also released a cover recording, of "You Send Me” and "Stumme time ..." Little Richard quoted with KPOP's Red Blanchard at the Los Angeles County Fair this week. Red featured Richard's new Specialty recording of "Keep-A-Knockin'" and "Can't Believe You Want To Leave." ... Jim Warren at Central Record Sales busy with several big hits including, "Mr. Lee" by The Bobettes, "Happy, Happy Birthday" by the Tune Wranglers, and "You've Got A Friend On The Run" by Sonny James, which is predicted to sell about one million copies. Dot Records have purchased the master on the Starla Records waxing of "Dedicated To You" by Sonny Knight, Starla, new West Coast label, also has another good release in "Let's Monkey Around" by Skip Taylor. . . . The Six Teas performing weekend engagements throughout California appearing for two nights this weekend in Vallejo, Calif. Group will be singing their new flip recording of "Baby You're Dynamite" and "My Surprise." . . . Jean Bennett of the Persuasions, the big West Coast group, will be phoning out here to do promotion for this week's show at the Tower. She and her group will launch the new label. They will be Jay Holliday, young Dublin Rockabily, singing "Wang Dang Doo" and "Tell Me Why"; Johnny Houston and The Capital (also from Dallas) singing "Hula Hands" (A rockabily bunch and a couple of good voices), and the Las Vegas West Coast group rocking "Ping Pong" and "The Girl I Love." Dists are now being set up. Plans for East-West call for it to be a complete label including LP's at a future date. With the expansion of Atlantic continuing at a rapid pace, the covers lay very good for a national manager to handle Atlantic, Atco, East-West, and KRC. LesterLee, the associate, will make his office at 157 W. 57th St. He was most recently branch manager of Seaboard Distributing Co., Albuquerque, N.M., and before that he was branch manager for KPOP's Red Blanchard at the Los Angeles County Fair this week. Red featured Richard's new Specialty recording of "Keep-A-Knockin'" and "Can't Believe You Want To Leave." ... Jim Warren at Central Record Sales busy with several big hits including, "Mr. Lee" by The Bobettes, "Happy, Happy Birthday" by the Tune Wranglers, and "You've Got A Friend On The Run" by Sonny James, which is predicted to sell about one million copies. Dot Records have purchased the master on the Starla Records waxing of "Dedicated To You" by Sonny Knight, Starla, new West Coast label, also has another good release in "Let's Monkey Around" by Skip Taylor. . . . The Six Teas performing weekend engagements throughout California appearing for two nights this weekend in Vallejo, Calif. 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**Territorial Tips**

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

*(Listed Alphabetically)*

**ALL MY LOVE**
Magic Sam (Cairo 501)

**ALL OF MY LIFE**
Birdie Ellison (Mercury 79716)

**AND THAT REMINDS ME**
Billy calm & the Dells (Sabine 59792)

**ARROW OF LOVE**
Six Teens (Flip 322)

**AW SHUCKS BABY**
Tiny Tiptons (Federal 10320)

**BACK TO SCHOOL AGAIN**
Timmy Rodgers (Cameo 176)

**BERMUDA SHORTS**
Dee Clark (Apollo 5174)

**BLACK SLACKS**
Sparky Davis (ABC-Paramount 9073)

**CAN I COME OVER TONIGHT**
Valentines (Onyx 372)

**CHANCES ARE**
Joyce Matthews (Columbia 40093)

**CHICKEN BABY CHICKEN**
Four Morris (Fib 164)

**COOL SHAKE**
Dee-Skiff (Mercury 72722)

**COULD THIS BE MAGIC**
Dula (Gene 5011)

**DANCING IT'S WONDERFUL**
Lovers (Lamp 3052)

**DEDICATED TO YOU**
Sunny Knight (Dot 15465; Stakko 5-1)

**DEEP PURPLE**
Billy Ward & Dominoes (Liberty 55099)

**DESERIE**
Charts (Everlast 5001)

**DIAMOND DATE**
Little Willie John (King 5032)

**DO YOU MEAN IT**
Ike Turner (Federal 12297)

**DOWN IN THE ALLEY**
Generals (Atlantic 1932)

**EMMETT LEE**
Coral from (Excalia 2118)

**FLATFOOT SAM**
Otis Williams (Algo 2577)

**GONE IS MY LOVE**
Dinahs (Cotton 3603)

**HAMMERHEAD**
Shinidog
Bill Doggett (King 5070)

**HEAR MY PLEA**
Dennis Elbert (Deluxe 6175)

**HE'S GONE**
Chantillys (End 1001)

**HEY BABE**
Chantillyes (Gene 1041)

**HULA LOVE**
Buddy Knox (Koolie 4038)

**IDOL WITH THE GOLDEN HEAD**
My baby comes to me
Coasters (Atco 4096)

**IF I THOUGHT YOU NEEDED ME**
Little Willie John (King 5068)

**I FOUND PEACE OF MIND**
Pee Wee Crayton (Jye-Jay)

**I'M A KING BE**
Slim Harpo (Excelsior 2133)

**I'M GRATEFUL**
Ray Milton (King 5055)

**I NEED A GIRL**
Joe Turner (Atlantic 1555)

**I NEED YOU SO BAD**
B. B. King (RPM 498)

**IS YOUR LOVE FOR REAL**
Midnighters (Federal 12299)

**IT HURTS TO LOSE SOMEONE**
Guitar Slim (Atco 6097)

**IT MUST BE YOU**
Please Honey Don't Go
Annie Laurie (Deluxe 6135)

**I WANNA DO EVERYTHING FOR YOU**
Brooke Benton (Vib 2028)

**IT'S NOT FOR ME TO SAY**
Johnny Mathis (Columbia 4065)

**IT WAS THERE**
Johnny & Joe (1 5 & 159)

**JAILBAIT**
Andrew Williams (Fortune 837)

**JIM**
Big Maybelle (Savoy 1519)

**LEAVIN' IT ALL UP TO YOU**
Don & Dewey (Specialty 640)

**LET'S GET ALL OVER AGAIN**
Paragons (Winner 209)

**LITTLE LITTLE PRETTY ONE**
Proteal (Coral 711)

**LONELY CHAIR**
Lloyd Price (KRC 301)

**LOTTA LOVIN'**
Gene Vincent (Cape 3763)

**LITTLE LILMAX**
Jimmie Rush (Sayed 1571)

**PASSING STRANGERS**
Vaugham & Excelys (Mercury 73122)

**PEACHES**
Little Jo & Thrillers (Okeh 7084)

**PLAYTHING**
Ted Newman (Rev 3505)

**RAINBOW**
Roy Hamilton (Kapp 184)

**REET PETITE**
Jimmie Wilson (Brunswick 50204)

**SHE'S GONE**
Ivey Joe Plantier (Atlantic 1511)

**SHOW ME**
Ruth Brown (Atlantic 1513)

**SICK AND TIRED**
Clayton Keener (Imperial 5488)

**SIGNALS OF LOVE**
Jimmie Reed (My 350)

**SOFT**
Bill Doggett (King 5009)

**SOMEBODY IN MY HOME**
Howlin' Wolf (Chess 1668)

**SWANY RIVER ROCK**
I wanna little girl
Ray Charles (Atlantic 1514)

**SWANY RIVER ROCK**
Ted Tops (Sky)

**SWIPE STONE**
Crusts (Joyce)

**TAKE THE KEY**
No kissin' and a huggin'
Richard Berry (Flip 316)

**TAMMY**
Debbie Reynolds (Coral 6165)

**TEARS ON MY PILLOW**
Eldora (Frankie 250)

**TELL ME SO**
Donnie Elbert (Deluxe 6143)

**THAT'S MY DESIRE**
Charlie (Dot 5012)

**THE BIG QUESTION**
Ike Turner (Federal 12004)

**THERE GOES A PRETTY GIRL**
Frankie Lee Sims (Ace 527)

**THIS NEARLY WAS MINE**
Don Gardner (Deluxe 6133)

**THIS TRAIN HAS GONE**
Chuck Willis (Atlantic 1748)

**TONIGHT TONIGHT**
Meta-Kings (Presto 502)

**TREAT ME LIKE I TREAT YOU**
Edith Davis (FD 108)

**UNITED**
Ollis Williams (Deluxe 6138)

**WAKE UP LITTLE SUEZIE**
Evelyn Brus. (Cadence 337)

**WALKIN' WITH FRANKIE**
Frankie Lee Sims (Ace 527)

**WHEN I MEET MY GIRL**
Tommy Ridgley (Harkel 501)

**YOU ARE GONNA CRY**
I need your kisses
Spanish (Vee-Jay 257)

**YOU SEND ME**
Annmarie Cook (Kent 3678)

**ZIP ZIP**
Dominoes (Mercury 79716)

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**NEW RELEASE!**
**WATCH IT GROW!**

**THE SPANIELS**
*I need your kisses*

**JERRY LEE LEWIS**
*You're gonna cry*

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

<table>
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<th>No.</th>
<th>Record Label</th>
<th>Title</th>
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<td>ABC-Paramount</td>
<td>MR. LEE</td>
<td>Bubberettes (Listed 1144)</td>
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<td>2</td>
<td>ABC-Paramount</td>
<td>DIANA</td>
<td>Paul Anka (ABC-Paramount 9318)</td>
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<td>3</td>
<td>ABC-Paramount</td>
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<td>Bobby Blue Bland (Duke 170)</td>
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<td>ABC-Paramount</td>
<td>THAT'LL BE THE DAY</td>
<td>Crickets (Brunswick 55099)</td>
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<td>ABC-Paramount</td>
<td>HAPPY HAPPY BIRTHDAY BABY</td>
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<td>ABC-Paramount</td>
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<td>ABC-Paramount</td>
<td>WHOLE LOT OF SHAKIN' GOING ON</td>
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<td>ABC-Paramount</td>
<td>THINK</td>
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<td>HONEYCOMB</td>
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<td>ABC-Paramount</td>
<td>SEND FOR ME</td>
<td>Nat &quot;King&quot; Cole (Capital 3737)</td>
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<td>11</td>
<td>ABC-Paramount</td>
<td>KEEP A KNOCKIN'</td>
<td>Little Richard (Specialty 2800)</td>
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<td>12</td>
<td>ABC-Paramount</td>
<td>STAR DUST</td>
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<td>ABC-Paramount</td>
<td>DUMPLIN'</td>
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<td>ABC-Paramount</td>
<td>LONG LONELY NIGHTS</td>
<td>Clyde, Mclnther (Atlantic 1149)</td>
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<td>15</td>
<td>ABC-Paramount</td>
<td>HUMPTY DUMPTY</td>
<td>Lloyd Barks (Cape 3732)</td>
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<tr>
<td>16</td>
<td>ABC-Paramount</td>
<td>BEAUTIFUL WEEKEND</td>
<td>Googie Rene (Class 212) (Elsie Freeman)</td>
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<td>ABC-Paramount</td>
<td>WITH YOU ON MY MIND</td>
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<td>18</td>
<td>ABC-Paramount</td>
<td>SEARCHIN'</td>
<td>Coasters (Atco 8087)</td>
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**THE CASH BOX THAT COUNTS—INTERNATIONALLY!**
Class is First
With The Originals

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

"BEAUTIFUL WEEKEND"
Googie René
Class No. 212

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

All 3 Breaking BIG Nationally

Class Records
1107. El Cento
Hollywood, Calif.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
**R & B Sure Shots**

**“IDOL WITH THE GOLDEN HEAD”**

Coasters ................................ Atco 6098

**“MY BABY COMES TO ME”**

Billy Ward & Dominos ........................ Liberty 55099

**“DEEP PURPLE”**

The Cash Box .......................... Disk of the Week 9/14

**“WAKE UP LITTLE SUZIE”**

Everly Bros. ........................ Cadence 1337

**“I WANNA LITTLE GIRL”**

Ray Charles .............................. Atlantic 1154

**“PLAYTHING”**

Ted Newman .............................. Rev 3505

**“YOU SEND ME”**

Sammy Cook .............................. Keen 34013

**“SUMMER TIME”**

The Cash Box .......................... Atlantic 1152

**“DOWN IN THE ALLEY”**

The Cash Box .......................... R&B Beat Beat 9/21

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**AMERICA’S TOP BLUES — ROCK & ROLL — SPIRITUAL — ONE-STOP BARNEY’S COMPLETE STOCK R&B—ROCK & ROLL SPIRITUAL—JAZZ FAST SHIPPING ALL PHONES: Nevada 8-9033

**A National Smash!**

Thurstom Harris

“Little Bitty Pretty One”

and

“I Hope You Won’t Hold It Against Me”

Aladdin 3398

**A New Smash Release!**

**THE MELLO KINGS**

“SASSAFRAS”

& **“CHAPEL ON THE HILL”**

Herald 367

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**“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”**
Only those records best suited for commercial use are reviewed by THE CASH BOX.

**R & B Reviews**

**B +** "SAY A PRAYER" (2:31) [Ben E. King—Haines, Wyche] Joe Pottito and The Satellites sing a slow paced, dramatic love. Pottito has a big voice and the group sound is good and arrangement. Strong side that deserves good exposure. The lead vocal could make it big in pop and r & b.

**C +** "CANT'T LET YOUR LOVIN' GO" (3:30) [General ASCAP—Dickens] Big voice and familiar type of tune heard many, many times. Ok listening but not enough individuality to offer "Prayer" competition.

**B +** "GREEN BLAZER" (2:28) [Clyde BMI] Sil Austin, his ork and "blazer" swing with zest and compelling mood as they stir things up on a middle beat jump instrumental wax. Siren, cooing vocals and professors bring the force. Excellent rhythm session. Two sissyko instrumental delights.

**J. L. BENOIR** (Checker 874)

**B +** "WHAT ABOUT YOUR DAUGHTER:" (2:33) [Arc BMI—J. L. Lenoir] J. L. Lenoir wails a middle beat ballad with a real creating eff. A solid rhythmic beat dished up by the band supports ads to end in getting the message across. It’s a hit that should do well salewise.

**B +** "5 YEARS" (2:18) [Arc BMI—J. L. Lenoir] Lenoir sings a rhythmic middle beat with a real riding eff. A down home blues done with deep feeling.

**THE HEARTS** 0 & 5

**B +** "A SPARE MAN" (2:29) [Tollie BMI—J. L. Lenoir] Lenoir sings a slow, shuffle, ballad. The group handles the romantic lyric with feeling and a sound that appeals to the teenie r & b market. Strong deck that bears watching.

**B +** "YOU SAY YOU LOVE ME." (2:36) [Zell’s Music BMI—Z. Sanders] The Hearts back with a slow beat rock and come up with another strong item. Real swinging jump ditzy for a slow Lindy. Two good decks.

**PRISCILLA BOWMAN** (Falcon 1984)

**B +** "A SPARE MAN" (2:29) [Tollie+BMI—Priscilla Bowman] Priscilla Bowman gives some throaty, but sage advice, when she tells you to keep a spare man on the shelf. It’s a quick beat ditzy with an infectious treat. The lead gives a really good vocal effect on this deck and is supported by an excellent arrangement and band backing. Could make a real big dent in the charts.

**B +** "YES, I'M GLAD." (2:17) [Tollie BMI—Priscilla Bowman] The strong throated chanteuse gives out with a quick beat ballad that is right to the point. It’s a spirit lifter and Miss Bowman provides a couple of minutes of solid enjoyment.

**ANN COLE** (Baton 247)

**B +** "I'VE GOT NOTHING WORKING OUT." (3:10) [Dare BMI—Foster] Ann Cole answers her "Mojo" with this quick beat staccato rhythm item. The lead sings with a swinging beat and rocks out the engaging tune and it’s a sure, a real big pop that should pull a good sized total sale.

**B +** "GIVE ME LOVE OR NOTH-" (2:11) [Dare BMI—Davis, McDaniels] Here Cole goes with a slow pop on this side and comes off with a beautiful side. Moving and well done. Should grab off lots of deep cut action.

**CHUCK EDWARDS** (Duke 174)

**B +** "WARM MY HEART" (2:20) [BMI+Aston] Chuck Edwards does a soft but dramatic love song with a sincere and warm reading. The arrangement done in a "big" style.

**B +** "MORNING TRAIN" (3:30) [Lion BMI—Edwards] Edwards belts out a quick beat blues with an exciting job of wailing. Strong deep sound gives that rich, powerful r & b entry. Two powerful change of pace decks.

**PAUL PERRYMAN** (King 5081)

**B +** "LONG ENOUGH" (2:47) [Lion BMI—Robey] Paul Perryman sings a middle beat rhythm piece with a swinging performance that comes off a solid listening and better than average charting of this song, Good, stimulating commercial wax.

**B +** "NOBODY LOVES ME." (2:47) [Lion BMI—Robey Perryman] Dobbs delivers intriguing job on a quick beat bouncer with the same exciting feeling. It’s a man gets loose with a punched out vocal that gets the fastball stirred. Two injected sides.

**EARL BOSTIC** (King 5081)

**B +** "A GAY DAY" (2:42) [Earl’s BMI—E. Earl Bostic] The familiar Bostic sound rings out on this slow rocker. The sexy saxing of Bostic gives an exciting air to the listening pleasure he always supplies. Solid seller with an established audience.

**B +** "ANSWER ME." (2:49) [Earl’s BMI—E. Earl Bostic] Bostic tears into the ozone on this wax with a screaming sax and a quick beat jump that drives the dance floor and a series of gymnastic creations. Terrific wax. Two excellent instrumental sides.

**COUSIN LEROY** (Ember 1023)

**B +** "UP THE RIVER." (2:30) [Angel BMI—Robey] Cousin Leroy makes a strong impact with a unique beat again on this pop. Slow beat down home blues. It is a strong r & b with a rhythm that impresses itself on the listener. Should get a good reception.

**B +** "I'M LONESOME." (2:30) [Angel BMI—E. Earl Bostic] Bostic tears into the ozone on this wax with a screaming sax and a quick beat jump that drives the dance floor and a series of gymnastic creations. Terrific wax. Two excellent instrumental sides.

**ONLY those records best suited for commercial use are reviewed by THE CASH BOX.**
Making ready to sponsor "The Red Foley Show" on network radio again this season, Dow Chemical Co. dispatched one of its executive airplanes to the Ozarks on Tuesday, the 24th to deliver Red himself and a number of the program's feature acts to annual sales meeting. The line-up included in the group booked for the event were Flash & Whitaker, Suzi Arden, the Dow Show Band, and Casuals. The tour was accompanied by RadioZark veep, John Mahaffey and Don Richardson.

"Little Jimmie Dickens made his first guest appearance on the ABC Television "Country Music Jubilee" on Saturday night Sept. 21st. Both Smiley Burnett and Slim Wilson last week blossomed out in their new Cadillacs: Slim's is a pink convertible, while Slim's is a green sedan. Carley Chalker, ace steel man with the Bill Wimberly Country Rhythm Boys, is a new addition to the talent staff of KWTO, Springfield. Billy Walker's newest release on Columbia, which arrived at the record stores last week, is tagged "The Image of Me" and "Anything Your Heart Desires." Silvy Stadium in Dallas, Okla., was the scene of a major personal appearance on Thursday, Sept. 19th, by ABC-TV's Country Music Jubilee crew, headed by Red Foley, and featuring Jimmie Truckers, Billy Walker, Chuck Borders, Flash & Whitaker, Billie Lou Bough and Merle Kent's say's dad. ... Thums Carville, another alumus of the Country Rhythm Boys, has become permanent member of the show's permanent staff. He accompanied the show's weekly ringmaster, Vanicia Richardson, incidentally, played his Wednesday thru Saturday, the 18th to the 21st at the Flame Club, Minneapolis, and returned there for the 25th thru the 29th.

The latest issue of Norma Barthe's Ernest Tubb Fan Club News, "Melody Trails", is made-up of round-ups. Pictured on the cover are good friends Red Foley and Ernest Tubb.

Royal McCullough, Director of Public Relations at WSM-Nashville tells us that the folks who plan to attend the National Disc Jockey Festival are in for a rare treat. One of the speakers at the Disc Jockey Clinic is Ray Senen, editor of Canada's "Disc Jockey News" and Toronto, Ontario. His topic is the International Appeal of Country Music. By the way, sez Royal, the parties at this event have been let down more than ever. The big Midnight Party after the "Opy" will be hosted by Roulette Records. Dot will give a luncheon on Friday and Columbia a luncheon on Saturday.

The "Opy" has acquired 2 new side men. Now playing lead guitar with Ferlin Husky is Jimmy Bryant, from the WSM-100 Club, and one of the foremost electric guitarists in the country. Replacing Johnny Clark, who graciously accepted Uuele Sam's offer, is Jimmy Erod, who played with Wilma Lee and Stoney Cooper's Clinch Mountain Clan. Incidentally, the big Hank Snow, Wilma Lee and Stoney Cooper, Maybelle Carter Set Ton Saturday and then thru the 22nd maks the first time that Wilma Lee and Stoney Cooper, Incly, the first at the Country music impresario, Smoky Rodger was a visitor at the "Opy" recently. Prince Albert's portion of the "Opy" over NBC starred Kitty Wells and Coweta Count on depot 16th and Jim Reeves and Johnny Cash on the 14th...

A recent one-day visitor to New York was WICK-Scranton, Pa. deejay, Shorty Mason. After discussing some of his material with Peer International's Roy Horton, Shorty dropped in to say hello to the crew at Cash Box Mason, who holds down the 10:00 to 11:55 A.M., Mon thru Sat, slot, has been selected to appear as "Mr. DJ" on the Oct. 25th WSM-"Mr. Deedey U.S.A." show. Congratulations Shorty!

"Yodeling" Bella Lee, who's seen and heard every Thursday night over WTAU-TV, Channel 3 in Norfolk, Va., along with Garland Abbott and his Tidewater Playboys, tells us that the crew is always ready for a good country show. Parties interested in booking the outfit can do so by contacting Southern Orchestras Corp., Franklin Blvd., Norfolk, Va.

During a recent tour of Nebraska Marty Robbins came upon a trio of boys whose past was sensational. Unable to get them a disk contract Marty decided to cut them himself. The artists are Tom Pail & The Giant Broers. "Five Times a Lady" and "You're In My Heart Again" is the label and CBS-TV and Columbia Records of Nashville, Tenn., Incidentally, the boys appeared on Arthur Godfrey's Sept. 23rd CBS-TV show.

Real nice chatting with Columbia's Bob Barrett, last week at the cocktail party thrown for Dewey by his number at the guy who was here for a week-long pop-country mash in his latest slicing. "Why", Bob added that WERE-Cleveland deejay, Bill Bandle will be on this year's festivities in Nashville, Nov. 15th and 16th.

Neil "The Ole Gravy Supper" Zalychamer pens that he's the only country jock at WREX-Montgomery, Ill. Neil jokingly claims that he's 6-day a week, early morning show, "Country Capers", isn't long enough to play all the c&w wax. He also has a 3-day-a-week radio weekly show that plays nite clubs, lodges and public dances in and around Montgomery. Neil, an offbeat and lively fellow, is an excellent judge of talent. He can find any good, small time artists (still at the bottom of the ladder), also whirs a tune of yesterday and a spirit on each program.

Webb Pierce, whose Decca pressing of "Holiday For Love" and "Don't Do Darlin'" is really making itself felt on the charts, guested on the Sept. 28th, Patti Page, CBS-TV, "The Big Record".

"Cowboy" Howard Vokes' pubbery, Vokes Music, has contracted 2 touring acts, written by Lennie Walker, labeled, "When You Meet Your Lord" and "You're Not Dead, He's Only Sleeping". Langlo, who Vokes has made hooked, has recorded both tunes for the Blue Hen label. Jocks wanting copies can get same by writing to Vokes Music, New Kennington, Pa. Another Blue Hen artist, Bill Price from WNOX-Knoxville, Tenn., will soon have a new release which he hopes will send him on his way up the success ladder. Also, Bill will have a weekly stint with the Country Squires at the Sokol Camp in Brayden, Pa. WAMO-Pittsburgh deejay and artist, Carl Stuart, was a recent guest.

"The Paul Morris Country Music Show," which is currently being aired over a regional CBS radio network, is to carry the full CBS radio network starting Friday, October 4th. PCCMS stars Carl Smith and Goldie Hill, who have been on summer vacation. They will be on hand for the first of a 2-weeks appearance of the show, which is called "The Paul Morris Country Music Show" is heard weekly on Fridays at 10:30 PM (EDT). All-star country music entertainers have been broadcasting regularly since the show began touring on January 1st. The show is heard on 47 networks.

Don't forget the Fontaine Sisters, Margie, Bea and Geri, step into the musical guest spotlight on the premiere of Jimmy Sherrill's "Way Out West" nite-1/2 hour slot at an hour-long presentation, every Friday at 8:15 on WSM-TV. The program will present the artists on his daily, early morning, Mon. to Fri. show, Deacon's husky-voiced songstress, Roberta Sherwood, appeared on the Sept. 16th to 20th morning shows...

"Take It Away" Leon McAlouife, whose initial dot wakening is the pop-country pairing, "What's The Use" and "Under The Double Eagle", was one of the featured guest soloists on the Lawrence Welk, ABC-TV "Top Tunes And New Talent" Show on Sept. 28th. Leon played two of his own compositions, "Pan-handle Rag" and "Steel Guitar Rag". It's reported that the package which included Leon and his Country Knights, Leroy "Auctioneer" Van Dyke, Tabby Webb, Little Willie, Y-Knot Twirlers, and comedian Johnny Matson drew a capacity crowd at the recent Oklahoma Fair. Leon and the group will return to the Mid-west to play fair and ballroom dates throughout Kan., Okla., Mo., Ark. and Neb.

Joy Chastain writes to tell us of the fast-rising 21-year-old rock-n-rhythm artist, Memphis, Tenn., Fuller Todd, the songster, whose latest for King is "Young Hearts Are True" and "Feel True Love", is currently appearing on the WHBQ-Memphis Dewey "Philips" and "Dance Party" shows. Interested parties can contact him at 701 S. Beale, Memphis, Tenn.

Riley Crabtree types to thank all the jocks for appearing at past disks, among them "Shackles And Chains", and to let them know that he has a new one out "Hangin' On To The Edge" and "Something Tells Me". Platter spinners wanting the records can get 'em by writing to Hanna Music, Box 11, Memphis, Tenn. Riley is due back in Dallas this week-end to cut a session for Fall release.


"Uncle" Jim Christie is back at his home base again in Chicago. His mailing address is 1426 Jefferson, Des Plaines, Ill. He still tapes show for XEG-Monterey and XERB-Roanoke.

(Continued on Page 63)
COUNTRY ROUNDUP

(Continued from preceding page)

KFTC-Baytown, Tex., moved to Pasadena, Tex., last week, with The Wil- burn Bros. on hand for the big event. Country jocks at the station are Gabe Tucker and Hal Harris.

A cross-country trip is necessary for Wanda Jackson to keep up with the heavy schedule of dates during the month of September. A jump from Pampa, where she has been working for promoter Harry Cooke to the West Coast to appear for Chatterton at the Hollywood Bowl, to South Fair at Memphis, Tenn., will make Wanda's month one of the biggest of her entire career. Wanda will also host a radio session for Capitol records. She will cut a single session and also an album for Capitol. Wanda will also do 4 tunes in the film series "Ranch Party" which is being released. Arrangements have been completed with Tillman Franks, in charge of "Louisiana Hayride", for an appearance of Wanda on Saturday, Oct. 15th. During the month, which will start in Oklahoma, she'll travel to Texas, Louisiana, Mississippi, and Iowa.

Hank Thompson was real happy getting together with close friends for the Sunday night session, during the North Plains Fair at Perryton, Texas recently. Hank's new record, "Teens Are Only Rain" and "Under the Double Eagle" is receiving enthusiastic spins from disk jockeys across the country, not only in the country but on the "Roundup Boys" stations, and for good measure, Hank has a pair of new singles in the pipeline. Hank will go to Angeles then to Dallas, returning for a trip to the Texas State Fair, being presented by the Fisalraft Staffing Corporation of St. Louis, Missouri. Following the Texas State Fair, Hank and the Boys will round out the month playing in Texas and Oklahoma. Then to the east for a tour which will fill out November.

Sept. 14th's KWKH-Shreveport, La. "Hayride" Show at Shreveport Municipal Stadium played to a crowded audience. On hand for the big don't-miss-were Victor's Jim Edward, Maxine & Bonnie Brown, Don Douglas, Margaret Lewis, Ram's Linda Brandon and Victor's David Houston, who returned to the "Hayride" after a 4 week absence. Dave's been on the road appearing with the BIG "Carnival Rockin'" Rumble Band. Opening the show was Decca's Jimmy & Johnny, Mercury-Starday's James G'Waynn and Sun's Tommy Blake. The "Hayride's" band was presented by J.C. Beelder, Columbia's Billy Walker and Victor's Nick Venet. The 25th file includes Victor's Dave Rich and the Jets from Longview, Tex.

Warner Mack's Personal Manager, Wally Smith, tells us that Warner is on a promotional tour plugging his hit record "I'm Wrong" and plans to spend several days visiting deejays in St. Louis, Chicago, Detroit, and Pittsburgh, and possibly San Francisco, and Los Angeles. Several TV appearances have been scheduled for him by Marty Salinko, Decca promotion man.

Don Deal, Era Recording Artist from Los Angeles, has recovered from his Aug. 25th automobile in- jurement. Don was on the road with his brother, manager and Jim were involved in a head-on collision. They are now spending a few days at home. Deal hopes to be back in a week. The hospital for skin grafting and will be there for several weeks. He'd enjoy hearing from fans and artists. Address is Don Deal, c/o The Trinity Hospital, Arcadia, Calif.

Bettie Luther, featured vocalist with the "Jubilee Balloon" in Baldwin Park, Calif., will join Fred Maddox and his band for a series of dates in Northern California, starting September 27th in the Bay area. Upon their return, Bettie will cut her first recording session.

Mac Wiseman, A&R man for Dot records has been signed as a regular member of the "Town Hall Party" cast in Compton, Calif., which is now winding up the filmed series to be released to tv stations this fall. Mac's newest Dot waxing is tagged, "I'll Still Write Your Name In The Sand" and "This Sweet To Be Remembered." These are the third and fourth waxings appearing at the Los Angeles County fair's Western Village. Bonnie Guitar is also making several ap- pearances at different locations. Mac says that Autry and his Rodeo will wind up the tour with his troupe playing the grandstand.

Henry Boye tells us that instead of a 2nd 25th going down over his back, it will be the opposite. Jones's Decca waxing of "Humpty Dumpty Heart." Boye says the tune is being played by many pop deejays, but the response has been terrific. Jocks wanting a copy can have one by writing to Pintail Music, 1735 Broadway, New York 1, N. Y.

Dusty Rose, KITO-San Bernardino, Calif. deejay into town on his 25th schedule, is back in the opening ceremonies about Sept. 15th with a host of guests, including the roster of Pep Records, on hand.

The station was recently destroyed by fire and has been operating under emergency conditions.

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

"It's What's in the CASH BOX That Counts—INTERNATIONALLY"
NEW YORK—R.C.A. Victor, this week, announced the nationwide release of “Little Miss Sunbeam,” by Edythe Arnold.

The joint effort of tunesmiths Hank Fort and Helen Williams, “Little Miss Sunbeam” was inspired when Mrs. Williams, a Washington, D. C., housewife, watched seven-year-old Donna Kay Erickson, known professionally as “Miss Sunbeam,” perform on a Washington television station. Miss Fort, who has authored such hits as “Put Your Shoes On, Lucy,” and “I Didn’t Know The Gun Was Loaded,” helped Mrs. Williams polish and adapt the song for professional purposes. It was then brought to the attention of R.C.A. Victor, who assigned Eddy Arnold to record the ballad.

“Little Miss Sunbeam” has a commercial industry tie-in with Mahoney & Co., the 128 member plant, serving Sunbeam Bread in 59 states and 4 provinces in Canada. Their trade mark is an illustration of a cute, blonde and blue-eyed child—Miss Sunbeam. Miss Sunbeam’s illustration is featured on both the record sleeve and sheet music which is handled by Nat Tanen of Gemini Music Company.

Quality Bakers of America and its Sunbeam members will launch a 4 week nation-wide promotion campaign for “Little Miss Sunbeam,” October 14 through November 9th. The theme will be on more than 600 radio stations throughout the nation. Members of both R.C.A. Victor and Quality Bakers of America are working with coin box phonograph operators, disk jockeys, record dealers and supermarkets in every state.

Miss Sunbeam, in real life—Donna Kay Erickson, is currently teamed with Shorty Long, formerly in the “Most Happy Fella’s,” to make personal appearances around the country promoting the record. Donna Kay and Shorty are pictured above.

Decca Releases First Wax By Flick Star Mahoney

NEW YORK—Decca Records has just released the first record by movie star-vocalist Jack Mahoney. The two sides with which he was in the disk field are “Gold” and “Cowboy.” Both of these are among the best of the soundtrack of the new Universal-International motion picture in which Mahoney stars, “The Law of Chance.” The album, which is being recorded with Julie Adams and Tim Hovey, “Slim Carter.” Disk jockey copies of the Mahoney record are packaged in a specially designed sleeve.

RCA Victor Tie-In With Bakery On Arnold Disk

WYNN STEWART
(Columbia 14004)

B+ “A NIGHT TO REMEMBER” (2:46) [Central Songs BMI—B. Owens] Wyne Stewart is in top form as he puts his heart and soul into his delivery on a lovely, moderately paced romantic affair, exquisitely arranged of melody and lyrics on a strong contender for the charts. Could happen.

B “I WISH I COULD SAY THE SAME” (2:27) [Ocal BMI—B. Bare, W. Stewart] This half, a good bet for another chart success. Lumber that Stewart treats to a sparkling reading. Stellar, pop-flavored vocal and instrumental support on both ends of a standout pairing.

JOE MACHES & ROSE LEE

B “PICTURE, A RING AND A CURL” (2:25) [Maphis, Harding] Joe Maches and Rose Lee get a grade “A” fashion on a quick moving, continuous affair that the lovers of “pure country” music are sure to take a liking to.

B “LOTTA LOVIN’” (2:34) [Laredo BMI—Maphis] Flip portion is another fast paced rocker with a romance love lyric that the twosome knocks out in spirited style. Cutie entry. Both ends rate good.

BILLY JACK HALE
(Decca 30447)

B+ “YOUR EYES” (1:56) [Copper BMI—P. Goffinet] Newcomer Billy Jack Hale stands a good chance of breaking onto the charts with this enticing, quick moving romantic pleaser. A bright performance as Hale happily tells of the girl’s fine qualities. Delightful wax. Bears close watching.

B+ “HEARTBREAK” [Old Charter BMI—B. Hale] Here the charter receives a top drawer assist by the rhythm section which subdues, r’d-bal with tearful, teen-age love lyrics. Should find strong appeal among the kids in both the country and pop markets. Impressive debut coupling.

BREDDY HART

B+ “SAY NO MORE” (2:15) [Artcraft BMI—B. Bryant] Freddie Hart, along with a touch sadly reflects that the gal has fallen for another guy. Heartbreaking, middle beat that the vocalist portrays with touching sincerity. Strong side. Could kick up a heap of dust.

C+ “THE OLYMPIC REVIEW” (2:05) [Vidal & Pacific Int’l BMI—Hart, Sharpe] This end Freddie Hart fans Paramount ASCAP-Lossner, Lilly] Flip portion is the favorite of the “Forties” that Wells reworks in an easy-on-the-ears style. A two-sided “plaque” for the jocks.

BETT WELS
(Key 5714)

B+ “DRIFTER” (2:20) [Round Table ASCAP-Wells] Here’s an interesting, a solid impression on the desjay’s turntables. It’s a slow moving lover’s lament that the smooth-toned Bill Wells renders in soft, sincere fashion, with background and ship sound, effects on a deck to watch.

B+ “JINGLE, JANGLE, JINGLE” (2:05) [Rhy-Lee] A classic seasonal style. The phraseology of closing gate calls proves highly effective on this mournful, moderate tempo number.

HOMER & JETHRO
(RCA Victor 41059)

B+ “KENTUCKY” (2:25) [Advanced Music ASCAP—K. Davis] Homer & Jethro are a chip to add many new “Blue Grass” fans to their following. It’s on this inviting, pop-styled tribute to the state, Dandy rendition of the standard with some new lyrics added by a vocal crew.

B+ “MY DOG LIKES YOUR DOG” (2:02) [Meridian Music BMI—H. Jones, V. L. Beve] Here the artists break out some of their chuckle-pro- ducing vocal tricks on an infectious ditty that bores mercilessly along in gay style. Colorful vocal and instrumental support on two pop-oriented sides.

THE IMAGE OR ME” (2:17) [Red River BMI—H. Howard]

ANYTHING YOUR HEART DESIRES” (2:31) [Metro BMI—B. Walker]

BILLY WALKER

B+ “A powerful new coverlet featuring the splendid vocal stylings of Billy Walker, the gal on hit scene last week and it sounds like an off the rack riser. Walker delivers, without any current chart-rider, “My Mind’s Against You.” Bird fair to make the opes, jocks and dealers really sit up and take notice with his newest Columbia’s selections. And the vocalist is showcased by an ultra- lovely, pop-solidly constructed instrumental backdrop on both halves. The top lid, “The Image Of Me,” set to a fish-boat ballad pace, is a poignant tale of a dead saint asking if his son has followed in his footsteps. The other half, “Anything Your Heart Desires,” is a beautiful middle tempo tale of love and devotion. Excellent pairing. Take your pick.

JIMMY SKINNER
(McCoy BMI-3065)

B+ “I FOUND MY GIRL IN THE USA” (2:40) [Starrite BMI—J. Skinner] Here’s a clever ditty that Jimmy Skinner has maintained a popular front revival “Franklin” and “Grisha Girl” hits. Jimmie Skinner tells how he discovered the gal, set on a charming front, to the right here in the states. Charming up tempo,入境s an easy-to-please style. Could put the artist in the bigtime of the business.

B “CARRUOL COUNTY BLUES” (1:58) [Starrite BMI—R. Lunsford, E. Lee] Under lid is a high-flying instrumental piece, featuring some stellar electric mandolin playing by Mr. Lunsford, put across in winning fashion.

BUD DECKELMAN
(Mercury-Int’l BMI-7009)

B+ “AS LONG AS I CAN DREAM” (2:17) [Artcraft BMI—End- stey] Bud Deckelman comes up with a fairly good item of a heartfelt, middle beat romantic weeper with ex- pressive lyrics.

B “SOMEBODY STILL GON’T” (2:40) [Artcraft BMI—End- stey] Bottom slicing is a change-of-pace, quick moving novelty that the songster serves up in tantalizing style. Two strong pieces of material from the pen of Melvin Endstey.

BILLY HALL
(Mar-Vol 1012)

B “MOVE OVER ROVER” (1:50) [Hits Of Tomorrow BMI—B. Hall, T. Justus] Billy Hall refreshingly ecells a catchy, rhythm novelty about a guy who has to spend time in the doghouse ‘cause his spouse is annoyed by his barking. Novelty.

C+ “THIS IS THE BLUE” (Hits Of TOMORROW BMI—B. Hall, M. Spudic) Reverse platter Hall sings with loads of feeling on an up tempo, romantic weeper. His Rhythms Boys nably back it up on both ends.

Only those records best suited for commercial use are reviewed by THE CASH BOX}
Foley Show Shifts to NBC Radio

NEW YORK—The NBC Radio Network last week announced that the Dow Chemical Co. would bring its “Red Foley Show” from ABC Radio to NBC.

The Foley alter, previously a half-hour, will be shortened into a twenty-five minute format to accommodate NBC’s new policy of five-minute newscasts every hour, occupying the 12:30–12:55 p.m., EDT, time slot. The new series commences Sat., Nov. 2. Guest on the first program will be Little Jimmie Dickens, with Bobby Lord, Suey Arden, the Dow Show band, and announcer Joe Slattery rounding out the cast. Bryan Elms directs the show for RealOrk Enterprizes of Springfield, Mo., where the program originates at the Jewell Theatre. Foley will continue with ABC Television on his Saturday night “Country Music Jubilee,” which is to go from thirty minutes to a full hour on Sat., Oct. 5.

Some Pupils, Huh?

Norwich—The Playboys, one of the country’s up-coming young song, dance and comedy groups, headed by WICH-Norwich, Conn. deejay, Jim Stanley, are pictured having the time of their life giving lessons to the Rheingold Beer Girls. Interpersed among the lovelies is, left to right, Kenny Sparzo, Joe Petrone, Jim Stanley and Bob Pearson.

The Country Records
Disk Jockeys
Played Most

A summary of reports received from the nation’s disk Jockeys

1. Ray Price (Columbia)
2. Bobby Helms (Decca)
3. Everly Brothers (Cadence)
4. Hank Snow (RCA Victor)
5. Jim Reeves (RCA Victor)
6. Hank Locklin (RCA Victor)
7. Carl Smith (Columbia)
8. Bob Wills (Decca)
9. Merle Travis (United)
10. Sonny James (Capitol)

New Country Format

Los Angeles — Country music station KRXD-Los Angeles, has announced a new programing format titled “KRXD’s Giant Juke Box.” The big 3 of KRXD, Jolee Joe Nixon, Tennessee Tom Brennen and Uncle Joe Assistant, will select the top 50 country records, based on listener reaction, record sales and surveys. 5 top tunes will be played at a time, followed by a “country classic” and a nomination for a hit of the future.

The format was tested on KRXD for 8 consecutive Saturdays, and the response from listeners and sponsors prompted the management to make this a daily feature.

First Time
Together
HELEN CARTER
and
WILEY BARKDULL
singing

“He Made You For Me
Hickory 1069

“something to talk about”
a l Jacobson
with the cave dwellers
on cave records
for free promotional record writes:
Cave Records
14932 Valley, LaPuente, Cal. 
writer of “Paul Bunyan Love”

Two more LES RANDS’ songs

“Jimmie Williams
sings on MGM
“AGAIN”
b/w
“You can’t make me cry”
White Oak Music—BMI
Cincinnati 39, Ohio

“It’s what’s in THE CASH BOX that counts—INTERNATIONALLY”

Country
Best
Sellers

IN RETAIL OUTLETS

Pos. Last Week
Pos. Last Week

1. FRAULEIN
Bobby Helms (Decca 30194)
2. MY SHOES KEEP WALKING BACK TO YOU
Ray Price (Columbia 40953)
3. WHOLE LOT OF SHAKIN’ GOING ON
Jerry Lee Lewis (Sun 267)
4. BYE, BYE LOVE
Everly Brothers (Cadence 1315)
5. A FALLEN STAR
Jimmie Newman (Dot 1299)
6. TANGLED MIND
Hank Snow (RCA Victor 6955)
7. LOTTA LOVIN’
Gene Vincent (Capitol 3763)
8. GEISHA GIRL
Hank Locklin (RCA Victor 6959)
9. HOME OF THE BLUES
John Cash (RCA Victor 6952)
10. WAKE UP LITTLE SUSIE
Elvis Presley (RCA Victor 7000)
11. MY SHOES KEEP WALKING BACK TO YOU
Bob Wills (Decca)
12. BYE, BYE LOVE
Everly Brothers (Cadence)
13. TANGLED MIND
Hank Snow (RCA Victor)
14. A FALLEN STAR
Jimmy Newman (Dot)
15. LOTTA LOVIN’
Gene Vincent (Capitol)
16. GEISHA GIRL
Hank Locklin (RCA Victor)
17. HOME OF THE BLUES
John Cash (RCA Victor)
18. BYE, BYE LOVE
Everly Brothers (Cadence)
19. TANGLED MIND
Hank Snow (RCA Victor)
20. LOTTA LOVIN’
Gene Vincent (Capitol)
21. GEISHA GIRL
Hank Locklin (RCA Victor)
22. HOME OF THE BLUES
John Cash (RCA Victor)
23. MY SHOES KEEP WALKING BACK TO YOU
Ray Price (Columbia)
24. BYE, BYE LOVE
Everly Brothers (Cadence)
25. TANGLED MIND
Hank Snow (RCA Victor)
26. A FALLEN STAR
Jimmy Newman (Dot)
27. LOTTA LOVIN’
Gene Vincent (Capitol)
28. GEISHA GIRL
Hank Locklin (RCA Victor)
29. HOME OF THE BLUES
John Cash (RCA Victor)
"Schools For Mechanics"

NEW YORK—"Today's high level of business activity should move up to an even higher plateau by 1961," was the view of many business leaders meeting for the annual marketing conference of the National Industrial Conference Board this week. "Business will expand because the American public will need products of better quality and in larger quantity than today," was the consensus. The coin machine industry faces the same possible expansion, but it is well worth considering the conclusions of a number of these business leaders. "This happy time of peak business activity will not come about if business sits by and expects the public to follow a 'hard-hitting selling' policy to achieve success in raising the levels of business during the future years."

LONDON, ENGLAND—So American music machine operators think they are paying a high price for their equipment? The Seeburg 200 record player (evidently the model "V-200") is now available in England in small quantities. Reported price is "just under" £100 pounds. In American money (rate of exchange around $2.60), English operators will be paying around $2,600 for the machine. And on top of this, the Phonographic Performance, Ltd., has been informing operators that they have to secure licenses to use records, amounting to three guineas per machine per year (approximately $15).

NEW YORK—Of interest to operators is the statement made by Vic Sloan, president of the National Ballroom Operators Association. "I personally feel that TV's hold is being loosened and wives are eager for more than TV and a bottle of beer in their living room. A wife wants to get out at least one night a week to show off her new dresses, see and be seen and to just mingle with other people. Taverns and restaurants stand to do more business, if this condition is true, with the result that coin machines must get more play.

NEW YORK—A comprehensive survey of consumer expenditures just completed by Life Magazine indicates that the American consumer is the same sort of an animal no matter where he lives, whether he is young or old, how much money he makes, and whether he has a large or small family. He wants the same things as his neighbor, and spends for them about the same percentage of his income. Consumers, judged by their spending habits, can no longer be classed as city or country, and geographical differences have been eliminated.

One of the suggestions hammered at the trade since the inception of The Cash Box has been the necessity for the institution of a program of educating men and women in the intricacies of servicing modern coin operated equipment thru the formation of "Schools for Mechanics."

It was therefore, with a great deal of interest and satisfaction we reported last week (September 28 issue) that a group of co-owners representing both distributors and operators met in Chicago, resulting in the definite organization of a program to hold weekly classes to train servicemen in the mechanics of a variety of coin operated machines.

It's a long cry since the early days of the 10-ball pinball game and the P-10 phonograph, when the operator, in most instances, was his own mechanic, to today's complicated electronic amusement and music machines. Where, in the early days, all the operator needed was a screwdriver, today's servicemen must be well grounded in the complexities of electronics which require continuous education and schooling.

In a talk before the Commerce and Industry Association a week ago, Secretary of Labor James P. Mitchell told the gathering "At a time when automatic machines and mechanized techniques are coming into widespread use, the skill of the industrial worker has more value than ever before. Our need for trained and ingenious workers has increased in direct proportion to the ingenuity and complexity of our machines. By 1965 the gross national product must increase 40 per cent to $560 billion in order to provide a population of over 193 million. For such an increase in goods and services we will need 10 million additional workers. Merely getting that many workers will not be difficult. They will come as a natural result of population growth."

NOW HERE IS THE STATEMENT TO WHICH ALL IN OUR INDUSTRY SHOULD PAY STRICT HEED! Said Mr. Mitchell: "But to get workers with necessary skills we have to develop them through training, education, foresight and planning. And the time to start looking ahead is right now!"

Those in the coin machine industry can see what they're up against—from the manufacturer to the operator. Other industries, with sufficient foresight and money, are now, and will be at all times in the future, in competition for skilled workers. It is up to the people in our business to develop the skills of those already in the coin machine field, and to arrange to bring in and develop new workers in the skills necessary to build, repair and service coin operated equipment. And the way to do it is organize "Schools for Mechanics."

The Chicago area has shown the way. Other territories, both large and small, should arrange similar programs.
INDUSTRY'S LEADERS BACK CASH BOX '10¢ PLAY PLUS' PLAN FOR NATION'S OPS

Agree Ops Must Obtain More Equitable Share of Intake from All Equipment Plus Dime Play. Urge Ops Co-operate to Assure Themselves Better Income by Adopting Modern Biz Methods Geared to Meet Continuing Inflation

CHICAGO—It's practically unanimous. All leaders, everywhere in the country are strongly backing the Cash Box '10¢ Play Plus' plan.

In every case they are urging operators to obtain a more equitable share of the gross intake from all of their machines.

They believe that the time is long overdue for operators to change to new and modern business methods to meet continuing inflation.

Manufacturers have urged their salesmen to tell operators that there must be a change, for the survival of the operators, a more equitable division of the gross intake to assure them continued business prosperity.

What's more, as these manufacturers point out, greater income for the nation means better business for the entire industry.

All industry leaders in the country agree that the old, worn-out, outmoded, slot-type, fifty-five of the gross intake commission basis must be eliminated.

The only fifty-fifty split, that leaders strongly feel is feasible at this time, is fifty-fifty of the profits only.

"There is no longer any doubt," stated a leading music manufacturer, "that the Cash Box '10¢ Play Plus' plan is the answer to every operator's higher costs and overhead problem.

"As long as inflation continues, and it appears there is no bottom, one can foresee any halt or inflation check for years and years to come, costs will rise while the value of the dollar will continue to be depressed."

"And one for which no cure has as yet been produced is for," he continued, "is for the nation's operators, just as for all manufacturers and businessmen in every line and level have had to arrange for increased income against rising inflation in an effort to boost the profit factor for continued business survival."

SYRACUSE, N.Y.—Some eighty of New York State's leading operators met at the Onondaga War Memorial on Tuesday, September 24, and completed the first concrete step toward forming a state-wide association.

Officers elected to serve the New York State Coin Machine Association are: Tom Greco, president; Bob Charles, vice-president; Mike Garratt, vice-president; Millie McCarthy, treasurer; and Max Cohen, secretary.

The操作者 were elected to the Board of Directors, with an effort made to select men from various areas of the state.

Among the board members named are: Gabe Forman, James Bilotta, Pat Marcy, Tony Catanesse, Fred Yanco, John Nardone and Henry Knoblock, Jr.

Harry L. Kelly of Rochester, formerly connected with J. P. Seeley, was selected to serve as managing director.

"Not only did we have a large turn-out," he said, "but everyone was most enthusiastic and cooperative. All were very well pleased with the amount of work accomplished during this first meeting. We adopted our by-laws, filed our charter, elected our officers, selected a managing director, and agreed to accept associate memberships from other firms in the business. In addition a majority of those on hand paid their membership dues."

Greco further advised that a meeting of the executives will be held immediately after the Jewish holidays to select a permanent site to set up headquarters, and to organize a mailing program to operators throughout the state.

Mass. Ops Association Battle "Excessive License Fees" In Court

BOSTON, Mass.—The city of Boston's fees on phonos, radio and TV units in bars and cafes were held a violation of free speech in Suffolk Superior Court here, on September 20. The argument that the constitutional guarantees of free speech and freedom of the press were applicable to juke box music was made by Atty. Hirsh Freed, counsel for the Moses Cafe, Inc. of the Ball and Bat Cafe.

Atty. Freed challenged the legality of the law requiring restaurant owners to pay fees of up to $50 a year to the city for licenses for juke box, TV sets and radios. Although, the attorney said Atty. George Fin- gold had agreed to the issuance of a temporary injunction against the city and Public Safety Commissioner Oda F. Whitney, Judge Vincent Brogna refused to issue the injunction.

"I won't issue a temporary injunction against public officials performing their duties under the laws are present in the courtroom," Judge Brogna said. He set September 26 for a hearing. The action was brought on behalf of itself and 1,000 other cafes and restaurants in the city.

The action marks the first round in the battle plan of the Music Operators' Association of Massachusetts to do away with the "excessive" fees on phonos by the city of Boston and the State of Massachusetts. Ops now have to pay $160 per machine a year. A fee of $50 for weeklies is paid to the city, another $50 to the city for Sunday license, another $50 for state Sunday license, and $10 to the Federal Government, and $500,000 for the license. The increased city of Boston fees for phonos went into effect January 1 of this year.

Hirsh Freed is of the law firm of Freed, Freed, and Freed, representing the Music Operators' Association.

Atty. Arthur Sherman, counsel for the association, and Freed outlined a plan of action at meetings of the association.

The Association plans, through counsel, to file a bill in equity which will charge that an attempt to license in an automatic phonograph by existing a plan is a prior restraint of free speech. License fees will be challenged on the ground of free speech as guaranteed by the Commonwealth of Massachusetts and the Federal Constitution.

"Fees for policing of machines by the city will also be attacked as excessive, and the op association is opposed to the possibility of playing on a record on a juke box is a form of entertainment which the city does not have the right to tax from the protection of the free speech guaranteed by U. S. and state courts merely because a form of expression is used for purposes of entertainment."

The courts will be asked to rule on whether because an entertainment form is used it does or does not take it out of the category of something which should, in their opinion, be protected by the guarantee of free speech.

United's Twilight Golf Holds Annual Banquet

CHICAGO—52 members of United Manufacturing Company's "Twilight Golf League" held their 5th annual banquet at Keller's Golden Ox, this city, on Friday, September 27, reported Fred Dohe, treasurer of the league.

On September 24, Dabek, chairman, presented the various trophies, awards and prizes. It was an evening of fun, good food and good fellowship.

Winning the first place trophy was the four-man team of James Marinos, George Binkowski, Henry Dill and Chester Wawryznik.

Second place for trophy team was won by Henry Dabek, Clarence Brandt, Robert Jones and John Twinem.

There was a six-man tie for low net game. Awards were received by James Marinos, Henry Dill, Chester Wawryznik, Warren Pemberton, John Jung and Sam Incanelli.

James Marinos, famed for his hole in one, took the 3-year trophy for the second time with low individual gross game.
Mechanically Correct for More Dependable More Profitable Operation

United's New Phonograph

Designed and Built by Veteran Coin-operated Equipment Engineers
Write for Complete Details Today!

Bally Vending Expands Sales

D. E. Walters, who formerly represented Ideal Dispenser Company, in the New York, Pennsylvania, Maryland area, now represents Bally Vending in that same area. His headquarters are in Philadelphia.

It is further announced that Vend, Inc., located at 24 Charlestown East in Boston has been appointed Bally Vending sales representative in the 6 New England States. Vend, Inc., will maintain service facilities and a stock of parts in Boston, and will cover the area through its own men.

In making these announcements, Fred Mills, Jr., sales manager, said, "Production on the Bally Beverage Vendor is good, and we are more than pleased with our sales to date. We have made many friends in the past seven months. These facts, plus our development program now well under way, have convinced us that this is the time substantially to increase our sales coverage. Our new men are already active in their respective territories, and we will call on all vender operators as soon as possible, and our entire sales group will attend the N.A.M.A. Convention in Philadelphia".

Bally Vending

The Cash Box is really the only publication for the music operator."

Lou Sebastian, Salesmanager
Pan American Sales Co.
San Antonio, Tex.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
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Pins
Guns
Arcade Equip.
Shuffles

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Cross Cross...
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L A NNE AMUSE. CO.
4550 PAYNE AVE., CLEVELAND, O.
(Tel.: HE 1-3377)

CHICAGO—In a "community effort," the phonograph distributors here held their first class Wednesday evening, September 25, with the initial session beginning at Coven Music Corporation, this city.

Twelve key servicemen from ten participating routes attended the first class. They came because they wanted to learn. They were described as being the most interested and attentive group of servicemen to attend any other type of program.

Reid Whipple, Wurlitzer district field engineer, conducted the school. He was assisted by Leonard Petenec and Henry Seghers of Coven Music.

A Wurlitzer model "2100" was completely disassembled to demonstrate its basic theory of operation and ease of servicing.

The entire cycle of operation and function of the mechanism from insertion of coin to finish of the record was explained by Whipple.

Changes in the selector pin assembly and how to accomplish 200 selections from 300 coils instead of 200 selector coils was emphasized to the class.

"Later on," Whipple said, "we'll give a more detailed description of the electrical circuits, using a projector and slides to describe their functions. Then we'll go thoroughly into the remote control units.

Servicemen attending the school were: John Cloherty, Northtown Music; Jay Jones and Leroy Cranshaw, Gaines Music; Frances Weber, A & H Enterprises, with Sal Marrano and Sam Nueco, A. A. Swingtime; R. Chimelewski, Phonophraph Service; Bud Hofert, Melody Music; Harry Groc, ABO Music; Eay Grier, Universal Music; Manuel Espinosa, D. C. I.; Norman Dompede, Apex Amusement.

Time out for a buffet dinner and coffee was taken at about 9:30 P.M.

As previously reported by The Cash Box (issue of September 20), the Chicago phonograph distributors will rotate the classes so that one will be held each week.

Each distributor will conduct his own session, either his own service manager explaining each make, or bringing in representatives from the factory to hold the service school.

When servicemen now employed by the participating operators will be educated in the mechanisms of the various makes and models of phonographs, the "School For Mechanics" will be made available to mechanics outside the industry in order to attract new and additional men into the field.

Next week's class will be held October 2 at 7:00 P.M. at Automatic Phonograph Distributing Company, distributor for AMI.

New Phonograph Purchase Affects 3 Locations

CHICAGO—Joe Filitti, Blackstone Music, this city, stated this past week that his three locations are affected whenever the firm presents a new coin operated phonograph.

"We get a new phonograph," Filitti said, "whenever we get a new stop. Then we make three or more changes in the phonographs.

"What's more," he added, "we don't wait to get one. We go into the lot and call our customers to come over and take a look. We give them a different machine if we think the location will reserve a later or different model.

"Very often, we put in a complete change of records when we make a move," Filitti says.

"Sometimes," Filitti said, "we transfer all the records to the new machine.

According to Filitti, this procedure invariably steps up the play and results in better collections.

In addition, the servicemen are instructed to keep all phonographs in spotless clean condition in order to take advantage of the increased appeal.

"In a lot of work," Filitti concluded, "but the collections jump fifteen to twenty percent per month."

Helps Locations Promote Business

CHICAGO—Wade Perkins, Allied Amusements, this city, finds that helping his locations maintain steady, repeated damage results in added collections from his phonographs.

"When the proprietor takes a friendly and personal interest in his business," says Perkins, "he always winds up with steady and satisfied customers."

Wade Perkins, who operates a fine route on Chicago's south side, formerly owned his own tavern. Having built a successful tavern business thru promotions, he believes in using every possible means toward making the tavern as a regular outlet for his phonographs and, at the same time, attracting new customers into the tavern, restaurant or club of his establishment.

Perkins revealed that he advises his locations at every opportunity to hold such business-stimulating events as "Ladies' Night," "Fiesta Night," "Monday" and "Saturday nights" on the house" occasionally to groups and parties.

"The most effective promotion idea," recalls Perkins, "was the movie. We took our camera along with the customers dancing around themselves. A good percentage of them could be counted on to come back the following week to see themselves in the movies."

Perkins also stated that he makes it a point to visit every one of his locations at least every 30 to 60 days.

Spots Re-opening

CHICAGO—John Emerich, Oakdale Sales, this city, reported this past week that many of his taverns and restaurant spots have re-opened their doors and are enjoying good business.

Emerich stated that these spots were closed earlier in the year for remodeling or redecorating.

"With a lot of spots re-opening," Emerich said, "it is a very pretty busy lately installing juke boxes in locations that are re-opening.

"We are right there to help the locations when the owners re-open their establishments.

"When it comes to the important matter of programming records," Emerich added, "we find The Cash Box invaluable to us."

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

PARIS, FRANCE—Gay and beautiful Paris lacks much of its lustre and individuality, and the amusement games importer believes. He bases his belief on the number of Swiss, British and even Americans living here who would be more than happy to back up importation of amusement games if only import licenses were procurable.

There's a rub. Obtaining licenses to import coin-games. Especially to import games in small numbers. Licenses are usually granted for a definite number of games. They should, instead, be given for a definite number of games, regardless of the cost of the games, it is believed. As it is, for each $100 of importation, the French importer pays approximately 3 francs in France. This does not include the 60 per cent duty he pays on receipt of the games. For a small order: for every $100 he will pay $80 (60%) duty. This means the $100 game costs him $280. This is his base figure. On this figure, to be added, he must add his profit, if he sells the game—who also the financing and all other costs. And there are a great many extraneous costs to add on to imports in France.

But even all this is acceptable. The problem is obtaining licenses to import games, it becomes in even a good part of the games France could use. "As many licenses as imports were available", says Alfred Ebner, representative for Williams Manufacturing Company, Chicago, Illinois, of the East, and the Near East, "is my belief that France could use from 500 to 1,000 games per month.

Ebner has travelled the Continent. He knows France very well. He is also well acquainted with the Near East and Africa. He bases his calculation on the fact that, like the other new men entering this field, would like to raise the level of acceptance comparable to that of any other industry in France.

He compares the coins in France with the auto industry. Regardless of the number of autos made in France, he claims, a great number are imported from abroad. Licenses are therefore freely given for their importation.

"There is no reason", he believes, "why import licenses shouldn't be obtained for so economical an amusement as pinball without any embar- rassment or numerous questions."

Perhaps, it is believed here, that as many license requests are granted him, proceeding openly thru the correct channels, may yet be able to bring about a more liberal attitude and better understanding from French officials where amusement games are concerned.

In the meantime those games on loan for demonstration purposes are fine play action. The few games that are imported are very quickly gobbled up, and the players, the importers have very large backlogs of orders. Most of the games here are very old. In-lines and five-balls shave the spotlight. The majority were brought in from Belgium, they say. However, with the usual great French ingenuity, with as old and worn autos, they are kept in working order.

A typical average location, at this writing, not extraordinary in any fashion whatsoever and away from the main thoroughfares, would possibly be the Le Vyrroy, a dance hall in the Near East. The American visitor will find the Le Victoria on the Rue Pierre Charriol, a dance hall in the Near East. Here he will find a Wurlitzer phonograph in constant play, and two pinball machines on the side.

Yes, France could absorb thousands of new games and juke boxes provided someone could convince French officials to issue the necessary import licenses. The money is here.

The music operator here, just like in England, is paying performing rights royalties. And doesn't know the reason why.

"Except", he says, "the radio pays and the phonograph machine owners pay, they shrug, 'they tell us we must pay.'

When asked by what constitutional authority, or what law they must pay, all answer with a shrug. "No one knows", they quickly add, "why they tell us we must pay." They", according to the ops, is "SACEM". (Same as ASCAP), known officially as: "Societe des Compositeurs, Editeurs et Compositeurs de Musique."

At the moment, in view of the lack of imports and the austerity program, there is a move afoot here to ask: "Why must we pay?"

In short, certain operators here of coin operated musical instruments, claim, that their royalty payments, in escrow and challenge the right of SACEM to collect this money under whatever law there is that definitely states they must pay such royalties for recording in a coin operated musical instrument.

Due to the advent of the 200 selection phonos the ops are getting 40 French Phonos per play (20 Franco and 10 francs) and 3 plays for 100 francs, worth 20 cents. A large EP play it's 50 and 100 francs.

The older banks here in France pay 6 francs per play. This is just about 4.76 cents. The 5 cents which the French have valued the Franc from 350 to 420 to the Dollar.

With devaluation cutting down the profit potential and, at the same time, raising transport costs, so that the overhead expense has jumped, the French Juke box ops, there are about 800 of them in the Near East, are, however, finding it difficult to get around for ways and means to cut overhead expense. And the first plot they have hit up is the performing rights royalty payments which they are charging them 4 1/4 francs per play, a very serious question, in a legal way, if necessary.

Even so outstanding a firm here as Societe des Seeburg distributors for France, have felt the effect. Mons. L. Lievoux is president of that firm, hard-hitting and intelligent businessman, Dr. H. Klein, a former member of the American Embassy, who has picked Paris as his home and who started this fine firm, is Technical Director. Mons. J. Guillard Commercial Director is, without any doubt, the most important man in all France as well as one of the most intelligent and astute salesmen. These men, along with other firms here in France, who have attempted to conduct their business in an open and aboveboard manner, have run up against a great many problems. They are working as closely as they possibly can with the operators, as well as with the recording manufacturers concerned, here and abroad, with the automatic music biz.

It is the hope of these men that those in the Near East, in the very near future, be allowed to assemble phonos here in France using most of the American components and some French units in the assembly.

These are being manufactured and being sold at half the price of the U.S. Juke boxes. About 150 of these are being sold per week. But they do not as yet, sell in a fashion whatsoever, equal the American phonos.

Like everything else, it is the general belief here that the time may come, and not too far distant, when the French manufacturer may equal the American phonos. On the other hand, the problem is one of the French manufacturers are going to take the chance.

In the meantime, of course, and as has been the case with other countries, phonos have come in from certain other European states. The number has not grown regular enough there where the even government has begun to notice it.

It is doubtful whether this can be stopped. Most of these are imported as used machines. The few that are supposed to be new machines are reported to be coming here under import license. So far, however, there has been no effect on business throughput France.

In the meantime the great majority of the 1,200 to 1,500 operators in France, both games and music, are all waiting for the announcement of the "Inter- national Coin Machine Export-Import Council."

They believe, as does this publication, that by sitting down and talking with each other that this problem that now exist, eventually, will solve, to many of the current problems.

FRANCE'S JUKE BOX BIZ HAS MANY PROBLEMS

PARIS, FRANCE—The music operators here are unhappy. At least as far as the profits derived from operating phonos here are concerned. But they are also happy, for they come to import phonos. Here, like in the games busi- ness, is the big problem.

Under present conditions issuance of all import licenses have been halted. And, according to Government seeks to install what might be termed, an "austerity pro- gram."

The fact of the matter is that import licenses for phonos have been acquired much maneuvering and a very keen understanding of inner French financial policy. Government has been, when, how and the what for, to obtain an import license, especially for a coin-operated phonograph.

The way that the import licenses were arranged was a long, intricate and involved story. These were based on phonographs and phonos were known "here as a success". And those came about in various ways.

But there's more, certain very smart gentleman had ways and means of cornering these free dollars. They were used. The government had to pay the license money that could be spent in the foreign countries.

This, as can be imagined, made things rather rough for all the other operators who found that they, somehow, all survived. They are, today, more eager than ever before to obtain import a phonos. Juke boxes, are among the most popular and prof- itable fixtures of modern retail busi- ness.
Some juke boxes have half dollar play. Some juke boxes have dual pricing. Some juke boxes have EP and singles programming. Nearly every juke box has something the operator needs. There isn't a really bad juke box in America. But—only the SHOWBOX H-200 gives the operator everything! Widest possible choice of programming and pricing . . . years ahead design and engineering . . . far fewer parts to stock and service . . . instant eye-level visibility of all 200 titles all of the time . . . exclusive multi-horn high fidelity sound . . . widest expanse of crystal clear wrap-around glass . . . fastest record changer—by far . . . simplest selection system—no books to page, no drums to turn, no dials to twist . . . by far the most accessible, the easiest to service of all juke boxes. Get everything you're entitled to—call your AMI distributor—now!

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

Phila a hot spot for meeting of coinmen these days. On Oct. 13-16 the NAMA holds its national convention in Convention Hall, and on Sunday night, Sept. 22 the Eastern Pennsylvania Amusement Machine Assn. held its 1st annual banquet at the Celebrity Room. In addition to a large crowd of ops and guests, 100% representation of local distrbs, a number of out of town factory representatives were on hand. And messages were received from those who couldn't attend. Factory men at the dinner were Art Garvey, Bally; and Ted Parker and Hank Petet, Wurlitzer... Bill Adair, Atlantic, Pa., held a sales meet, and then all sales people left for the road. Martin Stein and Nat Solow took care of the visiting ops... Dave and Mike Cohen of Wide Amuse. Co. call on the distrbs... Another caller was Ben Friedman of Automatic Sales... Abe Witsen, International Scott Cross, playing host to Bally fieldmen, as Art Garvey and Bob Breithner spend some time here. Abe reports Bally games going big. Abe quite excited over the impending opening of two arcades on Oct. 11—one at the Middletown Farmer's Market and the other at the Avondale Farmer's Market... Albert H. Cohen, in town visiting Dave Rosen, with whom he's a partner in Pennsylvania. Atlantic City, N.J., advises they expect to keep the arcade open all year. Rosen, busy as usual, conveys his best wishes to visiting coinmen for the Jewish New Year. Harry Rosen, Irving Derfer, Max Cooperstein and Richie Salvador, of the record dept, planning on the trip to N.Y. to attend the Roulette Record party at the Park Sheraton, Sat. and Sun., Sept. 28 and 29. Harry Pearl, former sales representative for Genco and exec for Bert Lane, now operating in N.J., visits Dave Rosen... Marty Brownstein, Active Amusement, reports good activity and anxiously awaiting Gottlieb's "Super Circus." Larry Ash, back from extended European trip, advises conditions very good over there, and that the market is ripe for new equip... Al Rodstein, Banner, reports United's "Jumbo Bowling Alley" well received by Phila. ops, who report very good collections... Ops seen visiting wholesalers were: Sol DiBruno, T & A Amusement Co., Vineland, N.J.; Bob Miller, Bob Amusement Co.; Bob Sadow, Tri County Amusement Co.; J. J. Smith; and Joe Bove... Harry Rosen, Rosen Distributors, took "I Love You Baby," by Paul Anka, will be a bigger hit than "Diana."... Mercury distrib tells us Patti Page will do both sides of her new Mercury release, "I'll Remember Today" and "My How The Time Goes By" on her "Big Record" Wednesday, September 25... Al Pario, King Records, back from his honeymoon and raring to get back to business again. Al says he spent two enjoyable weeks at the Empress Hotel in Miami Beach. He reports that Donnie Elbert's "Have I Sinned" should be a big hit... Harry Assola, Columbia, out with Jerry Vale plugging Jerry's "The Spreading Fantasies"... Eileen Rodgers will be in town to visit the jockeys to plug her "Crazy Dreams" and "Third Finger Left Hand"...

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

Bob Slifer Resigns

UNION, N.J.—Bob Slifer, a "20 Year Club" member, who has served several distributing firms over a period of more than 20 years as sales manager, general manager, and sales promotion manager, announced his resignation from Sandy Moore Distributors Corporation, New York City, effective October 1.

Slifer, who was acting as sales promotion manager and sales representative for the New York phonograph distributor, has a wealth of experience in the field. He advises that he intends to remain in the coin machine business, and will announce his plans in the near future.

Bowling In Sweden

STOCKHOLM, SWEDEN—As seen in the picture above taken at the arcade in Grona Lund, this city, Ballybowlers are popular in Sweden. June Lofgren, operator of the arcade said, "I use all the games Bally produces and find them good money-makers."

for a battery of coin-operated devices. It affords unlimited selection in the five-cent to $1.50 range.
Through The Coin Chute

With all coinrow's distributors notifying their customers they would be closed Thursday and Friday, for the Jewish high holiday, distributors rushed their buying the early part of the week. Districts also report that mail order and export biz took a considerable jump this week, making it necessary for them to hurry around to obtain the machines ordered.

* * *

At Runyon Sales Co., most of personnel, including Barney (Shugs) Sagerman couldn't get out to eat lunch, so they gulped down a quick and a cuppa coffee. Morris Rodd and Lou Weilberg claim they didn't even get a chance to eat at all on Tues. "Storns that our customers all barged in between 11 AM and 1 PM", sighed Rodd. Irv (Kempmy) roachman, reports that the Bally "School", held in their Hartford, Conn. office on Tues. and Wed., Sept. 17 and 18, brought out a large number of ops. Paul Calamari, Bally field engineer and Nat Gutkin, of the Hartford office, were on hand, in addition to Kempmy. . . . The effervescent, jolly, ever smiling Dave Stern of Elizabeth, N.J., on the street again this week, and highted from one end of coinrow to the other. In between laughs, we observed that quite a bit of business was consumated. . . . Ray Knoss back from his two week vacation spent at Eddie Farm Hotel, Sparta, N.J. (near Port Jervis). Ray has his golf game improved to the point where he's shooting in the upper 80's. Had his brother-in-law, Eddie O'Brien, with him, while he made calls on distribs . . . At Albert Simon's, Al Simon playing ChiCoin's "Classic Bowling League," and hitting nothing but "strikes." Upon investigation, we discovered Al was playing on a 1.5 ft. game. "After playing the 16 footer," said Simon, "the 15 ft. game is a cinch." Also displayed on the showroom floors was the new Genco "Horoscope" fortune teller machine. . . . Max Brown, Phila. Coin Merch. Exch., Phila., on the 1.5 ft., visiting the distribs. . . . Oscar Parkoff, Atlantic, N.J., Newark, N.J., in visiting brother Meyer Parkoff at Atlantic, N.Y. Meyer reports sales of Seeburg phonos on the increase, steadily improving with each week. John St. David, Distribs, Newark, N.Y., in town with a group of upstaters, for the Basilio-Robinson fight. Johnny elited over the results, as the new middle-weight champ is a neighbor.

Sandy Moore, Sandy Moore Dist., advises the firm will move to 599 Tenth Ave., around the first week in Oct. This Wurlitzer distribs, when Young Distributing, previously housed in same offices. Then moved to Eleventh Ave. Now they go back. Joe and Jenys Young hosted a dinner at Dinish Moore's on Tues. by Frank Brachemy, and Joe comes back raving about the "Irish Bacon". Bob Siff, firm's sales promotion mgr. and sales rep., announced his resignation, effective Oct. I. Will remain in coin row biz, and will announce his plans in the near future... Mike Munves and brother Joe gave us a ride on new Kiddie Ride, "Tusco," a miniature elephant made of rubberized leather, which looks completely life-like. Joe advised he is making arrangements to display the "Tusco" and several other machines at a hotel in Phila. during the A.M.A. show there, Oct. 1st.

Tusco, Associated Amusements, Boston, Mass., in town, and before he finishes a walk down coinrow, completes several deals... Buddy Fox, Runyon Sales, identifies his skill on Bally's new "ABC Champion" ball game— and we mean "skill". Says he's quite an expert on the new "ABC Super Deluxe Bowler" game, but couldn't prove it, as an operator took away the floor sample. . . . Hartery and Hykezel Distributing, tell us, they never knew that so many music and games ops also have vendor routes. "Since we took on the Dufexier cigarette and candy line," says Mr. Harry, "our music and games ops are buying vendors from us in nice quantities." Al Denver and Nash Gordon, Music Operators of N.Y., who have concentrated their activities around the Souvenir Journal, a Coin Journal for their 30th Anniversary celebration, being held at the Waldorf Astoria Hotel on Saturday night, Nov. 9, report that every indication points to its greatest of all time. Starting Monday, Sept. 30, the main office will devote its time to ticket sales. Their problem won't be sales, it'll probably be satisfying all the demands. . .

Don Smith of Sioux Falls, S.D., spent the day in town making the rounds... Elmer Cummings of Brookings, S.D., in town for the day seen buying equipment... Frank Bezdicek of Fishing, Minn., took the family on a trip to Canada to do some duck hunting... Jack Tomar of Two Harbors, Minn., in Canada for some fishing. Says it probably is his last trip for the year as Falls ice if and it won't be very good. . . . Stan Nylund, of LeBoux of Virginia, Minn., in Mpls, for the day picking up some parts and his record book...olly Rose of the Sandler Dist. Co. and Al Rose of the United Mfg. Co. spent the week traveling in Minnesota and came back with some very nice orders for the United "Jumbo" Alley. . . . Alpert of the Twin Ports had a busy week, Minn., away from his office for a few days, it is only in one of the best operations in the state, but operates one of the largest premium houses in Minnesota. . . . Frank Mager of Grand Rapids, Minn., has been in manufacturing for the past several months and a new type plating fell into his lap and it is getting fine acceptance all around the country. It's quite a tractor, can be put together in two minutes after taken apart. It looks very rosy for Frank Mager... Leo Barkovitch and Mrs. of Superior, Wis., had their daughter and 10-month-old grandchild visiting them for a few days. Daughter is living in Chicago and doesn't get to visit very often. . . . Mike Young of Soldiers Grove, Wis., is one of Milwaukee's best baseball fans, especially during the home stretch. Drives to Milwaukee every weekend to watch the Braves play.

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

The Cash Box
UPGRADING OF RACES AND RISING EXPORT DEMAND SPARKED CONTINUED BETTER AMONG CHI DISTRIBS THIS PAST WEEK. MORE STEPPING-UP TO NEW EQUIPMENT BEING REPORTED, DUE TO USED-GAMES AND PHONES GROWING EVERY MORE DIFFICULT TO BUY. NEW MACHINES ROLLING OUT AT FACTORIES AT PEAK LEVELS INVOLVING APPLICATION OF OCCASIONAL DESIGNER, BETTER DESIGNED AND BETTER ENGINEERED THAN EVER. OEPS, EVEN WHILE WISTFULLY LOOKING FOR "SOMETHING REALLY SENSATIONAL," AND SOMETIMES COMPETING WHOSE MAKE STRONG EFFORTS TO PROMOTE AND FOSTER LOCATION-COOPERATION SHOWING BIG RESULTS. MANY IN THE INDUSTRY WOULDN'T HAVE BEEN ABLE TO HEAR OR THE Sudden PASSING OF JOHN CONROE, V.P. & GEN'L MGR. OF J. H. KEENLY & SONS. HE WAS KNOWN AND HIGHLY RESPECTED AMONG MAN WHO KNEW THE BUSINESS AND WORKED INTELLIGENTLY TO ADVANCE HIS IDEAS. SINCERE CONDOLENCES TO HIS WIFE, JEANNEETTE, AND FAMILY. JOHN CONROE'S LOSS TO THE INDUSTRY WILL BE KEENLY FELT. HIS GOOD WORK IN IT WILL BE LONG REMEMBERED. ED RATAJACK OF AMI VERY COMFORTABLY AT HIS FIELD ENGINEERING WORK IN MIAMI HOSPITAL. JOHN KRENSKY IN A CHICAGO HOSPITAL. THIS PAST WEEK, BUT GETTING ALONG NICE AND THROUGH A NIEF OF PNEUMONIA. JOHN HICKMAN REPRESENTED HIM FOR PERFORATED ULCER IN CHICAGO, NOW REPORTED TO BE RECUPERATING IN A HOSPITAL. LETTERS AND CARDS WILL BE FORWARDED TO THE BOYS BY ED.--AND THEY WELL NEED SOME CHEER UP.

WE HAVE SEEN THE DISTANCE WITH THE GUY WITH LOWER PRICES--HE KNOWS WHAT HIS STUFF WORTH." "DIVERSIFICATION," SAYS BILL O'NEILL, "IS THE ANSWER. AND BALLY'S GOING IT. WITH SAMPLES GOING OUT OF THE NEVER-BEFORE CHAMPION," WITH DEMANDS CONTINUING TO SURGE WITH KID RIDE AND ALL THE OTHER GAMES MOVING FASTER, BILL LOOKED LIKE BALLY'S NEXT PRESIDENT, JOHNSON OCHSNER CHIEF OF THE NATIONAL LEAGUE, BACK FROM LONG VACATION AND LOOKING AROUND FOR A PERMANENT CONNECTION. "AS A COLLECTOR," SAYS JOHNNY. "BACK AT CHICAGO AFTER EASTERN BISP. SAM KRENSKY WORKING WITH SAM GENGBUS ART, PRODUCED A 'SUPER-CASINO.' THE PHONE CALLS WERE BIZZING ED LIVINE EVERY OTHER MINUTE. AS MORT SORCETO PUT IT, "WE PRODUCE 'X' NUMBER OF GAMES, BUT WE NEED TWICE AS MANY TO FILL ALL THE ORDERS." WIDE MINTER OF GATEWAY ADVISES THAT HE HAS EXPANDED HIS SHOWROOM. SAYS FRED, "I MOVED THE COUCH TO MAKE ROOM FOR MORE PHONES, AND PUT IN BINGO ON THE BALLEROOM." ALL WHO KNEW EVERETT ECKLAND MOURN HIS PASSING, WHICH FOLLOWED AN ILLNESS OF SEVERAL MONTHS. PRIOR TO HIS PARTNERSHIP WITH JIM MANGANE, HE WAS WITH MILLS NOVELTY CO. FOR 15 YEARS. DURING HIS LIFETIME, ECKLAND CAME TO 400 VENDING MACHINES AND HUNDREDS OF OTHER ARTICLES FOR HOME AND INDUSTRY. HIS OUTSTANDING ABILITIES WILL BE SOONLY MISSED BY THE INDUSTRY. AYRON GROEBERH, HAS SEEKED SECOND RATING AT THE NATIONALS. HE WANTS TO DESIRE. WHICH IS ONE GRAND WAY TO PROMOTE GOOD EMPLOYEES RELATIONS. HERB JONES OF BALLY'S SAYS, "WE'RE TRYING IT TRADING A LOT FOR TV." "SUPER-CASINO" IS REPORTED TO HAVE DAVE RATAJACK, NATE GOTTLIEB AND JUDD WEINBERG FILLING BIGGER ORDERS THAN EVER BEFORE, WHILE THE BUSY PLANT IS ON AN UNSTOPPABLE PRODUCTION PLANE. "WE NEED TO WORK ON COMPLAINTS ON THE GAME'S TREMENDOUSLY BIG PLAY," SAYS JUDD. "WHILE JOE KLINE MOVED INTO HIS NEW HOME IN LINCOLNSHIRE PAST WEEK, SAM KOLBER, FRED KLING, AND MARY RAMSEY ARE KEEPING THINGS GOING AT FIRST. LOTS OF LOCAL AND OUT OF TOWN AT THIS BUSY PLACE. BY THE WAY, WHERE'S THE REST OF THE CREW?"

Bill DeSelma breaks out in half a dozen smiles when he talks about United's new "Jumbo Bowling Alley." Says Bill, "Shipments are now out of the way thanks to the steady supply out this week. Bill reports John Casola covering the lower east coast, Bob Bever jumping over into New York from out west and Al Sosen coming back from the west coast. We're also calling on distributors in the South. Bill reports good Wurlitzer bids during Sept., due to lot of new accounts. Repairing pool tables had Charlie Nicholas working like a beaver over at Marvel Billiard Supply this past week. "We're doing exceptionally well," says Charlie. "At a banquet of the Adventurers Club, about 200 were there, Capt. Tom Callaghan recalls being introduced by the toastsmaster as the man who fully-bodied guarding 8 presidents of the U.S. over a period of 25 years. The toastsmaster then went on to say that the president of the U.S. would happen to any of the presidents who were so efficiently guarded. On this point, he demanded indignantly, "Was Capt. Tom Callahan t'll night when Lincoln was shot?"

Hear that drum around the country gave Art Wean and the nickname "Soda Dutchie," at our of that's what's going on in our company. We're still looking to reassemble the second or third time. Which indicates some mighty fast action over at Williams.

Roth Brothers Bally at annual dinner of Eastern Pa. Operators Assn. Sept. 22 at the Celebrity Club, Philly, Art Garvey and Paul Calamari tell one and all about the wonderful times they had getting together with Joe Nash, Abe Wilkin, and many others. We refer to the "Story of Bally," where Peter Stern at World Wide, in the midst of directing a big shipment of games to Europe's Wally Flink looks good. But Williams is showing a new machine and it is the "Le Micon," owned by Oscar Schultz and Sylvia Gordon. Oscar looking better and doing a lot of good deals when his firm reported Mills in 8 states. "I still like the larger machines, and I like what's going on," says he, "so keep the Cash Box coming."


VORDERTHEIT: YOU CAN'T BUILD A REPUTATION ON WHAT YOU ARE GOING TO DO.
The Fall surge in business has hit all distributors and one-stops along Pico Boulevard. Operators are planning ahead for the coming season and set another record in sales for 1957. Norty Beckman was visited at Norty’s Music Center by the Ames Brothers at which time Norty told them of the new RCA-Victor release of “Melody of Love” which has become a big seller with the operators. Norty is in the midst of a big expansion program to handle his increasing operator trade. Jan Grill of Universal’s Chicago was recently hit with his new release of “My Girl” on Roulette. Harold Goldfine says the operators are scrambling for “Silhouettes” by Steve Gibson on ABC-Paramount. At Simon Distributing Company, Jack Simon returned from his Chicago trip where he reports the factories are all at peak production. During Jack’s absence, Sonny Lember will handle all the export work at Simon’s. John Freeman making preparations for his vacation to Texas on which he’ll be joined by his brother. “Mac” MacMurdie, General Manager of P. F. Jones Company, visiting distributors along Pico Boulevard. At American Coin Machine Service Company, the Lanzy brothers, Bill, Nick, Vinny, and Andy, have been so busy with the service calls and repairs they haven’t had time to complete plans for remodeling of their new headquarters.

Phil Robinson reports every shipment of Chicago’s “Classic Bowling League received in Los Angeles is shipped out the same day. At Leavenworth’s Record Bar, Mary Selle was telling Norm Dudley he had to have big hits with Patti Page’s “I’ll Remember” and “The Platters’ “Only Because” on Mercury. Selle will be a hit with “Moonlight Swim” on RCA-Victor. Barborn Chandler is dividing her time between the “Bar” and UCLA where she is a teacher. Claire Sible took time off to pack for all the girls for their trip to Barstow and the annual Rodeo where they will be the guests of Lea Smith.

George Mahlbusen busy at Miniborne “Music Company” with orders on the Seeburg “200” phonograph. Matt Nordberg reports a lot of activity in the San Diego area. Paul Vogel reports the demand for used equipment is so great he has to stay on his toes to supply the operators with the “ habit. D. H. Osborn of Emarcy Distributing Company of San Francisco visiting his many friends along Pico Boulevard. Lucille and Paul Laymon report sales of the Rock-Ola “200” phonograph continue on a steady increase at Paul A. Laymon, Inc. Ed Wilkes busy taking orders on Bally’s “ABC Tournament” and Bowling Lanes’ new “Circus” two-player games. Jimmy Wilkens says the sales of used equipment has hit an all time high and he sees no sign of letting up... At California Music Company, they have been asked Sammy Ricklin, on his return from his Las Vegas vacation, how he made out in the desert town. Sammy’s answer was, “I just made a deposit in the bank!” Buddy Robinson and Ted Hook entertaining their dear friend Tallulah Bankhead during her stay in Hollywood to do a television show.

Martha Delgado says her top selling record the past week has been “Honeymoon” to Jimmy Rogers on Roulette... Don Biseau predicts Roger Williams’ “Tell” on Kapp will be a big one with the operators. Operators seldom seen on Pico Boulevard can be found at C. A. Robinson & Company. They are all congregating for the contest to be held by Charley Robinson. One operator told Al Bettelman the prizes mean nothing; it’s the fun of the competition that is bringing them in from all over the Southland. Harry Bielewicz reports he is awaiting the initial shipment of United’s “Jumbo” Bowling Alley to fill the ever mounting orders being placed by the operators. Halsey & the used equipment market continues strong... Bill Happle looking forward to a visit from his partner, Herman Paster of St. Paul, at Badger Sales Company, Inc. Bill reports the new and recent orders for the AMI “H200” were very gratifying. Don Ames reports games and arcade equipment are going very well in the San Diego area. Marshall Ames says he has met many operators he has never seen before in the past few weeks who are coming into the showroom at Badger to order or see the AMI “H200” phonograph. Jack Leonard busy expanding his tool line in the Parts and Accessory Department.

**“Int’l Export Import Council” Wins Support of British Coinmen**

LONDON, ENGLAND—The “International Coin Machine Export-Import Council” is supported solidly by British coinmen, regardless of the fact that most importations are restricted, and only a very limited number of new machines enter England.

“We base our hope for future importation on the Council”, stated Gordon Marks of Photographic Equipment, Ltd, this city. “We feel the Council will even the restrictions on importation are very severe at this time, help to bring about the business we require in due time, when restrictions are eased, so that we can instantly join the international coin machine market.”

Others here express the same opinion. It is hoped that American manufacturers can equal or better the arrangements as made by the German Government. At present about 18,000 pounds ($28,000) can be imported from Germany by firms here.

British firms as Philip Sherrards would like to see a reciprocal arrangement made by the U.S. coin machine manufacturers whereby British firms could import 20,000 pounds ($56,000) to 30,000 pounds ($84,000) per year as a starter. Sherrards believes, that the U.S. manufacturers can help bring such a reciprocal trade agreement into being by making application thru the U.S. Government to meet the requirements of the British Board of Trade.

It is felt that by meeting with exporters and importers of International Coin Machine Export-Import Council a better understanding of the British problem will come about, and perhaps a solution would be devised.

“Just meeting and talking things over with men in our industry from other countries”, one British coinman believes, “is bound to improve relations and bring about a better understanding of each other’s role in the international picture of the coin machine industry.”

**Thru The Coin Chute**

**CALIFORNIA CLIPPINGS**

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

**Subscription $15**

**The Cash Box**

Page 76 | October 5, 1957
Through The Coin Chute

NEW ENGLAND NIBBLES

Business picking up all around and new equipment pouring in to distribute throughout the land. From the new buildings and the old, business is steady and continues, due to Indian summer weather, emphasis is on indoor activities and the fall-winter season. From a look at the new equipment being shown in dealers' showrooms, they are not worried about the demand being nickel and ball bowlers, going to go big. Ops say that demand for long bowling alleys is increasing and that long bowlers are now becoming standard.

Hi Redd Distributors (Wurli), Bob Jones, gen. sales mgr., completely okay after injury. Fit to be tapped tremendous response on Bally "Super Deluxe Bowler." All other types of machines going big and strong with demand increasing big for Wurlitzer phons. . . . At Associated Amusements (Rock-Ola), new shipment of "Umbrella" Bowling Alleys has ops anxious to get them out into locations. Available in three different sizes, 15 ft, 16 ft, and 20 ft, they look like winners. Big advantage attraction on these new bowling alleys is that all servicing of the machines is from the rear. Dick Mandell, gen. mgr., reported September was one of the best months for business so far this year. Expectations are for a banner season, Ed Ravreby, vet coin owner, predicted.

Ops in visiting distrubis this week included: Joe Glazer and Timothy Sullivan of Christie Distributors, James R. Morehouse of Pomegranate, Tony Davison, Chapman, R. L.; Phil Swarta, Wurlitzer Vending, Brocklue, George Simard, Derry, N. H.; D. C.; R. E. Enquist, New Haven; Ray Montgomery, Conn.; George Giou, Boston; Phil LaFontaine, Providence, R. I.; Ralph DiPaolo, Quincy; George Chopelas, Malden, V. Pitts, Allistone; George Pappas, Lowell; Fred Kofous, Royalton; Ben Haverhill; Earl Graham, Graham Vending Sales Co., Salisbury; Ben Ross, Gray-Brown Vending Co., Boston; Boston Distributing Co.; Walter Stadnick, Stad Distrib, Central Falls, R. I.; Samorenstein, Triangle Distrib., Providence, R. I.; Jim Balboni, Springfield; Al Dolins, Hyannis; Tony Grazia, Quirks, Chelsea; Bob Grossman, Dartmas, Charlestown; Music & Radio Corp., Cambridge; Donald Footo, Majestic Music, Randolph; Teddy Rubinowitz, Chelsea; Bob Green, Randolph; Luke Levine, Boston; George Traumert, Boston; Jack Gomel, Fall River; for the next month, operations will be on the Wurlitzer 4-4040 line for the Standard equipment. Harmony Distributors will be in charge of this line.

The New England Distributors Association will meet in Boston, and the Wurlitzer representative will give a full report on his trip to New York. Mr. K. F. Wurlitzer, president, will be on hand to discuss the new Wurlitzer 4-4040 line. The meeting will be held on Thursday, October 20, at 10:00 a.m. at the Wurlitzer office, 221 North Street, Boston. All members are invited to attend.

N. Y. Wurlitzer Distributor To Move To Coinrow

NEW YORK—Sandy Moore, presi-

dent, Sandy Moore Distributors Cor-
poration, this city, which was named representative for the Wurlitzer Company's line of coin operated pho-

graphics and accessories for the New York territory, was announced

last week, Joe Young will act as sales manager of the phonograph division, and will be assisted by Abe Lipsky and B. J. O'Callaghan.

Mickey Winchinsky has been named to head the games division, which will be devoted to wholesaling new and reconditioned amusement machines.

Eddie Corrigan, well known from the Freeport office and will hand

Read Hallenbeck, vice president, will headquarter in Freeport, and super-

vising all the city's vast business matters.

Bernie Levine, vice president and treasurer, and Sandy Moore will move from New York to Freeport, super-

vising all the city's vast business matters.

Through The Coin Chute

TENNESSEE TOPICS

J. White, Paris, has taken over the building next door to his P & N Distributors. Everything there is quite hectic with business and plans to expand. W. R. Bigger, Bigger Distributors, Clarksville, sees his routes growing daily. He even had Louis Clay, one of his officers, on the outside, lading and selling long. He has added a musical instrument line to his record store.

Slas (Smitty) Smith, a new owner in Clarksville, Smith was in the business working for someone else. He said he would get the very nice line of phonographs and record.

Baker sisters played at the Frolic in Reverse; Bob Riley, Dot label recorder, at Jewel Room, Hotel Bostonian; Jerry Vale booked around Boston chutes. . . .\n
Whitney, a territory hopes joke box players, has been found. Wheneverdisk a man in or around Hub showing that it is well explolied, plays of their phonograph line. Even Hub's Harry Marshard is nabbing big results from his new album, "Harry Marshard Plays Resort Favorites".

Radio Station WYDA changed hands this week, Automatic Machines has been bought by the new owners. . . . WBMS, new wild, was taken over by the Bartell Group.

Doubled Operating Expenses

AUBURN, IND.—"We find it is becoming a very great problem to be able to stay on in the coin machine business," reports Douglas Driehick of Universal Games, this city, "because all our operating expenses are increasing almost double.

"What's more," he adds, "machines costs more and continue going up in price while, at the same time", he concludes, "whether the take is nickel or dime it has not increased enough to handle the higher costs."

Need For Locations

CHICAGO—"Getting new locations and keeping old locations," says one of the major problems, according to Bernard Lazare of Bern's Distributors, "because of the yearly business going down."

"Equipment," he adds, "is also extremely limited because this city won't recognize many types of machines."

Lazare, continues, "the manufacturers come right on top of us with new equipment when relatively old games, 4 to 6 months old, haven't even come close to paying for themselves as yet."

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Gottlieb's Two Player Super Circus

featuring ROTO-TARGETS

No doubt about it! Rotating targets are a new concept in skill shooting and timing that present an irresistible challenge to all players. This means more play, more coins and more profit! A brand new steel door and door frame discourages game abuse and pilferage. Provides lifetime service. Super Circus provides many other fine features such as 5 pop bumpers that hit alternate; rollovers indicating 10, 30 and 50 point values; 2 flippers and 2 cyclonic kickers; and all the standard Gottlieb features.

See your distributor today!

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All Gottlieb Machines Are Equipped with National Slug Rejectors

NOW — Showing and Delivering

2 Great Bally Games

ABC SUPER DELUXE BOWLER
8½ Ft. Shuffle Game

ABC CHAMPION
11 and 14 Ft. Ball Bowler

Runyon Sales Company
Factory Representation for:
AMI, Inc., Bally Manufacturing Co.,
J. H. Keeny & Co., Pompe, Inc.
153 10th Ave., New York 18, N. Y. (Lo. 1-1550)
21 Headley Avenue, Newark 5, N. J. 81-8777
211 Windsor St., Hartford, Conn., 7-6470

Chicago — Vince Shay, All State Coin Machine Exchange, this city, reported this past week that demand is growing tremendously for used pack-type bowlers priced at $800 to $400.

"Although the market is very strong for late shuffles," Vince stated, "these games are hard to buy.

"In fact," he added, "we have standing orders from customers in various parts of the country to ship late shuffle games in lots of five or ten until they advise us to stop.

"But the operators are using the games and making money with 'em. So they're reluctant to trade off the shuffles or take the best possible cash offer.

"Looks like the trade is ripe for new and improved shuffle games at this time," Vince Shay confided. "The factories should do well with them."

Chi North Side Bowling League News

Chicago — The third week of the current bowling season began with Paschke Phono taking three from Gateway Distributing, Rene Gallet was high for Paschke with 561, Phil Bianchi's 460 was high for Gateway.

Brown's Camp won two from Singer One-Stop. Brown's Jim Fischer was high man with 470, Red Losasso's 441 was high score for Singer.

Star Music took two from Decca Records. High for Star was Hank Socha with 498, Ray Albamonte was high for Decca and also high for men with 559. He was followed by Frank Tucounase's 511.

Amber Music swept three from B&B Novelty. Johnny Omens was high for Amber with an even 566. Amber holds the current season high score of 2387, Fred Dries' 566 and Marino Pieronl's 565 were high for B&B.

Galgano Distributors won two from Western Automatic. Tony Galgano's 584 was high for the Galgano group. Bill Nyland was high for Western with 434.

Phone Service took two from Mercury Records. Bob Hall was high for Phono Service with 466. Mercury's Vera Imlau was high for the team and high for women with 476.

Gillet won two from ABC, Chuck Myers was high for Gillette with 586. ABC's Les Taylor was high with 423.

Coven Music took three from Gar- missa Distributors by forfeit. High for Coven was Fran Sciacquino with 479.

EPAMA's 1st Annual Banquet Success

Philadelphia, Pa. — The eastern Pennsylvania Amusement Machine Association, with headquarters in Norristown, held its first annual banquet at the Celebrity Club, this city, on Sunday night, September 22, and it was acclaimed a most outstanding success. All the operators and members are commended for their efforts.

The evening was given over to fun and frolic, with the only speech, a five-minute affair, by Harry Subblody, business manager.

Cocktails started at 6 P.M., with a sumptuous dinner, floor show and dancing following.

Among representatives from the factories were Art Garvey and Paul Calumni from Bally, and Ted Parker and Hank Peteet from Wurlitzer. Wires were received from other factory representatives, expressing their regrets that they were unable to attend.

All distributors were on hand with large delegations of their staffs.

Joe Silverman, of the Philadelphia association, and Archie Berger, representing The Cash Box, were also in attendance.

Gersh Interviewed By English Newspapers

London, England — During his stay in this city, Bill Gersh, publisher of The Cash Box, was the target of local newspapers, who interviewed him on the coin machine industry in the United States. As a result, several papers ran interesting stories.

One paper, "The Star," featured a photograph of Mrs. C. I. Gersh. She's much prettier than Bill.
THE CASH BOX
"The Industry's Market Place"

PUBLISHES MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES IN THIS INDUSTRY PUBLISH IN A MONTH—PROVING THAT THE ENTIRE INDUSTRY RECOGNIZES THE CASH BOX' CLASSIFIED AD SECTION AS "THE INDUSTRY'S MARKET PLACE."

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1721 BROADWAY, NEW YORK 19, N. Y.
How To Use "The Cash Box Price Lists"
[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" set exactly the same as the market quotation board at the Stock Exchange—posting 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 for such equipment so that the subscriber at least has the last 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 $75.00. 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 such quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Cash Box Price Lists" should be read as follows: First price listed is lowest price quoted for the 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.

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

REGARDING 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 a machine of machines listed at from $10.00 to $25.00 asks from $60.00 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 and subject to be broken down. As these low figures describe the condition of machines, the reconditioner must add onto his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of crating, cargo and insurance for packing and shipping of the machines, in addition to a decent profit which, in most cases, raises the price of a $10.00 to $25.00 machine to anywhere from $50.00 to $75.00 and more. In the case of a machine, and kiddy ride, these may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machine shop, since manufacturers of many of the old arcade machines and kiddy 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 machines as listed and recondition or machine themselves to meet their own standard.
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<td>Chicago Starlight</td>
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<td>Chicago Starlight</td>
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Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers’ list prices, F.O.B. factory.

AMERICAN INVESTMENT CORP.

- B-200 2000-watt phonograph
- H-210 1200-watt phonograph
- H-100 1000-watt phonograph
- BAR-200 Selective-play
- Hidden Sound
- HBB-200 Continuous-play
- Model 200-200-200 Wallbox
- WQ-120 120-watt Wallbox

Corner Speaker

AUTO-PHOTO CO.

- Studio Model "J" $3,245.00

BARNEY MFG. CO.

- ABC Champion
- ABC Deluxe Model 20

The Champion

CINCINNATI MACHINE CO.

- Classic Bowling League (6 Player)
- 13 Foot
- 16 Foot

No List Price

EXHIBIT SUPPLY CO.

- Pop-Gun Circus
- 3-Way-Bowling Conversion
- Unit For Shuffle Games
- 20 Foot
- 16 Foot
- Six-Packet Pool
- 6 Pecks with base
- Nudie Canteen (Ant Colony)
- 5 See-A-View Houses
- Card Vendor, with base
- Single Column
- Double Column

No List Price

J. F. FRANZT MFG. CO.

- Kicker & Catcher
- AIB Challenger Pistol
- Pop-Gun (Counter Game)
- AIB Gun

No List Price

CENCO MFG. & SALES CO.

- Hornet Fortune Teller
- Sweet Twenty One (2 Player)
- Roll Down Game
- Gypsy Grandma Fortune Teller

No List Price

D. GOTTLEIR & CO.

- Super Circus (2 Player, 5-Ball

No List Price

INTERNATIONAL Mutoscope CORP.

- Bang-O-Rama $325.00
- Voice-O-Gram, 60-70 RPM
- With musical unit $1,050.00
- Without musical unit $1,750.00

No List Price

IRVING KAYE CO., INC.

- El Dorado 6-Packet Pool $950.00

No List Price

ROCK-OLA MFG. CORP.

- Model 1555, 200 Sel.
- Model 1554, 120 Sel.
- Model 1553, 50 Sel.
- Model 1585—Playmaster
- Model 1575, 30 Sel.
- Model 1556, Chrome Wall Box, 120 Sel.
- Model 1555, 50 Sel., Wall Box

No List Price

J. P. SEEBURG CORP.

- KD200 Phonograph
- L100 Phonograph
- DWAY-Wall-O-Matic 200

No List Price

UNITED MFG. CO.

- Play Time (In-Line Game)
- Delux-Wall Speaker Alley

No List Price

WILLIAMS MFG. CO.

- Deluxe Speaker, 5-Ball

No List Price

THE RUDOLPH WURLITZER CO.

- Model 2100 Phonograph
- Model 2104 Phonograph

No List Price

WILLIAMSON CORPORATION

- Model 2000 Wall Box
- Model 2001 Wall Box

No List Price
The BIG HIT of '57!

ACTUAL REPORTS PROVE — LARGEST COLLECTIONS OF ANY BOWLING GAME EVER PRODUCED!

chicago coin's
Classic BOWLING LEAGUE

GIANT BALLS
4½ in. DIAMETER
-2½ POUDNS

NEW HIGH SCORE
Of The Weak Feature!
(Key Controlled)

GIANT PINS
REALISTIC SIZE
Larger Than Ever Before

Choice of 3 Size Cabinets
13 ft. – 16 ft. – 18 ft.
Shipped in 2 sections! Wider Cabinets!
Striped Playfield! Genuine Gutters!

NEW PROFIT MAKING FEATURE!
2 Games for 25c
Also available as One Game for 25c
Easily convertible to regular 10c play!

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

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

...ENHANCES YOUR EARNINGS

because of its greater showmanship

No automatic phonograph ever combined the smart styling, the gorgeous subdued illumination and the true high fidelity sound that distinguishes the 200-selection Wurlitzer 2100. An exciting example of Wurlitzer leadership.

With the added attraction of 50-cent play, the Wurlitzer 2100 has compiled a remarkable reputation for out-earning any phonograph it replaces—in many instances by 100%.

SEE YOUR WURLITZER DISTRIBUTOR

THE 200-SELECTION Wurlitzer 2100

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

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
UNITED'S BRILLIANT NEW

JUMBO BOWLING ALLEY
SCORES AND PLAYS EXACTLY LIKE REGULATION BOWLING
1 TO 6 CAN PLAY

NEW REALISTIC ACTION
BIG 4 1/2" COMPOSITION BALL
HITS THE PINS!
(New Extra-Durable Pins)

QUIET SAFE!
NEW Ball-Rack Design
cuts speed and noise of ball return...
prevents pinched or bruised fingers
HIGHLY INSULATED PLAY BOARD
AND CUSHIONED BACK BOX
ASSURE EXTREMELY QUIET PLAY

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

SEE YOUR DISTRIBUTOR

New LOCKED-IN BALL GATE... Ball positively held back when game is completed

NEW STYLE
SLIM
STREAMLINED CABINET
... lighter in weight
... easier handling
"JUMBO"-STRONG

New DROP-CHUTE MECHANISM
WITH NATIONAL REJECTOR
on Pull-Out Drawer for Easier Servicing

ALL MECHANISM
LOCATED IN BACK-BOX
with Hinged Insert for Easier Servicing

New LINK-DRIVE BALL-LIFT
Channel-Guided... Can’t Jump the Track... prevents jamming

2 GAMES FOR 25¢
MEANS "JUMBO" EARNINGS
CREDIT UNIT
ACCEPTS UP TO 20 QUARTERS
AT ONE TIME FOR FUTURE PLAY
ALSO OBTAINABLE AS ONE GAME FOR 25¢
CONVERTS EASILY TO REGULAR 10¢ PLAY!

2 EXPANDABLE SIZES
12 FT. LONG... 16 FT. LONG... AVAILABLE WITH EXTRA SECTIONS FOR "JUMBO" EXPANSION
Boost profits in SHUFFLE spots with new Bally ABC SUPER DE LUXE BOWLER

SUPER-SIZE PUCK
SUPER-SIZE PINS
OFFICIAL BOWLING SCORES
DE LUXE CLUB-STYLE CABINET
BOWLING BEAUTY BACKGLASS
LIGHT-UP TOTALIZERS
SPEEDY PIN-SET

For biggest group-play... and continuous repeat-play... resulting in biggest shuffle-bowler earnings... get Bally ABC SUPER DE LUXE BOWLER busy on location. Order now for immediate delivery.

10 frames per player per game, played by single player or groups of 2 to 6 players. Available in either dime play or one play for a dime. 3 plays for a quarter. Requires only 81/2 ft. by 25 in. floor-space.

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.

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

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