One of the real sleepers of the year has turned out to be “Rainbow” by Russ Hamilton on the Kapp label. Hamilton, a young English artist, originally had made noise for himself in England on the reverse side of the disk, “We Will Make Love”, but when Dave Kapp bought the record for the U. S., the “Rainbow” side took off. Hamilton will make his U. S. debut TV performance on “The Big Record” October 9th, when he arrives in this country to promote his hit record and its follow up, “Wedding Ring” and “I Still Belong To You”.
DINAH SINGS

THE KISS THAT ROCKED THE WORLD

B/W
I’LL NEVER SAY “NEVER AGAIN” AGAIN

47/20-7056

Watch for these NBC-TV network shows: PERRY COMO, GEORGE GOBEL, EDDIE FISHER, PRICE IS RIGHT, TIC TAC DOUGH, They’re all sponsored by...
As the record business expands literally by leaps and bounds, retailers all over the country are facing a problem which is causing them more and more concern. It is the problem of display.

The development of today's album jacket has been based on the proven fact that the more attractive the cover, the easier the sale. Now to take full advantage of this, retailers have to be able to display albums in open face bins so that customers can spot them at a glance. It is only in this way that the jackets can do their salesmanship most effectively.

But the problem of course is space.

Most stores have very limited areas in which to display records. To display everything open faced at 12" by 12" an album would necessitate an almost impossible expansion in store space and at today's costs that is an impracticality. Therefore means have to be found by way of fixtures to display the packages.

There are several firms today which are designing logical bins for albums but of course in looking into the possibility of purchasing these new fixtures, store owners very often find that it involves a complete redesign of their stores at a cost which they cannot afford either in terms of money or in terms of time lost during the alteration.

Therefore if the record industry is to continue to expand and grow as it has been, it seems to us that the task of helping dealers solve their interior display problems belongs to the entire record industry and not to each individual store for it goes without saying that if retailers as a whole are in a position to sell more records, everyone in the record industry must benefit from it.

We suggest therefore that either through the RIAA or some other agency set up by the record firms—big and small centralized information be made available to record stores on the most practical new display equipment and all the concomitant factors which go into installing them. Moreover an absolutely necessary accompanying program would have to deal with the financing of the improvement of stores which is worked out in almost all appliance industries and which is certainly germane to the record business. Just off hand we might suggest some central agency, representing the entire industry, which would make funds for the redesign of stores available to individual retailers at a lower rate of interest than can currently be obtained from banks.

The record industry is dependent upon the outlets which sell records. Without these, nothing else matters. It seems to us therefore that it is incumbent upon the industry as a whole to see to it that stores in which records are sold keep pace with the progress that the rest of the industry is making, not for any altruistic purpose, but for the simple end in view of selling as many records as possible and keeping our industry in the expanding state of prosperity in which it finds itself today.
Johnny’s Double-Sided Hit on Crystalette
FEELING LIKE A FOOL
(# 713)

CONTACT YOUR DISTRIBUTORS TODAY!

CRISTALETTE RECORDS
1560 NO. LA BREA
HOLLYWOOD 28, CALIF.

Everybody Goes For:
“THAT’S THE WAY IT GOES”
(on RCA VICTOR)

When EDDIE FISHER’S vibrant voice, HUGO WINTERHALTER’S orchestral genius, HEINO GAZE’S greatest melody and AL STILLMAN’S poetic lyrics Combine On One Record
“THAT’S THE WAY IT GOES” TO THE TOP

“I Saw The Beautiful You”

“ONLY THOSE RECORDS BEST SUITED FOR COMMERCIAL USE ARE REVIEWED BY THE CASH BOX”
MGM Records' SMASH Follow-up to "TAMMY"

DEBBIE REYNOLDS

WALL FLOWER ALL GROWN UP

This new Debbie Reynolds record was recorded in Hollywood on Sept. 6th and rushed to you in time to cash in on the nation's top selling artist.

K12560 on 45+78rpm

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
## The Cash Box TOP 60

**COMPILED BY THE CASH BOX FROM LEADING RETAIL OUTLETS**

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Debut Week 1/6</th>
<th>Peak Week 27</th>
<th>Weeks on Chart</th>
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**CODE:**
- AP: Atlantic
- AR: Atlantic-Rock
- AS: Atlantic-Soul
- BM: Brunswick
- BS: Brunswick-Southern
- CA: Columbia
- CT: Capitol
- DL: Decca
- EP: Epic
- ID: Island
- IR: Imperial
- MM: MGM
- MS: Mercury
- MY: Mercury-Yankee
- MV: Mercury-Verve
- PE: Pye
- PH: Philips
- PV: Parlophone
- Nielsen: Nielsen
- RKO: RKO
- RCA: RCA
- RE: Reprise
- RM: Rhythm & Blues
- RO: Roulette
- RQ: Racquet
- S: Savoy
- SE: Specialty
- SWE: Sweden
- SXR: Scepter
- V: Vee-Jay
- WE: Weslayne
- W: West
- WEA: WEA
- WIP: WIP
- WNO: WNO

* Indicates best selling record or recording.
* Times are listed above in order of their popularity on a weekly basis.
* Only those records best suited for commercial use are recorded in the "CASH BOX".
FRANKIE'S got a smash
and Roulette's got FRANKIE

MY GIRL
b/w
SO GOES MY LOVE
Roulette 4026

Welcome to Roulette records MILTON BERLE

"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"

JO Stafford

B+ “ECHOES IN THE NIGHT” (2:31) [Leeds ASCAP—Raye, Parrish] A Latin lovely is thrashed in a bouncy beat, with that strange and wiseful voice of Jo Stafford. Pretty delivery is enhanced by a soft choral backdrop.

Jill Corey

B+ “BEYOND THE STARS” (2:15) [E. B. Marks BMI—Raleigh, Edwards] An enchanting mood ballad is given the professional Stafford rendering. Rich and warm love tune that becomes more inviting with each listen.

Tina Robin

B+ “YOU CAN’T TELL ME” [Valundo ASCAP—Weisz] Jill Corey, coming off her current money-maker “Love Me To Pieces”, follow-up with a charming new romantic ballad set to a delightful lift, Jimmy Carroll assisted her with a wonderful backing. The “Hit Parade” starlet should do well with this side.

THE FOUR ESQUIRES

B+ “LOVE ME FOREVER” (2:26) [Greta BMI—Guthrie, Lynes] The Four Esquires are at their commercial best as they introduce a big new latin beat romancer reminiscent of the recent popular hit, “With All My Heart”. Side has a big sound, a lovely melody and a good teenage lyric. The overall sound and beat could make this side a favorite of the young set.

Dick Glasser

B- “I AIN’T BEEN RIGHT SINCE YOU LEFT” (2:12) [Jack Gold ASCAP—Hoffman, Manning] The quartet picks up the beat on this half and tears thru a swinging rock and roller wrapped w/ guitars, etc. Great beat gimmick employed throughout, makes this side appealing to the kids.


SAL MINEO (Epic 9264)

- Film star Sal Mineo, who has proven his appeal to the teenage record buying public with his “Start Movin’!” smash and his recent noise-maker “Last Love”, has a couple of new sides his many fans should go for in a big way. In a romantic mood, Sal offers a lovely ballad dubbed “The Words That I Whisper”. The tune is an emotional number which the teenage star presents in a sensitive and sincere manner. Dramatic song of great love set to a pretty melody which Mark Jeffrey’s stringed arrangement assists. The kids’ll flip over this “from the heart” delivery. For the boppers, Sal picks up the beat on the coupling as he rocks thru another teen item tagged “Party Time”. The lyrics and tempo are right up the teenager’s alley. Watch both sides take off.

"Party Time” (2:13) [Mayland BMI—Sheldon, Lane]

F+ “TOO FAR FROM LOVE” (1:59) [Progressive BMI—Taylor] One of opera’s most beautiful artists is revived and posed in the top of an emotional pop ballad by the gifted liddo. Good side.
**NEW SOCK RELEASE**

Ralph Marterie
AND HIS ORCHESTRA

**HESITATION**

With The Special Marterie Gimmick
coupled with a beautiful blues

**DRIFTWOOD**

BOTH INSTRUMENTALS

MERCURY 71204

---

**IT’S BIG!**

SILHOUETTES

BY THE

DIAMONDS

COUPLED WITH

DADDY COOL

MERCURY 71197

---

**JUST OUT!**

THE

DE JOHN SISTERS

Absence Makes My Heart Go Wander

COUPLED WITH

That’s My Weakness Now

MERCURY 71203

---

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
B+ "EVERYDAY" [Famous ASCAP—David, Bacharach]. MARTY ROBBINS (Columbia 41013)

- Marty Robbins, the talented songwriter and vocalist out of the country field who made the grade in the pop market with his big best seller "A White Sport Coat", has two outstanding new sides that should increase the size of his pop following. One half, "The Story Of My Life", is a pretty romantic melody to a pleasant lift and showcased by a wonderful choral backdrop. The whistling in the background adds color to this delightful teenage love story. Equally commercial is the companion deck, a new Robbins composition dubbed "Once-A-Week Date". A touching, sentimental love song about youngsters in love. Big coupling that should do a hang-up job in the pop market.

B+ "PEGGY SUE" (Nore-Vo-Jak BMI—Albion, Petty) [Peer Int'l BMI—Hardin, Petty]. BUDDY HOLLY (Coral 61685)

- It's difficult for an unknown artist to come up with one good side and break into the music market, but here's a newcomer with two great decks both of which could zoom up the charts. The label's name is Buddy Holly and the two sides with all the potential are "Peggy Sue" and "Everyday". "Peggy Sue" is a fast moving rock-'n'-roll item that could be a tremendous teenage favorite. It's got the lyrics and melody the kids want. In addition to a sensational galloping-tempo guitar and drum backdrop that makes your feet jump, Holly's vocaling is terrific. "Everyday" is a more subdued side. It's a pretty romantic ballad with a lovely melody and some more outstanding instrumental gimmicks the kids will love. Hot two more that could establish Buddy Holly as a name to be reckoned with.

B+ "I GIVE YOU MY WORD" (2:37) [Robert Mollin BMI—Kavelin, Lyn] [Robbins ASCAP—Webster, Green]. JONI JAMES (MGM 12565)

- It sounds as though Joni James is back on the winning track again as she introduces two beautiful string filled ballads that should splash her name across the charts as in the past. One portion is a heart-felt love song titled "I Give You My Word". A dreamy song of great expression conveyed in Joni's wistful manner against a lush choral and orchestral backing. Top drawer material that jockeys will be spinning. Equally enchanting is the companion deck "Never Till Now", a superbly penned new romantic ballad from the soon-to-be released MGM flicker "Raintree County". Both sides are grade "A" interpretations of solid material. They remind the listener of Joni's "Why Don't You Believe Me's" smash. They're definitely the label's best in many moons.

B+ "IN TIMES LIKE THESE" (2:13) [Chappell ASCAP—Schwietzk, Reardon].

- Dee jay favorite Sylvia Syms, the lark greatly responsible for the standardization of "I Could Have Danced All Night" from "My Fair Lady", turns to the musical stage for her latest release and comes up with two class gears that the jockeys will be spinning for many months to come. From the new musical "Eumple", Sylvia offers the pretty love song "In Times Like These". The songstress, who did the lilling number in her own winning manner and comes up with the lovely rendition that grows on you with each listen. A chorus and Jack Piels' orchestra assist. Clever lyric set to a lovely melody. This tune could also head for the standard shelf. The coupling "Who Is? You Are!" is a sly, happy ditty from the musical "Carefree Heart". Interesting boomer excellent vocal interpreted by the polished lark. Top side should be the big seller.

C+ "THE STORY OF MY LIFE" (2:10) [Chappell ASCAP—Schwietzk, Reardon].

- Marty Robbins, the talented songwriter and vocalist out of the country field who made the grade in the pop market with his big best seller "A White Sport Coat", has two outstanding new sides that should increase the size of his pop following. One half, "The Story Of My Life", is a pretty romantic melody to a pleasant lift and showcased by a wonderful choral backdrop. The whistling in the background adds color to this delightful teenage love story. Equally commercial is the companion deck, a new Robbins composition dubbed "Once-A-Week Date". A touching, sentimental love song about youngsters in love. Big coupling that should do a hang-up job in the pop market.
NEW POWER PACKED RELEASES!!

"YEA YEA BABY"
BOBBY CHARLES
CHESS 1670

"THE BEATING OF MY HEART"
THE MOONGLOWS
CHESS 1669

"ROCK 'N ROLL MUSIC"
CHUCK BERRY
CHESS 1671

DOUBLE SMASH

"I WANNA LOVE YOU"
B/W
"TEENY TEEN AGER"
THE SENTIMENTALS
CHECKER 875

"BABY BABY"
DALE HAWKINS
CHECKER 876

CHESS PRODUCING CO.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
ANN LEONARDO
ROCKIN' THE BLUES ON
I'LL WAIT TILL MONDAY

c/w
THREE TIME LOSER
record no. 3817

The Cash Box
Music
Page 12

ANN LEONARDO
ROCKIN' THE BLUES ON
I'LL WAIT TILL MONDAY

Climb To The TOP
With IVY Records
The Deltairs
singing
"LULLABY OF THE BELLS"

Sept. 21, 1957

The Cash Box
R & B Sleeper of the Week

↑ The Trade Press
Agree on . . . .
• Review Spotlight on . . .

DISTRIBUTORS: Some Choice Territories Available
WRITE — WIRE — PHONE

IVY RECORDS
1697 Broadway, New York, N. Y. (Phone: Circle 5-0447)

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

Record Reviews

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

The Cash Box
Best Bets

JIMMY SIMMONS
(Atco 6102)

"LAND OF LOVE" (2:36) [Morn-
tauk BMI — Pomus, Shuman]

Jimmy Simmon, an exciting new
song stylist with a low, low bass
voicing, hands in a thrilling first waxing as he
fashions a rock and roll item with a
folk flavoring. Something different.

THE SH-BOOMS
(Vik 0295)

"I DON'T WANT TO SET THE WORLD ON FIRE" (2:18) [Cherio BMI—Siller, Marcus, Benje-
men, Durham] The Sh-Booms bang in
on a revival rendition of a great
oldie, bringing it up to date via a
socko rock 'n roll reading. Side
swings. Should be an exciting new
experience to today's teenagers.

KITT VEVERS
(Brownstone 55030)

"SAY IT ISN'T SO" [Warman BMI—Meyer,
Jones] Sure is reminiscent of "Ivy
Towers," and its wailing qualities
are dramatically read by the lark. Miss
Ververs displays a sure-handed vocal
delivery, and its wailing qualities are
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SAMMY KAYE
(Columbia 41028)

"HA! HA! HA! HA! (CHELLA LLA)" (2:29) [Leeds ASCAP—
Hoffman, Manning, Taccini] Kaye,
his oratorio and chorus may very well
laugh their way to the charts with
this rendition of a new, much-recorded
selection. Opening with the song's
hearty laugh, the crewingen-
ingly keeps up the spirited goings-on.
Another release on the item that has
been mentioned.

"YOU'D BE SURPRISED" (2:20) [Mavor BMI—
Kaye, Gay] The oldie receives a bright,
infected treatment by the Kaye group.
Pressing is sure to get heavy play for
the platter spinners.
Record Reviews

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

CHARLES MAGNANTE
(Grand Award 1014)

B "MILWAUKEE THE HOME OF THE BRAVES" (2:15) [Record Songs ASCAP—Davies, Light] Now that the pennants have won its first pennant, this lively polka beat tribute to the National League team should get many a lively boomer with Magnante on the accordion and a vocal by a chorus.

C "PIZZA POLKA" (2:26) [Record Songs ASCAP—Unger, Light, Davies] A delicious Italian food is the subject of this happy-go-lucky polka ditty.

MAHALIA JACKSON
(Columbia 4100)

B "HE'S A LIGHT UNTO MY PATHWAY" (3:15) [Manna BMI—Akers] The great Gospel singer is once again demonstrating exactly what a dramatic religious item. Beautiful spiritual chant from the heart.

B "TROUBLE" (3:20) [Manna BMI—Akers] Miss Jackson's many admirers will also find this slow, powerful gospel song impressive. Brilliant voice. Both halves should do very well in the market.

BURT KEYES
(AMP 133)

B "TOO WEAK TO STOP THE TRISHO" (2:26) [Addit BMI—Morrin, Washington-Keyes] A new arrival on the disk scene, gives a good account of himself on a number with a pleasant blues ballad beat. Competent vocal waxing.

C "STOP JIVIN' START DRIVIN'" (2:26) [Rayven BMI—Henneman] The artist rocks to a tune which relates a conversation among many: makes of cars while on the road.

GAR BACON
(Roton 248)

B "Y-I-O-U" (1:53) [Hennessey BMI—Cooley] Both Bacon's vocal and combi support have rock 'n roll polish, which should appeal to the kids whether they listen or dance to it. Solid juke box issue.

C "THERE'S GONNA BE ROCK-+IN' TONIGHT" (2:10) [Dark BMI—Fielding] Another lighting—quick rock 'n roller finds Bacon and the crew in rousing form.

THE EASY RIDERS
(Columbia 4106)

B "TIMES" (1:53) [Montclare BMI—Gillyson, Miller, Dehr] The Easy Riders of "Marianne's" fame glide thru a pretty folk flavored ballad which they penned. Watiful melody and melancholy lyric. Side grows on you.

C "SOUTH COAST" (3:00) [Montclare BMI—Ross, Eskind, Dehr] Guitars supply the accompaniment once again as the Easy Riders fashion another pretty folk type tune. Boys have a delightful sound.

TOMPALL GLASER & GLASER BROS.
(Robbin 101)

B "FIVE PENNY NICKEL" (2:10) [Be-Are BMI—Glaser, Glaser] The new Robbins label makes an impressive first showing with an exciting folk flavored, galloping tempo tune colorfully styled by the new vocal group. Side has a sound and beat all its own and could make big noise.

B "YOU'RE IN MY HEART AGAIN" (2:19) [Be-Are BMI—Glaser] Tompall and his brothers aim at the rock and roll market with a dramatic love song chanted to a good fish beat. Boys could click.

KATHY BARR
(RCA Victor 7016)

B "WELCOME MAT" (3:00) [Somerset BMI—Fielding] Young Kathy Barr makes a fine first showing on Victor with a lively rocker projected with verve. The kids will enjoy this swinging jump item. Kathy has a bright future in store.

C "A SLIP OF THE LIP" (2:43) [Mayfair BMI—Kent, Walton] A sentimental waltz ballad is fashioned with feeling by the songstress. A chorus is used effectively in spots.

EILEEN RODGERS
(Columbia 4108)

B "HAPPY LOVE" (1:49) [Rush BMI—Moody, Carroll] Eileen Rodgers, who has had a number of territorial money-makers, could click on a national scale with this free-swinging, joyful love song. Exciting chorale backdrop adds much to a fine vocal by Eileen.

B "THAT AIN'T RIGHT" (1:49) [Ross Jungnickel, ASCAP Schroeder, Peoples] The lark is equally exciting on this rock and roller with a big sound. Great dance beat and a dynamic performance. The kids should go for both parts.

SMILEY MONROE
(Vita 163)

B "TEEN AGE DOLL" (2:05) [Spark BMI—Kangas, Monroe] Smiley Monroe tears thru a torrid rock and roll jumper that should have the kids hoppin'. Hard hitting stuff with a good dance beat.

C "I DIDN'T KNOW" (2:02) [Spark BMI—Kangas, Monroe, Steut] This end displays Monroe as he chants a heart-rending, tearful item set to a fish-beat and up tempo.

SHERRY DAVIS
(Fashion 1001)

B "HUMBLE HEART" [Wink Music—Winkler, Newton] The new Fashion label gets off to a fine start with a pretty sentimental ballad warbled tenderly by newcomer Sherry Davis.

C "BROKEN PROMISES" [Big D Music—Loftus] Another sorrowful love song handled with sincerity by the washful voiced performer.

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

Paul Siegel, currently riding high with his “And That/My Heart Reminds Me”, looks as though he may have another hit in Eddi Getz’s “It Way It Goes”. Siegel, publisher of both tunes, is off on a cross-country tour to promote the latter. . . . The marriage fever is hitting GAC. Bob Weems, manager of both GAC and band agency Decca, was married to Toby Deane, television actress, on September 27 in a big church in Nashville, Tenn. It was announced recently that Eileen Barton and Vic Jarmel, a GAC agent, had tied the knot. . . . Bruno Dutkowsky, Cash Box Art Director, and Janice Graham, currently employed at St. Vincent’s Hospital in Suffern, N.Y., are recuperating from an operation. We’re sure he’d like to hear from his friends in the business. . . . R.C. Loebelback in the record promotion business out of Philadelphia. . . . Bette McLauren, out with “Autumn Leaves” and “What A Night For Love” on Atlantic, preparing a new night club act. . . . Buddy Basch has been signed to have a record and continues to flip over Hal Moore’s folk-artist and Alan Cypeland. . . . Don Riddle into Scoll’s in Philadelphia for a week. . . . The Hi-Lo’s — Corky Netzer and Jerry Stone — at Mr. Rottweiler for a couple weeks. . . . Just reward for a couple of hard working guys. . . . Lon Scoggin, local rep for Angel Records, offers his opinion that Angel will have its greatest hit this season. Kenny Myers from inner sanctum of Mercury says “Hi!” and continues to flip over Hal Moore’s new waxing of “Chick-A-Chick” and “Leaning Tower Of Pisa” . . . New WSBN—TV studios in Milwaukee and ABC’s new station, KBUR. . . . John Stone, disk jockey and Carmen McRae. The juy will cover the U.S. and Canada, . . . Dean Jones, the new label’s player that MGM Pictures has allowed to sign a pact to appear on TV regularly. Under his contract with NBC, Dean makes eight appearances in 1957. . . . Thrush Helen Merrill will tour with the all star jazz troupe which kicks off Aug. 1 at Carnegie Hall, Saturday, November 2. The roster includes the Australian Jazz Quartet, the Chico Hamilton Quintet, the Miles Davis Quintet, George Shearing and Gerry Mulligan.

CHICAGO:

Tony Martin moved into the Cher Paire 10/3 to headline his show for 3 weeks. At the Chest that Tony got his first big break in show biz many months ago. (The phase it strikes again) guys call himself deejay Dick Buckley’s $2 fan informed us that he just had to let us know he is a true exponent of jazz feelings that Dick is the most in demand of jazz disks. Buckle himself deejay man at WAAF and can also be heard on WBNF. . . . Hank Seaman recovered from Asian Flu, rejoined Sig Sig Ves van Kaiserslautern, Germany. Reuben Lawrence and Tony Galango of Record Districts reported the biggest month in sales ever, due to terrific demand for Audio Filetek Hi-Fi platters. Just reward for a couple of hard working guys. . . . Lon Scoggin, local rep for Angel Records, offers his opinion that Angel will have its greatest hit this season. Kenny Myers from inner sanctum of Mercury says “Hi!” and continues to flip over Hal Moore’s new waxing of “Chick-A-Chick” and “Leaning Tower Of Pisa” . . . New WSBN—TV studios in Milwaukee and ABC’s new station, KBUR. . . . John Stone, disk jockey and Carmen McRae. The juy will cover the U.S. and Canada, . . . Dean Jones, the new label’s player that MGM Pictures has allowed to sign a pact to appear on TV regularly. Under his contract with NBC, Dean makes eight appearances in 1957. . . . Thrush Helen Merrill will tour with the all star jazz troupe which kicks off Aug. 1 at Carnegie Hall, Saturday, November 2. The roster includes the Australian Jazz Quartet, the Chico Hamilton Quintet, the Miles Davis Quintet, George Shearing and Gerry Mulligan.

HOLLYWOOD:

Dot Records trying to set up a 15 city tour for Hal March to plug his first Dot recording of the title of the Paramount’s “Paris When It’s Me—Good”, in which he stars. . . . Al Chapman, former branch manager for Decca Records in Chicago, is the new General Manager for Bunny Kurlan’s Modern Disc Distribution Co. . . . John Stone, disk jockey on KOMA, Oklahoma City, has recorded his first wax effort in the first block of records are two rockably tunes, “First Love” and “Elmey Meeney, Meiny Me”, and mark the new West Coast label’s entry into the rockabilly field. . . . Ardell Wayne Williams of Los Angeles is a French speaking hostess came to the rescue with her translation. All this despite the fact that Andrè speaks better English than his native French.
YOU
SEND
ME

WOULD I WERE

Coral 9-61898

(From musical production "Carefree Heart". Orch. dir. by Dick Jacobs)

Teresa Brewer

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Sings the title song from his
20th Century Fox Production Picture . . .

"APRIL LOVE"

To be released Nov. 20
No. 1 SINGER...
ONE

"When the Swallows Come Back to Capistrano"

No. 15660

See the "PAT BOONE SHOW"
every Thur. 9:00 P.M. EST — ABC-TV

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Bill Crable (KXOX-St. Louis, Mo.) and KXOX celebrated birthdays Septem-
ber 19th. KXOX has been on the air for nineteen years, and as for
Bill, well he admitted to being "just a shade" older on that date. When Jack
Karey (WCFL-Chicago, Ill.) decided to drop a daily fifteen minute
segment on his show devoted to R&B music, KXOX's Vice-President, result was a
sterile mail and phone response demanding the return of the Miller feature.
Miller is back on Karey's stints. Sam Blessing (KOSI-Denver, Colo.)
writes of the big jazz show sponsored by Norman
Granz and presented at the Denver Auditorium Theater Monday,
September 30th. The line-up of talent included
Ella Fitzgerald, the Oscar Peterson Trio, the Modern
Jazz Quartet, Stan Getz, Milt Jackson, J. J. Johnson
and others. Neglecting to make arrangements with
his manager to move his family's belongings to
their new home, Ronnie Barrett (WDOK-Cleveland,
Ohio) appealed to his listeners for advice on which
firm to use. The office of one company was
listening
to
his show, Ronnie was informed on the telephone,
and that's the mover the deejay is going to
do business with. Ronnie, in addition to his platter
spinning, is appearing at a local nitey, "Korman's
Back Room," as a piano-vocalist. According to
Randy Warren (KCOH-Houston, Texas), the hottest
pressing to hit his area is Andy Williams' Cadence
waxing of "Lips of Wine." Nat "King" Cole's "On
My Mind Again" on Capitol also moving says Randy.

We incorrectly listed the call letters of station
CKEY-Toronto, Canada in an item concerning CKEY Musical Director E. H.
Houston ... Jack Rowzie (WWDC-Washington, D.C.) spoke to the Crusade
Youth Rally, Saturday, September 21st, at the Grace Baptist Auditorium ... Bill
Ayward (WMTM-Morristown, N.J.) says that WTMX recently purchased
notices that the station would appreciate record
labels sending material to them from the diskery ... All recording artists are invited to
call and drop in to the recently lengthened Jack Frost (WSRF-Springfield, Mass.) show,
which is aired 7:30 to 11 PM Mondays thru Saturdays plus two hours on
Saturday afternoons.

Vic Aime (WNJN-Newton, N.J.) feels that with the new version of "Tell"
by Roger Williams (Kapp), the song "should take off and be the hit it should have been a long time
ago." ... Bill Jenkins (KAFY-Bakersfield, Calif.) reports that the KAFY television
outlet is now broadcasting in color. ... After he played the Bill
Dunne/owners of "Recipe For Love," Walter Powell
(Barbourville, Ky.) says he had a "tremendous"
mail response for the effort. Walt would appreciate
taped station breaks from the stars. ... "Weekend
in Baltimore" on WWRN-Baltimore, Md., is the new
weekend feature on WWRN and is hosted by deejays
Jack Edward, Jack Dawson, Jim Stanley, Chuck
Richards and Buddy Leonard. The session spins
chart tunes plus oldies and new releases. Former
deejay and now publicist Buddy Basch returned to
his former profession recently when he presented
ork leader Neal Hefti with an award ("one of the
top jazzmen of the country") from Playboy mag on
NBC-radio's "Bandstand." Congratulations to John Barrick, Sales Develop-
ment Manager at WPEN-Philadelphia, Pa., on his recent marriage to the
former Mary Frederick. ... The Top Thirty has become the Top Forty
tunes on KCSR-Cahdron, Neb., writes of former deejay, who also notes that
The Cash Box listings for this feature are used exclusively. ... Dick Blondi
(WHOT-Youngstown, Ohio) writes that WHOT received a complete interior
redesign a short while ago, and is soon to get a
tower boost to 1,000 watts. Don Abbott is the new
WHOT personality. ... Bob McConnell (WWRL-Woodside, L.I.) has been
made night station manager of WWRL. Bob will
continue his 15 Midnight to 5 AM show on the indie six days weekly. ... Jack Carney moves to WILD-
Boston, Mass, from WWRL-New York, Ga., both mem-
ers of the Bartell Group of stations. ... Tom
Adams has made the switch from KULD-Kansas
City, Mo. to KANS-Wichita as deejay and assistant
Program Director. KANS recently assumed twenty-
four hour on day antenna. ... Dick Drum, formerly
of WBBM-Mt. Clemens, Mich., is now stationed with
KYW-Cleveland, Ohio. ... Irv Lichtenstein has re-
signed as WWPC-Washington, D.C. Vice President in
charge of Publicity and Promotion to accept a posi-
tion as Director of Promotion and Exploitation for the American Broadcasting
Network effective October 7th. Harriet Keegel and Jo Wilson have been
to succeed Lichtenstein.

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

SWEET GEORGIE BROWN
(Sweet Georgia Brown)
b/w WATER WHEEL
with SHERMAN EDWARDS
and His ORCHESTRA
4—41021

THE COLLINS KIDS

HEARTBEAT
b/w PARTY
LARRY and LORRIE COLLINS
4—41012-c

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

COLUMBIA RECORDS
A DIVISION OF CBS
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MINDY CARSON will introduce her latest (a wild and wooly take-off on the 1925 favorite) on GUY MITCHELL’S new network Television show on October 21. Dick (The Pajama Game) Adler wrote both words and music for DORIS DAY’S new release, "The Man Who Invented Love." Both sides of JOHNNIE RAY’S new single have got the sound and the beat that set the teen-age set in motion. JULIETTE GRECO’S new one, "Si," (positively one of the most unique records this year—just listen!), will enjoy all-out promotional tie-ins with "Si," Schiaparelli’s new perfume, in all stores carrying the Schiaparelli line, in radio stations, and in record stores; JULIETTE is getting lots of bonus exposure for you these days in her film, "The Sun Also Rises!"

JERRY VALE sings his fast-breaking "Pretend You Don’t See Her" (4—41010) on the "Steve Allen Show" on October 27. JOHNNY MATHIS gave an extra push to his smash "Chances Are" (4—40993) on "The Big Record" Television show October 2.

THE BUSINESS

THE WORD ON PLAYS

as listed:

DORIS DAY

PINK SWEATER ANGEL
b/w TEXAS TAMBOURINE
with RAY CONNIFF
and His ORCHESTRA
4—41002

SWEET GEORGIE BROWN
(Sweet Georgia Brown)
b/w WATER WHEEL
with SHERMAN EDWARDS
and His ORCHESTRA
4—41021

JOHNNIE RAY

THE MAN WHO INVENTED LOVE
b/w TEXAS TAMBOURINE
with RAY CONNIFF
and His ORCHESTRA
4—41002

JULIETTE GRECO

SI
b/w THE CAROUSEL
(Ginguettes)
4—41011

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

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

Disk Jockeys
Played Most

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

<table>
<thead>
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<th>No.</th>
<th>Title</th>
<th>Artist/Label</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HONEYCOMB</td>
<td>JIMMIE RODGERS (Roulette)</td>
<td>1</td>
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<tr>
<td>2</td>
<td>CHANCES ARE</td>
<td>JOHNNY MATHIS (Columbia)</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>TAMMY</td>
<td>DEBBIE REYNOLDS (Coral)</td>
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<td>4</td>
<td>THAT’LL BE THE DAY</td>
<td>CRICKETS (Brunswick)</td>
<td>3</td>
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<tr>
<td>5</td>
<td>DIANA</td>
<td>PAUL ANKA (ABC-Paramount)</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>FASCINATION</td>
<td>JANE MORGAN (Kapp) — DICK JACOBS (Coral)</td>
<td>6</td>
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<tr>
<td>7</td>
<td>(MY HEART/AND THAT) REMINDS ME</td>
<td>KAY STARR (RCA Victor)</td>
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<tr>
<td>8</td>
<td>WAKE UP LITTLE SUSIE</td>
<td>DELLA REESE (Jubilee)</td>
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<td>MR. LEE</td>
<td>BOBBETTES (Atlantic)</td>
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<td>10</td>
<td>JUST BETWEEN YOU AND ME</td>
<td>CHORDETTES (Cadence)</td>
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<td>11</td>
<td>LUNTA LOVIN’</td>
<td>GENE VINCENT (Capitol)</td>
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<td>12</td>
<td>REMEMBER YOU’RE MINE</td>
<td>PAT BOONE (Dot)</td>
<td>10</td>
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<td>13</td>
<td>WHOLE LOT OF SHAKIN’ GOING ON</td>
<td>JERRY LEE LEWIS (Sun)</td>
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<td>14</td>
<td>HAPPY HAPPY BIRTHDAY BABY</td>
<td>TUNE WEAVERS (Checker)</td>
<td>19</td>
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<td>15</td>
<td>RAINBOW</td>
<td>RUSS HAMILTON (Kapp)</td>
<td>12</td>
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<td>16</td>
<td>HULA LOVE</td>
<td>BUDDY KNOX (Roulette)</td>
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<td>17</td>
<td>LIPS OF WINE</td>
<td>ANDY WILLIAMS (Cadence)</td>
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<td>18</td>
<td>MELODIE D’AMOUR</td>
<td>AMES BROTHERS (RCA Victor)</td>
<td>21</td>
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<td>19</td>
<td>WITH YOU ON MY MIND</td>
<td>EDMUNDO ROS (London)</td>
<td>28</td>
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<tr>
<td>20</td>
<td>IN THE MIDDLE OF AN ISLAND</td>
<td>TONY BENNETT (Columbia)</td>
<td>18</td>
</tr>
</tbody>
</table>

**STAN FREBERG**
with Billy May’s Music

WUN’ERFUL,
WUN’ERFUL!
(two sides)
record no. 3815

**JOEL GREY**
with Jack Marshall’s Orchestra

MY GOOSE IS COOKED
I LOST HER TO HIM
record no. 3821

**SAMMY AND THE HAGAN VISCOUNTS**
with Jack Marshall’s Music

DON’T CRY
WILD BIRD
record no. 3818

**GORDON MacRAE**
Orchestra Cond. by Van Alexander

SAYONARA
From Warner Brothers Picture “Sayonara”
NEVER TILL NOW
From the M-G-M Production “Raintree County”
record no. 3816

**DEL REEVES**
LOVE, LOVE, LOVE
with Chester Smith

YOU’RE NOT THE CHANGING KIND
record no. 3819

**KEELY SMITH**
AUTUMN LEAVES
with Louis Prima and His Orchestra

I KEEP FORGETTING
Orchestra Cond. by Van Alexander
record no. 3820

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE WORDS THAT I WHISPER

PARTY TIME

(As introduced by Sal Mineo on The Kraft TV Theatre, Oct. 2, 1957)

EPIC 9246
Roulette Holds First Annual Distributor Meeting in N.Y.

NEW YORK—On Sept. 28th & 29th at the Colonial Room of the Park Sheraton Hotel, Roulette Records held its first annual distributors meeting. The meeting included all the distributors in the eastern territory as well as segments of the mid-west, and parts of the western territory were represented by a list of twenty-two distributors along with their sales force and promotion representatives in attendance. The company's promotion representatives held a panel discussion at 11 A.M. on Saturday, all phases of disk jockey promotion were discussed and forthcoming promotions projects were revealed. At 2:00 P.M. the distributors meeting got under way with an opening address by Leon Creore, co-chair of Roulette's A&R department. Following this, a presentation of Roulette's forthcoming album release was made by both Luigi and Hugo Peretti, the other half of Roulette's A&R team. The album covers were shown on Kodachrome slides. Cued was this the entire oral presentation which was on tape and played over two stereophonic speakers which were controlled by a special sound-man.

The music from the albums was also edited and cut on the tape. The entire effect was that of a radio program in live form. The tape included twelve albums in all; "Frankie Lymon At The London Palladium," "Kay Martin And Her Bodyguards," "Dixie Cats," featuring Dixie All-Stars, "Pearl Bailey Sings For Adults Only.

WHO IS...?...HOP A LONG WOOG...DECCA RECORDS...??...??...??

A great score composed by Dimitri Tiomkin for the new cinemara production

"SEARCH FOR PARADISE"
Hugo Winterhalter and His Orchestra
Robert Merrill R.C.A. Victor
Jack Pleatsy Chicago
David Rowe Decca Records
Los Baxter and Chorus
Capitol Records

"THE HAPPY LAND OF HUNZA"
Robert Merrill R.C.A. Victor
Victor S. Scirocco R.C.A. Victor
Tito Puente and Orchestra
R.C.A. Victor

"KASHMIR"
Hugo Winterhalter and His Orchestra
Robert Merrill R.C.A. Victor

"SHALIMAR"
Robert Merrill R.C.A. Victor
Victor Schuman Single
R.C.A. Victor

SOUND TRACK ALBUM
By R.C.A. Victor
MANY MORE TO COME

M. WITMARK & SONS


Following the presentation, Bud Katsel, Director of Publicity & Public Relations, showed the Ford Protection Day play, along the promotion and publicity lines and also gave a run-down on the promotional plans for the forthcoming album release. The highlight in a dealer's meeting through the distributors there will be a window display context centered around a special window display which Roulette has made up. It will have a motor Roulette wheel which will spin for thirty days on battery... the wheel and the printing on the display will be luminous. Also, a special promotion has been worked out on the Mil- ton Berle album. Berle will tour cities from L.A. across the country to N.Y. promoting his LP. "Songs For Milton Berle." The show will include six jay tee taped messages, a department store appearance and a special party for jocks, press and dealers.

Following the promotional talk, Joe Kerne, President of ASCAP, discussed various phases of the company's past month's performance; ops, dealers, and rack-jobber problems. He then introduced Roulette's new sales policy.

The sales plan, which begins October 15th and will last for 45 days, until November 30th, offers the dealer the following: With the purchase of each of the twelve new albums in Roulette's new release, the dealer receives free any two additional albums of his choice from the release. If he purchases any twelve of the albums from Roulette's 1st album release, he also receives free any two additional albums of his choices. Another offer, referred to as the Magic Number 10, gives the dealer one free album from the release with the purchase of any ten new LP's.

All albums are 100% exchangeable at the end of the sales period. Special order form and check list will be made for salesmen's use which will list the entire stock of Tico, Geo, and Rama album catalog.

After the talk by company brass, the A&R department again took over to unveil new singles which will be released shortly. The meeting closed after an open discussion at 6:00 P.M.

At 8:00 P.M., Roulette feted its distributors with dinner and show. At the dinner, Morris Levy, President of Roulette, awarded a gold watch to Henry Drey, Are Distributing, De- pero for sales performance. The show was highlighted by performances of some of the company's top attractions; Jimmie Rodgers, Shaye Cogan, Larry Sturrup and the Play- mates. Also, Carol Hughes and Jack Hammer, new pactees who as yet have not had a release, entertained. There was an all-star special featuring an old-time phone-call from Milton Berle from Las Vegas. The distributors were able to hear the call through a pre-arranged phone-line which picked Beile's voice over two loud speakers.

On Sunday morning, Roulette held a special informal "farewell break- fast" for all distributors prior to their departure.

Roulette's entire future program for the coming months will be keyed to the slogan, "A Sound Bet—Buy Roulette."
THE BIGGEST 2 SIDED HIT

SINCE...“CRY” AND “LITTLE WHITE CLOUD THAT CRIED”

johnnie RAY

singing

“TEXAS TAMBOURINE”

“PINK SWEATER ANGEL”

Columbia 4-41002

Published by:
CARLYLE MUSIC PUB. CORP., INC.

Published by:
PLANETARY MUSIC PUB. CORP.
Wally Schuster, Gen. Prof. Mgr.

COLUMBIA RECORDS

A DIVISION OF CBS
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“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
NEW YORK.—The appointment of Mitch Miller as Director of all Columbia Records Popular Artists and Repertoire has been announced by Goddard Lieberson, president of the company. Heretofore, Miller has been concerned chiefly with single records. In this newly-constituted post, Miller will act as chief executive in the coordination and supervision of popular albums, single records, and country. Reporting to him will be Columbia's roster of creative personnel: George Avakian, Director of Popular Albums, who will continue his present activities; Percy Faith, East Coast Musical Director; Paul Weston, West Coast Musical Director; and Don Law, Director of Country and Western Artists and Repertoire. Miller will continue to function actively in the production of popular single records but will delegate phases of this operation to a larger extent to Faith, Weston, Law and Al Ham; Lieberson explained.

"With the enormous growth of popular albums as well as single, it has become increasingly apparent that there can be no separation of directions in these two phases of popular music," Lieberson declared. "I feel that Mitch Miller, with his broad musical background spanning the concert, radio, television and recording field, has the unique creative genius to fuse the two branches of popular music production. His accomplishments in the field are unique—he has developed more new artists, and new repertories than any other individual in the record field. In this new position we afford Mitch fullest scope for his ingenuity. He assumes leadership of the strongest and most gifted creative team in the industry." 

A fellow student with Miller at the Eastman School of Music in Rochester, Lieberson brought him to Columbia Records in 1950 as Director of Popular Artist and Repertoire, a position which involved single disks almost exclusively. During his years at Columbia, Miller has produced twenty five records which have reached the million sales mark, four that have exceeded two million sales and many other hits.

Miller Heads All Columbia Pop Music Activities
WELCOME: RUSS HAMILTON

SEE & HEAR RUSS SING "RAINBOW" ON THE "BIG RECORD" CBS TV — 8:00 P.M. OCT. 9, 1957

HEAR HIS NEW HIT RECORD

WEDDING RING    I STILL BELONG TO YOU

K-194

KAPP

RECORDS INC., 119 WEST 57 STREET, NEW YORK 19, N.Y.

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

NEW YORK — Orchestra leader Buddy Morrow welcomes Sammy Kaye, whose orchestra is currently playing at the Hotel Roosevelt, and comedian Lou Carter to the Cafe Rouge of the Hotel Statler, where Morrow and his orchestra will be appearing through December 8th.

Liberty Launches Station Subscription Plan

BEVERLY HILLS, CAL.—Liberty Records, under the direction of St. Warner and Jack Ames, is launching Liberty Disc Services, a new low cost subscription plan designed to supply station programming needs with the complete product output of the company.

Effective immediately, the plan provides two disc services to all radio stations. Service Number One provides all newly released Liberty pop and classical LP albums shipped monthly, minimum of 60 LP's on a yearly basis plus four bonus LP's, and all popular single releases, at a cost of $6.00 per month.

Liberty Service Number Two provides all standard LP catalog numbers, available on request, to be ordered at $1.00 per each.

Order forms describing the new service have been sent to all radio stations.

MGM’s “1 Dozen Roses” Plan

NEW YORK—On Oct. 15, MGM Records will announce to its distributors a special promotion on David Rose entitled “One Dozen Roses”. Promotion, running through Nov. 15, will permit the record buyer to purchase any of the 12 David Rose albums included in the promotion at $1.98 each, buying any at the regular price of $2.98. Extended play sets are also included in this special promotion with one-pocket EP's available at $9.99 with the purchase of one for $1.98, two-pocket EP's for $14.99 with the purchase of one at $2.49, and three-pocket EP's at $18.98 with the purchase of one at $3.98.

The one dozen David Rose albums include his new album release “Autumn Leaves”, plus “The Song Is You”, “David Rose In Hi-Fi-dites”, “Music From Motion Pictures”, “Lover’s Serenade”, “Sentimental Journey”, “Holiday For Strings”, “Nostalgia”, “Love Walked In”, “Fiddle’s For Fun”, “Let’s Fall In Love”, and “Beautiful Music To Love By”.

The campaign will be promoted via 16 x 20 inch dealer poster displays, dealer-distributor co-op newspaper and radio advertising, direct mail advertising to dealers, department stores and chain stores.

STILL CLIMBING!

ANDY WILLIAMS
“LIPS OF WINE”

CADENCE 1336

Cadence Cadence at Long Beach, Calif.

New Teen Age Sensation

Ted Embry

singing

“Teen Age Confession”

b/w “New Shoes”

ACCENT 1957

Accent Records
6533 Hollywood Blvd.
Hollywood 28, Calif.

Frank Lehmann
Personal Management

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

TIN PAN ALLEY SHOP
New York, N. Y.
1. Changes Ave (J. Mathis)
2. Careless (C. Bennett)
3. Tammy (B. Reynolds)
4. Passing You (Vaugher & Eckstein)
5. It’s Not For Me To Say (Vaugher)
6. Please Mr. Brown (G. Vaugher)
7. B. Chicago (S. Evantra)
8. In The Middle Of Me (D. Rose)

WARE HOUSE OF MUSIC
Seattle, Wash.
1. Wake Up Little Susie
2. Be-Bop Baby (R. Nelson)
3. Jukebox Rock (G. Presley)
4. Happy Happy Birthday Baby
5. Keep A-Knockin’ (L. Richard)
6. You Send Me (S. Cooke)
7. I Don’t Care No More
8. My Little Nightingale (L. Andrews)
9. Hey Senorita
10. Alone Among Sisters
11. Pennant (J. Lee)

MUSIC MAGIC
Stockton, Calif.
1. You Oughta Know (G. Reynolds)
2. Honeycomb (D. Rodgers)
3. Shakin’ (R. Rodgers)
4. Whole Lot Of Shakin’ Going On (Tone Weavers)
5. Diana (P. Anka)
6. Im’ma Get You (R. Nelson)
7. Technique (P. Bennett)
8. Fascination (J. Morgan)
9. I’m Gonna Be Smile (B. Williams)

CENTER MUSIC SHOP
Detroit, Mich.
1. Honeycomb (J. Rodgers)
2. Changes Ave (J. Mathis)
3. Be-Bop Baby (R. Nelson)
4. Remember You’re Mine (D. Boone)
5. Tammy O. Reynolds
6. Wake Up Little Susie (Everly Bros)
7. Let’s Be Alone Tonight
8. Frankie (S. Lawrence)
9. On The Street Where You Live (J. Jones)

GRAYMART MUSIC SHOP
Marriottsville, N. J.
1. Happy Happy Birthday Baby
2. Changes Ave (J. Mathis)
3. Be-Bop Baby (R. Nelson)
4. Honeycomb (J. Rodgers)
5. Remember You’re Mine (D. Boone)
6. Tammy (R. Reynolds)
7. Primitive People (Bobbettes)
8. Happy Happy Birthday Baby (Tone Weavers)

GROOVE RECORD SHOP
Norfolk, Va.
1. Diana (P. Anka)
2. Remember You’re Mine (D. Boone)
3. Fascination (J. Morgan)
4. Primitive People (Bobbettes)
5. Whole Lot Of Shakin’ Going On (R. Hamilton)
6. I’ll Be The Boy (Cricket)
7. Be-Bop Baby (J. Mathis)
8. Rainbow (R. Hamilton)
9. Happy Happy Birthday Baby (R. Nelson)
10. On The Street Where You Live (J. Jones)

MOUSHER MUSIC SHOP
Boston, Mass.
1. Fascination (J. Morgan)
2. Wake Up Little Susie
3. Changes Ave (J. Mathis)
4. Be-Bop Baby (R. Nelson)
5. Whole Lot Of Shakin’ Going On (J. Lewis)
6. Keep A-Knockin’ (L. Richard)
7. Be-Bop Baby (R. Nelson)
8. Happy Happy Birthday Baby (J. Morgan)
9. I’ll Be The Boy (Cricket)
10. Happy Happy Birthday Baby (J. Morgan)

ROYLES T V
Salt Lake City, Utah
1. The Twelfth Of Never (J. Mathis)
2. Honeycomb (J. Rodgers)
3. Keep A-Knockin’ (R. Richard)
4. Beautiful Love (Ricks/Diamonds)
5. Moonlight Swing (Facklin)
6. Strawberry Moon (P. Anka)
7. Happy Happy Birthday Baby (D. Boone)
8. Love In The Night (Sparkletones)
10. That’ll Be The Day (Cricket)

DISC & NEEDLE RECORD SHOPS, INC.
Montpelier, Minn.
1. Wake Up Little Susie
2. Honeycomb (J. Rodgers)
3. Changes Ave (J. Mathis)
4. Whole Lot Of Shakin’ Going On (J. Lewis)
5. Keep A-Knockin’ (L. Richard)
7. Happy Happy Birthday Baby (J. Morgan)
8. Happy Happy Birthday Baby (R. Nelson)
10. That’ll Be The Day (Cricket)
CHANCELLOR SCORES A SCOOP!

From the soon-to-be-released Warner Bros.—Vanguard motion picture "Jamboree"...

CHANCELLOR RECORDS proudly presents the stars of "Jamboree" delivering the songs they sing in the picture!

JODIE SANDS sings
(Please don’t say) SAYONARA (Goodbye)
b/w "IF YOU’RE NOT COMPLETELY SATISFIED"
C-1005

FRANKIE AVALON sings TEACHER’S PET
b/w "SHY GUY"
C-1006

AND AN EXCITING RECORD DEBUT BY THE FEATURED STAR OF THE FILM:

PAUL CARR singing (with Fran Lori)
WHO ARE WE TO SAY?
b/w "IF NOT FOR YOU"
C-1007

And another Chancellor discoveery

JOE DAMIANO coming real soon with the year’s most beautiful tune
YOU’RE MY ROSE b/w PERUVIAN LOVE SONG

Distributed by AM-PAR Record Corp.

THEY’RE ALL ON CHANCELLOR RECORDS!

“IT'S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
3 Young Men

HOLLYWOOD—Reeve (left) and Andy (right) Chudd, sons of Imperial Records president Lew Chudd, proudly pose with Imperial's newest star, Ricky Nelson, whose first Imperial release of “Be-Bop Baby” and “I Have I Old You Lately That I Love You” has broken into the charts as a two-sided hit.

Stephey Records Formed

CHICAGO—The entry of a new label, Stephey Records, was announced last week by its prexy, Norman Fergus. Currently Stephey has eighteen new records pressed and prepared for release, and four releases being distributed. Among the young artists on the label are Sonny Jason, who is represented with “Easy Come Kisses, Easy Go Love,” b/w “Warm Red Wine”; Marsha Winters, heard on “Stay,” b/w “My Last Goodbye”; and the Discovers, who blend on “Hula Hula Love,” b/w “Nothing Else Matters.”

ABC Preparing End-Of-Year LP’s

NEW YORK—Success of the “Lucky 7” album promotion just concluded by ABC-Paramount has given rise to plans for some similar program to be instituted shortly after the first of the year, according to Harry Levine, vice-president of the diskery in direct charge of the album division. Together with Dewey Ber- man, Jr., sales and merchandise manager of the LP division, Don Costa, A & R director of popular albums, Creed Taylor, director of jazz & R & B division, and Nate Hale, flank topper, Levine is organizing an all-out drive for production, distribution and exploitation of “The strongest, most potent group of long-playing product released by ABC-Paramount to date.”

Many of the albums in the forthcoming LP series are already completed, and much of the cover art and other details have been stepped up to coincide with the schedule of release. Formal announcement of the overall promotion of this new series will be released to distributors in about a month, with extensive plans for point-of-sale displays and special merchandising incentives to be presented by Bergman.

Speed “West Side Story” LP

NEW YORK—With the new Broadway musical, “West Side Story,” an established hit, Columbia has quickly begun to make available and promote its original cast recording of the show. The waxing was made on Sunday, September 29th, three days after the musical’s Broadway premiere, and by Wednesday, October 3rd, initial shipments were on their way to Washington, D. C. and Philadelphia.

During this week the “West Side Story” album will have nationwide distribution.

Capitol Kicks Off Lineup Of 31 New Albums For October

HOLLYWOOD — Capitol Records last week kicked off a lineup of 31 new high fidelity albums for October, including the soundtrack album of music from the Columbia Pictures production of “Pal Joey,” starring Rita Hayworth, Frank Sinatra and Kim Novak, 12 new popular sets (including the initial Capitol packages of Al Hirt’s “Pops” and Harry Belafonte’s “Greatest Hits”), seven classical albums, including the first for Capitol by composer-conductor, Erich Leinsdorf, and 11 new “Christmas Around The World” albums, the largest in the company’s 15-year history.

The “Pal Joey” album features arrangements by Capitol artist Nelson Riddle. The movie and soundtrack offer such songs as “I Didn’t Know What Time It Was,” “There’s A Small Hotel,” “Bewitched” (recorded twice, once by Sinatra, once by Hayworth), “The Lady Is A Tramp,” and “My Funny Valentine.”

Also in the release is another album aimed at the hi-fi addict, “Full Dimensional Sound From The Capitol Tower,” including popular music tracks by Frank & Dick G. Carr, Richard Jones with the strings of the Pittsburgh Symphony Orchestra, Tennessee Ernie Ford, Jackie Darby, and “The Light and Shade” tracks by the Pittsburgh Symphony, the Conductors Arts Orchestra, Laurindo Almeida, Hollywood Bowl Symphony, Roger Sessions, and the Leonard Pennario and Sylvia Marlowe and the Conductors Art Players.

The new popular albums include the first-for-Capitol packages, by Anna Marie Alberghetti, Doris Day, and Murray McEachern. Miss Alberghetti’s debut album is called “I Can’t Resist You.” Van Alexander conducted Miss Day’s popular album. Miss McEachern’s first-for-Capitol debut album is “Warm Brandy.” With an orchestral assist from Sid Feller, Miss Gray vocalizes intimate love songs. “Carefree” is the première album for Capitol for Murray McEachern.

Others on the top pop release are these: “Of Rockin’ Em’” by Tennessee Ernie Ford, a Christmas package conducted by Jack Fascinato, in an album of songs written by Ford himself. Another top Capitol artist who wrote all the numbers in his new album, “What’s New Call,” is Les Baxter. The big band sound of Les Brown and His Band of Renown is heard in another album of original music, the all-instrumental “Composer’s Holiday,” in which Brown commissioned such composers as Elmer Bernstein, Frank Comstock, Ansel Elgar and others to write new songs especially for this package. Jane Froman’s new album is “Songs At Sunset.” Marion Evans conducted the orchestra.

Also included in the pop lineup is a Marian McPartland album of standards, up-tempo tunes, and folk songs plus a McPartland original, “With Tea In Mind.” Guy Lombardo’s set includes his “Sweetest Music This Side of Heaven” to offer an all up-tempo album called “The Lively Guy.”

The full string section of the Pittsburgh Symphony Orchestra, with Richard Jones conducting, is heard in a new album called “Stringtime.”

As a sequel to his “Hey! Let Your Soul Sing,” Tiny Ross and his orchestra’s new LP is called “C’Mon... Get Happy!”

The new Capitol classics albums for October include the first release by pianist Leonard Pennario on the label and pianist Arturo Benedetti Michelangeli, who has recorded his first-for-Capitol album of Sibelius’s “The Swan.”

Joe Grifasi, heard recently in the solo part in Leonard Bernstein’s “The Age of Anxiety,” is heard in the first-for-Capitol album of six of Beethoven’s Symphonies.

A major highlight of this Tom Halliday week is the first-for-Capitol album by pianist Leon Pommern, solo, of Bach’s Complete sonatas and partitas for solo violin.

Astrud Gilberto, the Brazilian singer, has cut her first album for Capitol, which was recorded in Brazil. A second album is due in the near future.

Cy Coleman, the young composer-lyricist, has cut his first-for-Capitol album of standards, which will be a bonus package for his next LP, planned for the New Year.

Nathan Milstein plays 18 violin vignettes in his new Capitol album, “Milstein Vignettes.” He is accompanied by pianist Leon Pommern, solo, of Beethoven’s “Symphony No. 7, Op. 92.”

An important part of the Capitol release from Capitol is the 11-album package to commemorate the largest presentation of Christmas merchandise in the label’s history. The “Music of Christmas,” featuring the Christmas tree is a field of red on the album cover, is performed by the Hollywood Bowl Symphony Orchestra conducted by Carmen Dragon. The dance album includes old familiar songs of Yuletide.

“A Jolly Christmas From Frank Sinatra” offers such Noel tunes as “Sleigh Bells,” “Hey! Ho, Merry Christmas,” “Have Yourself A Merry Little Christmas” and nine others.

The new album by Fred Waring and the SingMyVans is “Now Is The Caroling Season.”

Via its “Capitol” of the World Series, Capitol rounds out its Xmas release schedule with albums called “Christmas Around The World” in eight separate 12-inch albums, each recorded in a foreign land by foreign musicians. The Series includes “Christmas In Mexico,” “Christmas In Germany,” “Christmas In Italy,” “Christmas In Spain,” “Christmas In France,” “Christmas In Holland,” “Christmas In Sweden,” and “Christmas In England.”

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
Detroit DJ's Meet "Miss Reet Petite"

DETROIT, MICH.—To further promote the fast rising Brunswick recording of "Reet Petite" by Jackie Wilson, the Coral Branch of Detroit chose a "Miss Reet Petite" from among a number of local models and sent her on a one-week tour with copies of Brunswick's latest hit. Above "Miss Reet Petite" is shown with disc jockeys: (top left) Ed McKenzie, WXYZ; (top right) Chuck Reid, WJBK; (row 2 left) Ben Johnson, WEXL; (row 2 right) Jack Bennett, Bruce Martin, Pat Sheridan, WCAR; (row 3 left) Robin Seymour, WKMH; (row 3 right) Conrad Patrick, WCAR; (row 4 left) Eddie Chase, CKLW; (row 4 right) Frank Simms, WKMH; (bottom left) Ernie Durham, WJLB; (bottom right) Tom George, WJBK.

Fred Fox To Europe To Reorganize Affiliates

NEW YORK—Fred Fox, Vice President of the Sam Fox Publishing Company, left Friday, October 4, on a two-month trip to London and other important cities in order to reorganize his company's foreign affiliates.

As chairman of the Committee on International Contacts for the Music Publisher’s Association, Fred Fox will prepare a report on music conditions abroad based on his observations. Dr. Franco Colombo and David Adams, respective heads of the American branches of the famed Italian music publishers, G. Ricordi, and Boosey & Hawkes are also members of this committee. The new administration of the Music Publisher’s Association is headed by Arthur Hauser, President of Theodore Presser.

BMI Announces 6th Student Composer Awards

NEW YORK—Broadcast Music, and BMI Canada, Ltd., have announced the sixth annual Student Composers Radio Awards (SCRA) to further the creation of concert music. The awards total $15,500 and are divided into sums ranging from $500 to $5,000 granted at the discretion of the judges. Among the leading music educators and composers who will judge the compositions are William Schuman, composer and President of the Julliard School of Music; Earl V. Moore, Dean, School of Music, University of Michigan; Henry Cowell, composer; and Claude Champagne, Assistant Director, Quebec Provincial Conservatory.

Under way since September 29th and open until midnight, February 15, 1958, the awards are open to citizens or permanent residents of the United States, its territories and possessions or Canada, who will be under thirty years of age on December 31, 1957. Entrants must be enrolled in accredited public, private or parochial secondary schools, in accredited colleges or conservatories of music, or engaged in the private study of music with recognized and established teachers.

Students currently in military service may apply if they meet all other requirements and if they were engaged in the study of music immediately prior to entrance into military service. The years spent in the armed forces are to be deducted from the applicant's actual age in determining eligibility.

For the final judging, the SCRA panel will be augmented by other leading composers, publishers and interpreters of music. The prizes, to be applied toward tuition and subsistence during further study, will be awarded not later than June 1, 1958.

Because it is the purpose of Student Composers Radio Awards to encourage student composers in the creation of concert music, no limitations are established as to instrumentation or length of manuscript. However, the National Judging Committee advised "all applicants to consider well the various ensemble combinations which are most customarily utilized in concerts and radio broadcasts. Because of the high cost of broadcasting and recording large instrumental compositions, such as those written for full symphonic orchestras or bands, composers will be well advised to limit the number of instruments to be employed."

Students may enter as many as three compositions, but no contestant may win more than one award or prize. Compositions need not have been composed during the year of entry.

BMI is now mailing contest rules and applications to music schools, conservatories and secondary schools in the United States and Canada. Copies of the rules, entry blanks and further information about SCRA may be obtained by writing to Russell Sanjek, Director of SCRA Project, Broadcast Music, Inc., 585 Fifth Avenue, New York 17, New York.

FCC Grants Levitt Permit To Build FM Station

SAN FRANCISCO—Alan Levitt, President of San Francisco Records has been granted permission by the FCC to construct and operate a new radio station in San Francisco.

Levitt has been in the San Francisco for several years as a radio announcer and disk jockey. Most recently he has concentrated solely on the operation of a record shop, Music San Francisco, and San Francisco Records.

Two months ago Levitt filed an application with the FCC for 10,000 watt FM station at 94.0 megacycles, designating the call letters K & F R, the last three letters standing for "San Francisco Records."

Located half way up the San Bruno Mountain, construction of KSFR began September 28th, with C. M. Edmonds, Chief Engineer for the station, supervising in San Francisco to supervise operations.

Projected coverage of KSFR will be beyond Santa Rosa to the North of San Francisco—through Sacramento to the East, and through Monterey to the South. Special custom designed audio equipment is currently being constructed for the studios which are located in the heart of San Francisco at 217 Kearny St.

Levitt stated, "KSFR will be the first true high fidelity station in the area. We are incorporating every current technical advancement in sound engineering and reproduction in our studios. It has long been my desire to bring the people of San Francisco an exhilarating and new concept of broadcast entertainment. All of the good taste and know-how exemplified by our experience in the music business will be brought to bear in planning and programming KSFR. We hope to set the pattern for an entirely new type of radio station in San Francisco."

Wallichs Elected To AMA Board

HOLLYWOOD.—Election of Glenn E. Wallichs, President of Capitol Records, as a national director of the American Music Association for a three-year term has been announced by the AMA in New York.

Wallichs just returned to his offices in The Capitol Tower in Hollywood following attendance at the 34th Annual Business Meeting of the AMA in the Eastern city.

Wallichs is the only entertainment industry leader on the AMA Board.

Other SEARCHIN" . . .

headed for the top!

THE COASTERS
(When you're good to a lad)
MY BABY COMES TO ME
6098
Idol with the Golden Head

ATCO RECORDS
15 West 57 St., N.Y. 19

Tommy Sands
"A Swingin' Romance"
Capitol # 3810

SNYDER MUSIC
COLUMBIA:
"Terry And His Daughters" (Based On The Stories Of Shelom Alchemist)
Cast: Mike Kellin, Anna Berger, Paul E. Richards, Carroll Conroy, Conrad Fromm, Dean Henry, Howard Da Silva—DL 3225
"Margot, By George!"—George Morgan—E 1044—1, 2, 3
"Top Twelve—Volume IV"—Vic Damone, Johnny Mathis, Ray Ellis—Tony Martin—Johnny Dean, Tony Bennett, Marty Robbins—DL 1095
"Stafford Sings Songs Of Scotland"
With Words By Robert Burns—DL 1043
"Country Hymns And Carols"
The Harmony Singers, Lanark Express Conductor—HL 7073
"The Complete Works Library Of Folk And Primitive Music—Southern Italy And The Islands"
—KL 1714
"The Last Star Of Bethlehem"/"The Toy Barn"—CL 1046
"Griffith's Latin Love"—CL 1042—1, 2, 3
"The Four Lads Sing Frank Loesser"—With Ray Ellis And His Orchestra—CL 1049

Simply Heavenly"—With Claudia McNeir And Melvin Stewart—OL 5240—A 5240
"The Columbia World Library Of Folk And Primitive Music—Northern And Central Italy"—KL 5173
"Love Letters In The Sand"—Ken Griffin—CL 1039—B 10391—2, 3

DECCA:
"Stars Of Hawaii"—Various Artists—OL 8596
"Your Musical Holiday In The Golden West"—Various Artists—OL 8601
"Yesterday And Today In Hawaii"—With The Hawaiian Serenade Orchestra—OL 8609
"Dance, Rhythms Of Puerto Rico"—Rogelio Y Sua Orquesta—Featuring Johnny Concut, At The Piano—DL 8613
"On A Caribbean Cruise"—Jimmie Stur-

What's The Matter With You?—Leaves Of Love
And His Orchestra—OL 8611
"Hula Rhythms, The Duke Of The Hawaiian Islands—OL 8612
"Steel Band—Jump-Up!"—The Steel Band Of The University Of The West Indies, Kingston, Jamaica—OL 8617
"Chromatic Bassom Time In Japan"—Walter Muller And His Orchestra—OL 8603
"Hula Tulu At Midnight"—Daisy Stewart, Sam Kuki And The Paradise Islanders—DL 8604
"Mambo Boyoos"—Maurice Lawrence With The Paris-Musette Orchestra—OL 8609
"Dance Till Dawn"—Howard Lakin And His Orchestra—OL 8612
"The Great Jimmy Dorsey"—Jimmy Dorsey And His Orchestra—OL 8609
"Mambo Delight"—DL 1666
"Trombones From The Score Of Cecil B. DeMille's Samson And Delilah—Origi-

Music Score By Victor Young—Victor Young Conducting The Paramount Symphony Orchestra—"Themes From John Ford's Technicolor Technicolor The Quiet Man"—A Republic Picture—Victor Young And His Orchestra—DL 8582
"Judy Garland—Sings Selections From The Metro-Goldwyn-Mayer Picture Meets Me In St. Louis...

Orchestra Conducted By George Stoll—Judy Garland—Sings Selections From The Metro-Goldwyn-Mayer Picture The Harvey Girls—DL 8496
"Victor Young's Original Music From The Sound Track Of Samuel Fuller's RKO Radio Motion Picture—Run Of The Arrow And His Orchestra—DL 8412
"Rhythm Of Moscow"—Rogie Farkaikoff—DL 8260
"Variations From The Sound Track—Universal International Motion Picture Man Of A Thousand Faces—Music Composed By Ferde Grofe—Conducted By The Universal-International Orchestra—DL 8263

Disneyland:
"Geekin' Leather"—Stan Jones—WDL-3070
"Peter And The Wolf"/"Sacrifice To Pachittery Holloway, Narrator—
WDL-3016
"Alice In Wonderland"—Camaraja, Conducted By Janice Gillespie, Solisten—WDL-4015

ELEKTRA:
"Here We Go Baby,"/"Glenn Yarbrough—

EXKL-135
"The Original Trinidad Steel Band"—EXKL-139
Volume II, When Dalliance Was In Full Play—Ed McCurdy—EXKL-140

LIBERTY:
"Just Man And Mog"/"Mog Mows With Jimmy Rosves Orchestra—OL 3041
"Carnival Music In Hi-Fi"—Johnny Dorf As The Jesters—WY-147
"Sleepy Lagoon"—Si Zentara With Russ Garcia Orchestra—OL 3055
"Male Love To Me"—Joe Louis With Russ Garcia Orchestra—OL 3060
"All This And Chim Choo Too"—Dinah Shore And His Orchestra—OL 3068
"Out Of The Mist"—Tommy Hendrix—OL 3076

"Variations On George Gershwin's Rhapsody In Blue"—CL 1039—B 10391—1, 2
"It's A Wonderful World"—CL 1042—1, 2, 3

LONDON:
"English Song Recital"—Peter Pears—

EXKL-137
"Don Quixote The Cocky Horse"—CHL-3076
"New Exotic"—The Exciting Sounds Of Martin Denny—OL 3077

"I'm Bound For That City"—Blackwood Brothers—LPM-1489
"Marvelous Miller Moos"—Glenn Miller—Army Air Force—LPM-1494
"Straight Down The Middle"—Sawler

Foglia Orchestra—LPM-1497
"A Night At The Villa Fontana"—The Magic Violins—LPM-1498
"French Doll"—Gaynne Guy With Orchestral Accompaniment—LPM-1500
"Inside Me"—Jimmie Knox—LPM-1499
"Handful Of Keys"—Fats Waller And His Rhythm—LPM-1502
"Wanderings With The Wayfarers"—The Wayfarers With Orchestra—LPM-1504
"This Is The Night"—Bookey Blue—LPM-1505
"Swingin' Pine Orgel"—Billy Nalle With Ray Toro At Drum—LPM-1521
"Easy Living"—Various Artists—LPM-1505
"Door Of Dreams"—Joe Reisman And His Orchestra—LPM-1519—EPC-1519

SEECO:
"Presenting Margaretta silica"—CEL-487—LPM-1522
"The Golden Record"—SCFL-9108

VANGUARD:
"Tavern Songs"—The Dells Consort—

BG-561
"Renditions With Lion"—LION—VRS-9012

VERVE:
"A Lovely Afternoon"—The Gerald Sander- ing Orchestra Conducted By Buddy Bregman—MG V 2068

VIK:
"For A Lazy Afternoon"—Nail Wolfe—

MG V 2069
"Winged Victory Chorus"—LX-1140
"The Best Of Eddie Condon"—LX-1152

JAZZ:
BLUE NOTE:
"Art Blakey—Orpheus In Rhythm, Vol. 2"—

MG V 2070
"A Blue Note"—Johnny Griffin, With Hank Mobley, John Coltrane, Lee Mar- rion, Kelly, Chambers, Blue—

Bird Note 1559
"The Openers"—Curtis Fuller, With Milt, Tatum, Chambers, Taylor—Blue—

Bird Note 1576
"Basie On Top"—Paul Chambers—with Kenny Burrell, Hank Jones, Art Taylor—Blue Note 1596

COLUMBIA:
"Miles Ahead"—Miles Davis—CL 1041—

B 10401, 2, 3
"Hard Bop"—The Jazz Messengers—CL 1040 —B 10401

DAWN:
"Jimmy Raney Visits Paris"—DLP-1120
"I Love Dixieland"—The New Orleans—
DLP-1121

EMERY:
"The Jazzpickers"—MG-3011
"Jazz In 3/4 Time"—Max Roach—

MG-3010

LIBERTY:
"Jazz Hall Of Fame"—Barnet Big Band—

LPM-3072

LONDON:
"John Bear Sullivan In London"—

MG-3010
"John Bear Sullivan—LL 1705

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
### October Album Releases

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**CLASSICAL**

### CAMDEN
**Music Of France**-San Francisco Symphony Orchestra, Pierre Monteux, Conductor—CAL-385
**Highlights From Rossini's The Barber Of Seville**—Bruno Landi, Wilfred Engelmann, John Remmers, Musique Métropolitaine, John Gourley—CAL-386

### CAPITOL
**The New World Of The Guitar**—Leandro Almeida—P-3929
**The Music Of Christmas**—Carmen Dragon—L.A. Philharmonic Orchestra—P-3930 * FAP-1, 2, 3-8397
**The Long, Beatle Quartets**—Hollywood String Quartet—P-E394

### DECCA
Schubert: "The Bells" | F. Chopin: "No. 5 in D Major" | BRIDGE |

### DECCA
Schubert: "The Bells" | F. Chopin: "No. 5 in D Major" | BRIDGE |

### LONDON
**R. Strauss: Die Frau Ohne Schatten** | Complete Recording—The Vienna Philharmonic Orchestra, Karel Böhm, Conductor—XLLA-44
**Gluck: Alcestis** Complete Recording—Karel Böhm, Conductor—XLLA-44

### WESTMINSTER
Schubert: Symphony No. 8 In B Minor ("Unfinished") | MAJOR |

Berlioz: Overtures: Romances | MAJOR |

Richard Strauss: "Salome" | MAJOR |

"In What's in THE CASH BOX That Counts—INTERNATIONALLY"
**Best Selling Pop Albums**

* Also Available in EP

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<td>5</td>
<td><em>Where Are You</em></td>
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<td>6</td>
<td><em>My Fair Lady</em></td>
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<td>7</td>
<td><em>A Swingin' Affair!</em></td>
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<td>Pat's Great Hits</td>
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<td>19</td>
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**LONDON, ENG.—Edmundo Ros, London Records artist, whose "Melodie D'Amour" is now enjoying hit status, is flanked by plenty of Cash Box as Marcel Stellman, Mrs. Stellman, Claire and Bill Gersh take their positions to his left and right. The picture was taken when Marcel Stellman, The Cash Box London representative, hosted Mr. and Mrs. Gersh during their recent London visit. The Gershes are now touring Europe.**

**English Visitor Intros "Sweet Beat"**

NEW YORK—Jeff Kruger, Florida Music Co., London, England, in the United States to set up deals with his publishing, recording, management, TV and radio activities, is also endeavoring to introduce to American audiences what he feels is the next phase of rock and roll.

Kruger has brought with him the London Columbia record of "Sweet Beat" by Tony Crombie. Kruger describes it as the "Apex of rock and roll music."

"The rock and roll beat," says Kruger, "with the excitement and melody of the swing age."

**Fabrizio, Moretti Upped At Am-Par**

NEW YORK—Prior to his departure for Europe on Sunday (6th), Sam Clark, president of ABC-Paramount, announced the promotion of Romeo Fabrizio, formerly serving as manager of single record production, to general director of production for the diskery. A veteran of 50 years' service with Paramount Pictures and Paramount Theatres, where he served as manager of mailing coordination, Fabrizio joined the diskery in May, still retaining his seniority status with the company. In his new capacity, Fabrizio will oversee all phases of manufacturing production, for both the single and long-playing albums issued by ABC-Paramount. In coordinating the activities of A. & R. production with his own primary responsibility, Fabrizio will check on quality control, perpetual inventory control, and issue the work orders for the various factors who are assigned ABC-Paramount work orders.

At the same time, Clark also announced the promotion of Gene Moretti, formerly in charge of inventory control in the fiscal office of ABC-Paramount, to a position on the production staff, with direct responsibility for export operations and all armed forces purchases.

In line with Clark's policy of promoting within the organization, Jerry Rader has been transferred from the position of local radio station contact to the open position in the fiscal office. Like Fabrizio, Rader formerly was employed by the parent company, Paramount Theatres.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
200,000 Advance Order For
Presley's Xmas LP

NEW YORK — William Bullock, Manager of the RCA Victor Album Department, revealed last week that orders for an Elvis Presley Christmas album already have far exceeded the planned production of 200,000 copies.

“Tis the greatest advance album order by any artist in the history of the company,” Bullock said. “However, there are no plans at present to increase production of the album, which will be allocated to distributors throughout the country.”

“Elvis’s Christmas Album” will be nationally advertised at $4.98.

Nine 12 x 18 four-color portraits of Presley are included in this special Christmas package, along with one page of three-half tone Presley photos. On the inside back cover are miniature 4-color reproductions of all of Presley’s long play and 45 rpm Extended Play RCA Victor albums. Of the 12 selections on “Elvis’s Christmas Album,” ten are standard Christmas fare and two, “Santa Claus Is Back In Town” and “Santa Bring My Baby Back (To Me),” were written especially for the album. The standard Christmas tunes are “White Christmas,” “Here Comes Santa Claus,” “I’ll Be Home for Christmas,” “Over the River and Through the Woods,” “Hin Little Town Of Bethlehem,” “Silent Night” (“There’ll Be Peace In The Valley (For Me),” “I Believe,” “Take My Hand, Precious Lord,” and “It’s No Secret (What God Can Do)."

Jubilee Signs Lu Ann Simms

NEW YORK — Singer Lu Ann Simms has been pacted by Jubilee Records. Miss Simms gained fame as a member of the “Godfrey Family” on the latter’s TV stations, having advanced to Godfrey’s show after winning one of his “Talent Scout” contests. She has also appeared on other television shows, including the “Ed Sullivan Show,” the “Steve Allen Show,” the “Nat ‘King’ Cole Show,” and the “Jack Paar Show.” She has also performed in many of the major night spots across the country.

Miss Simms, who has recently cut two sides for Jubilee, is scheduled for an album release later this year.

MGM To Issue “Les Girls” Sound Track

NEW YORK—MGM Records’ 51st sound track set, “Les Girls,” will be issued within the next few weeks. The picture, technically a Thanksgiving Day release, is currently having its pre-release run at Radio City Music Hall in New York. The record company is rushing albums to cover the New York market. The album features music and lyrics by Cole Porter performed by Gene Kelly, Mitzi Gaynor, Kay Kendall and other stars. The album was arranged and conducted by Adolph Deutsch.


Am-Par’s Johnny Nash Regular
On Godfrey TV’er

NEW YORK—The return of Arthur Godfrey to his regular morning shows on the CBS-TV network, marked the debut of ABC-Paramount’s vocalist Johnny Nash, as a regular on the morning program. Nash, a native of Houston, Texas, will appear on the show every other week, and will concentrate his specials on school and special extra-curricular course in music.

With his current ABC-Paramount release, “I’ll Walk Alone,” backed “The Land Of Love” Nash is enjoying healthy sales, his regular appearance on such a program as the Godfrey segment which allows for nationwide exposure, is expected to greatly increase the lad’s fan following.

Munari To Esoteric

NEW YORK—Joe Munari, formerly with Bethlehem and RCA Victor, joined Esoteric and Gonzall Records in an executive capacity, handling both A&R and production.

Randy de Saxe continues as A&R chief of the label’s new pop line, Cascade Records. The first release on Cascade, issued last week, featured vocalist Serena Shaw and The Senors.

Who Is Mr. Lee?

Baltimore, Md.—Bill “Sparky” Mullen, WSID deejay, who recently ran a “Mr. Lee” contest in his area, is shown above with the contest winner Judy Lane surrounded by the Bobbettes, the Atlantic recording artists who made the name “Mr. Lee” a household word. Bill’s listeners were asked to write in and tell who they thought Mr. Lee was. Miss Lane received as prizes a portable radio, a photo of the Bobbettes, a recording of “Mr. Lee” and some albums. Listeners established that Mr. Lee was a school teacher of such subjects as Math, Latin, French and dancing.

Krondes Into Pub Biz

NEW YORK—Jimmy Krondes last announced that he had left RKO-Unique Records to go into business for himself. He will concentrate his efforts in the field of music publishing and song-writing and will operate out of offices in 1650 Broadway in New York.

Krondes’ publishing firm, Jimmy Krondes Music, is currently working on the new Vicki Young Brunswick Records release “Triangle Love.” Krondes is also president of a record company called Nocturne Records which will release rock & roll and pop singles in the near future.

Fats Domino “Wait And See”

b/w “I Still Love You” #5467

Imperial Records

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Fats Domino “Wait And See”

b/w “I Still Love You” #5467

Imperial Records
"THE PARTY'S OVER"—Polly Bergen—Orchestra Conducted By Luther Henderson—Columbia CL 1031 (1-12" LP)

The waxing is the TV star's follow-up to her hit hit successful "Bergen Sings Morgan" package, and is thus merchandise of prime importance. On the plus side, Miss Bergen plays the disenchanted role as she ponders through a collection of such fine melodies as "I'll Never Enter My Mind," "Smoke Gets In Your Eyes," "Make The Man Love Me," "But Not For Me." Set is assured wide, deep appeal.

"STRAIGHT DOWN THE MIDDLE"—Sauter-Finegan Orchestra—RCA Victor LPM-1497 (1-12" LP)

The title refers to the dance beat the Sauter-Finegan orch has provided those who'd like to dance, but it does not mean that the boys have given up the orchestral integrity found in previous releases. For while the beat beats away, Sauter and Finegan color each selection with delightfully unexpected arias. Some of the melodies are: "Have You Met Miss Jones," "These Foolish Things," "The Surrey With The Fringe On Top," "Aren't You Glad You're You?" Fine sales assured.

"RING ALONG WITH THE SONGS OF THE FABULOUS GAY NINETIES"—Kapp KDL-7000 (1-12" LP)

This one LP issue enjoys, of course, the title tie-in with the Roger Williams' two-disc affairs that recall songs of a more recent origin, the forties and fifties, as well as a David Rose entry in the thirties. Fifty-six melodies generally representative of the nineties' output are performed with an orch—barbershop—minstrel—dust-quartet finesse that unmistakably captures the flavor of the decade. A booklet attached to the package contains most of the lyrics to the songs. Sales could easily reach chart proportions.

"DINAH WASHINGTON SINGS THE BEST IN BLUES"—Mercury MG 29247 (1-12" LP)

This set of blues (one never released before) by one of the blues shouters around is a prize. The platter involves such Washington hits as "Troubled In Mind," "TV Is The Thing," and "Baby Get Lost." Various brilliantly blues-oriented combos accompany Miss Washington. The idea of obtaining the stylist's great blue sessions will appeal to a host of purchasers.

"HIGHLAND PAGEANTRY"—The Pipes And Drums And Regimental Band Of The Black Watch (Royal Highland Regiment)—RCA Victor LPM-1582 (1-12" LP)

The Scottish group here is current on an extensive tour that brought in the U.S. last season, and this disk featuring the ensemble in pipe-drum-band selections could be one of the hit sensations of the year. Numbers performed in rousing style by the groups include items associated with their long history (since 1725) and, in one instance, a salute to the tunes once sung by Harry Lauder. Most stock.

"MELODIES IN GOLD"—Billy Vaughn And His Orchestra—Dot DLP-3064 (1-12" LP)

Vaughn and the orch are in first-rate mood form in their fourth Dot-LP effort for Dot. The melodies selected for the date are rich enough so as to allow Vaughn to rely heavily on them rather than too lush embellishments. A sampling of the durables includes "Smoke Gets In Your Eyes," "I'll Get By," "Night And Day," and "Stardust." Better mood waxing.

"THE GREAT JIMMY DORSEY"—Jimmy Dorsey And His Orchestra—Decca DL 8009 (1-12" LP)

The disk is a collection of waxings cut by the late Jimmy Dorsey during the years his orchestra and vocalists were turning out many of the country's most popular songs. Dorsey's three major vocalists, Bob Eberly, Halen O'Connell and Kitty Kallen, are heard with the Dorsey orch on such evergreens as "Star Eyes," "Embraceable You," "I'm Glad There Is You," "The Orch solos on "Contrasts" and "Holiday For Strings." Some of Dorsey's best pressings many will want.

"MUSIC IN MY HEART"—Teresa Brewer—Coral CR 57178 (1-12" LP)

The pressing provides an LP look at the songstress' recent single efforts and should get the listeners' attention. Tunes presented with Miss Brewer's familiar energy and grace include "Mutual Admiration Society," "Jitterbug," "Empty Arms," and "How Lonely Can One Be."

"THE SUN ALSO RISES"—Music From The Soundtrack—Coral LPM-2491 (1-12" LP)

Kapp's first sound track score is a major one. The disk contains the Hugo Friedhofer score to the film version of the Hemingway classic, and nicely captures the emotional and scenic scope of the film. One side contains music representative of the Paris setting and the flip side contains the colorful rhythms that belong to the scenes which take place in Spain. Fine sound track entry.

"WILD ABOUT HARRY"—Harry James And His Orchestra—Capitol T2217 (1-12" LP)

Recent James' packages such as 'Harry James In Hi-Fi' have been strong stock items, and this latest disk addition would also show strong appeal to band loving traffic. The bright and blue arrangements employ, with one exception, 'Who Will You Harem For?' tunes penned by James, arranger Ernie Wilkins or Larry Kinnaman. Sparkling orch work.

"SONGS BY ALAN DALE"—Coral CR 57164 (1-12" LP)

Most of the sessions here appeared previously as single issues, and contain a well-rounded collection of tunes ably rendered by the artist. Included are "Swanee River," "Gross And Gentle," "in Old Song," "Cherry Pink," and "I'm Sorry." Disk on hit to gain an audience from both kids and adults.

"SINGIN' TO MY BABY"—Eddie Cochrane—Liberty L701 (1-12" LP)

Cochran's label comes up with "Sittin' In The Balcony" chart item, which should give this set the teen rock'n'roll market. Besides the "Sittin' In The Balcony" number, Cochran delivers his material both in the uptempo and ballads. And will be of interest to the radio stations; the approach of the teenagers will find right up their r&b alley. Important waxing for teen trade.

"SONGS OF THE GOLDEN WEST"—Cyril Stapleton And His Orchestra—London LL 1728 (1-12" LP)

Stapleton, one of London's ablest mood music men, showed sales activity with his recent single, "Forgotten Dreams," a factor which should have an even greater hearing on the sales outlook of his latest entry. The orch's lush mood moments here are devoted to a collection of melodies signifying the western portion of the U.S. ("High Noon," "Tumbling Tumbleweeds," "Ramona," etc.). Reliable issue for the mood shelf.

"SOUNDBLAST"—Ferrante And Teicher, Pianos—Vanguard WM 4011 (1-12" LP)

Hi-fi buffs will have plenty of opportunity here to put their equipment to the test with this Westminister follow-up to Ferrante-Teicher's well grewed previous effort, "Sound Proof." The piano-duo take a generally South of the Border bill ("Brazil," "Frenesi," "Stiletto") for a novel and uninhibited tour on and in the keyboard. Dealer's ought to stock for traffic that desire appearing, hi-fi demonstration entries.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"ALL ABOUT CAROLE"—Song Stylings Of Carole Simpson—Capitol 7 878 (1-12" LP)

This is the initial LP session by the stylist, pianist who has performed at some of the top-flight niteries around the city. The vocal stints by Miss Simpson on twelve class melodies nicely vary in tempo and indicate an awareness for what a good tune stands for. Selections include the Jerome Kern riffs "I'll Swing Around," "You Make Me Feel So Young," and "Bye-Bye." Effective viola-cello support. Jazz vocals well worth a listen.

CHA CHA AT THE SAHARA"—Al Castellanos And His Orchestra—Mardi Gras LP 5011 (1-12" LP)

The pressing provides the Latin dance crowd with a round of ten melodies read in the cha-cha, mambo, merengue and tango by one of the diskery's big Latin combination. Castellanos and the crew react with a reliable rhythm beat to the tunes, one the tailor "Time On My Hands" Platter should create an impressive sales picture.

"HYMNS MY MOTHER TAUGHT ME"—Eddie Hubbard—Bally BAL 12017 (1-12" LP)

Hubbard is heard and seen over station WGN and WGN-TV in Chicago, and on this Baby entry sings twelve famed hymns with a good deal of feeling. Accompanied by a male chorus and organ, Hubbard offers such numbers as "Nearer My God To Thee," "Blessed Be The Tie That Binds," and "Rock Of Ages." The singers are urged to do particularly well in areas covered by Hubbard's radio-TV programs, which the singer usually concludes with a hymn.

"LOVES OF MY LIFE"—Hugo Montenegro And His Orchestra—MG-5012 (1-12" LP)

Vik evidently has a mood music find in Montenegro, who in his first LP offering directs the orchestra in twelve hardy melodies, and scores with a sure-handed approach. The orchestra's arrangements vividly display a noteworthy command of instruments to furnish this mood music feel. Melodies include "I Married An Angel," "Sleepy Time Gal," "Little Girl Blue," and "This Is My Beloved." A preferred disk on the soft and sweet music scene.

"500 MILES TO GLORY"—Mercury MG 20315 (1-12" LP)

Racing and sportscar enthusiasts are sure to be attracted to this fine on-the-spot recording of this year's famed Decoration Day event, the Five Hundred Miler at Indianapolis. One side of the waxing is devoted to introductory and driver interview material, and the other is an account of the actual race, with the actual sound of the actual whizzing by. Deejay-racing fan Bill Randle handles the commentary. Folder describes his set-up at the event.

"HANDFUL OF KEYS"—Fats Waller & His Rhythm—RCA Victor LPM-1502 (1-12" LP)

Vic has received more delights by the late jazz personality, and the many who cherish his melodic and artistic writing are glad for this issue as a must purchase. Waller's infectious piano vocals roam through sixteen selections, all but four products of Waller's earliest available side features for Victor. With his noted rhythm section that included Al Casey (guitar); Herman Autry (trumpet); Gene Cedric (clarinet and tenor) Waller performs such rarities as Irving Berlin's "You're Laughing At Me," "Christopher Columbus," and his own, "Up Jumped You With Love."

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

Columbia Completes Factory Branch Establishment

NEW YORK—The completion of a major factory branch operation in New York, Chicago and Los Angeles. Already in operation are nine branches throughout the United States, established under a scheduled program which was undertaken with reluctance in order to maintain the company’s competitive position. We believe that factory branches in major market areas have become necessary for more concentrated effort and greater sales.

In the three newest branches, as in previous instances, there will be no disruption of operations with change of address. Full present record sales department personnel will be retained by Columbia.

“Thanks to the splendid cooperation of our present distributors, billing and other financial affairs will be maintained continuously through the transition period,” Lieberston stated. The new branches will follow Columbia’s previously-established pattern: headquarters will be selected in prime commercial locations; company-designed displays in each center will serve as dealer guides to maximum display effectiveness. The company also regards the branches as important training ground for development of specialist personnel.

Overall direction of sales and promotion activities of the branches will be assumed by William Gallagher, Columbia Field Sales Manager. Administrators in the new branches will be supervised by Jack Loetz, Manager of Sales Administration for Columbia Records.

The cities in which Columbia-owned branches will be located as of January 1st are as follows: Kansas City, St. Louis, Philadelphia, Detroit, Baltimore, Boston, Cincinnati, Seattle, Indianapolis, New York and Newark, Chicago and Los Angeles.

The Four Smiles?

BRUSSELS, BELGIUM—In Belgium, popular music on the air and in the juke boxes is 100% American music, reports Bill Gerah, co-founder of The Cash Box. Gerah, currently touring Europe, reveals that American artists have the entire music picture in Belgium completely sewn up.

In discussing the Belgian’s tastes in music with Al den Ouden and Jules Sertyn of Rock-Ola in Antwerp, den Ouden stated that “anything, any tune, as long as its sung by Nat ‘King’ Cole is an overnight hit. The majority of the Belgians don’t understand the words Cole is singing, every one of his records is a favorite.”

Dean Martin, Louis Prima, Pat Boone and Ralph Marterie also have vast admiration societies in this country. The Belgians are also wild about such American stars as Pat Domino, Joe Turner, Sarah Vaughan, Erroll Garner and feel that Vicki Bennett is an artist with great potential. Paul Anka’s recording of “Diana” is starting to catch fire in Antwerp and Brussels. And operators are anxiously awaiting the release of “Tammy” in Belgium.

Victor Issues EP Catalogue

NEW YORK—RCA Victor has taken note of the resurgent influence of Extended Play disks by issuing a catalogue devoted solely to the firm’s EP entries.

The catalogue has a listing of about 3,100 song titles contained in EP waxings. Victor now refers to EP’s as Economy Packages.

Princess Ming Chu On OJ

NEW YORK—OJ Records has just released the first recording by Princess Ming Chu—a dancer-jinger who is a descendant of the Ming Dynasty, a Chinese clan remembered for ancient vases. The record also will be made available in Europe and Japan. The lark’s initial release couplets “The Island Of Love”, a Hawaiian rock and roll with “Hearts Are Trumps”.

Canadian Capers

BYTOWN BROWSING:
The new Paul Anka disk “Tell Me That You Love Me” is getting strong support in the versatile lad’s home town. . . . Hall’s Circus Lounge now presenting Wyoma Winters, and The Canadian Jazz Quartet. Previous guest was Van Woodrow, now on the C&B, and a local record sales department personnel will be acquired by Columbia.

Cape Cod

Tommy Sands “MAN LIKE WOW”

Capitol 3110

Ricky Nelson “Be Bop Baby”

by “Have I Told You Lately That I Love You” # 5463

All The Way!
Della Reese
“AND THAT REMINDS ME”
JUBILEE 5292

The Cash Box, Music Page 36 October 12, 1957

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

NEW YORK — The Frankie Laines took off for a European holiday in celebration of Frank’s 10th Anniversary as a recording artist. They’ll see and sight-see in Paree, Belgium, Holland, Switzerland, Rome and Milan, while Frank keeps three weeks of singing dates in between. They won’t be home until just before Christmas.

Will Jordan, The Blossoms Sign New Capitol Deals

Hollywood — The signing of a vocalist-comedian and a teenage girls quartet and a long-term renewal pact for one of the label’s oldest artists was announced last week by president Glenn E. Wallichs of Capitol Records.

The vocalist-comedian, Will Jordan, is perhaps best known for his impersonations of TV’s Ed Sullivan. Jordan’s sessions for Capitol will be produced by Voytie Gilmore. His first release is expected to be announced soon.

The Blossoms is the name of the teenage girl quartet. Comprising the group are Annette Williams, Gloria Jones, Panita Barrett and Nannette Jackson. Capitol producer of the girls’ record dates is Tom Morgan. Stan Kenton, who has been under exclusive contract to Capitol since 1948, has signed a long-term renewal pact with the label. Lee Gillette produces the Kenton band sessions at The Capitol Tower in Hollywood.

Port of Call

ST. LOUIS — Coral vocalist Bill Lee (right) and St. Louis promotion man Al Choitn (center) visit disk jockey Harry Fendor for an on-the-air interview over station KMOX. Fendor broadcasts from the Chase Hotel. Lee visited St. Louis during a promotion tour in connection with his first Coral LP, “My Port Of Call”.

“IT'S WHAT'S IN THE CASH BOX That Counts—INTERNATIONALLY”

Columbia In October Album Promotion

NEW YORK — The New York Philharmonic, second oldest symphony orchestra in the world and a Columbia Records househould institution has halted by Columbia President Guido Lieberson in the theme “A Living Tradition of Greatness” and October is “Philharmonic Month” at the record company. The key item in the offering is the first major performance of the Beethoven Symphony No. 9 in D. Minor Op. 125 contained on a single LP. Dr. Bruno Walter conducts the Philharmonic on this recording, the classical Bay of the Month for October. The other two Philharmonic issues feature Leonard Bernstein conducting and Glenn Gould playing famous Beethoven Concerto No. 2 in B Flat Major for Piano & Orchestra.

The release, all told more than thirty LP’s, features another interesting departure in packaging. For the first time, Columbia is releasing “Piano” in the popular line. The two entries with front and back covers this time are the Four Lads and the Polly Bergen items which enjoy full color treatment on either side.

Northwestern Jazz Society Sponsors Herman Band

EVANSTON, ILL. — Woody Herman and the Third Herd will be on concert at the Cahn Auditories, Northwestern University on Tuesday, October 8th. Herman, who recently signed with Verve Records, is coming from engagements at the Blue Note in Chicago, the Palladium Ballroom in Hollywood and Basin Street in New York. He will present his entire seventeen piece orchestra at this concert, as well as sing, play clarinet and also sax himself.

This concert, sponsored by the Northwestern Music Society, is the latest in a series of jazz concerts for the people of Chicago-land. The concert begins at 8 P.M. and tickets are available at Northwestern University’s Scott Hall.

Hitchhiking

NEW YORK—ABC-Paramount’s nomadic foursome, The Hitchhikers, are shown as they prepare to leave New York on their cross-country hitch-hiking tour. Reading from left to right are: John Kelly, Kay Sanders, Jess Du Boy, leader of the group, and Dick McTavish. The boys were caught by the camera on Broadway with the banner they carry on tour.

California Station Goes All Jazz

Signall Hill, Calif.—KNOB-FM, Signal Hill, Calif., recently inaugurated a new program policy which made it an all-jazz radio station. Al (Sleepy) Stein, jazz disk jockey and KNOB’s new program manager, announced that the station will cover all types of jazz, from early Dixieland to the latest progressive, in its daily programming from 10 A.M. to 2 A.M. Included in Sunday hours of its program is a weekendentitled “Jazz Goes to Church.”

George Laine, Los Angeles jazz columnist, is heard on the station, as is former BBC bandleader and announcer, Howard Loucaft.

Pat Henry, of KROW, Oakland, was recently signed to supply programs via tape.

The station now operates on 102.1 mc with 550 watts, but has an FCC construction permit for 97.9 mc, and eventually expects to boost its power to 70,000 watts.

Kepler Named Chairman of L. A. Conservatory

Hollywood — Leo Kepler, Merchandising Manager, Classical Records, for Capitol Records, has been elected Chairman of the Board of Trustees of the Los Angeles Conservatory of Music and Art. The 75-year-old institution is a fully accredited, independent music school.

Prize Winning Pianist

NEW YORK—Andre Tchaikowsky, Brussels prize winning concert pianist, is shown as he arrived at Idlewild Airport last week and was greeted by Alan Kayes, RCA Victor Red Seal A&R chief. Tchaikowsky will make his debut with the New York Philharmonic Orchestra in its first concert of the season October 10.

Leroy Anderson

Hollywood — His next big one—FORGOTTEN DREAMS

Recorded by

Leroy Anderson at Decca Records #20403

Cyril Stapleton on London Records #11734

Fredrick Fennell on Mercury Records #271170

MILLS MUSIC, INC.

“IT'S WHAT'S IN THE CASH BOX That Counts—INTERNATIONALLY”

Sammy Kaye Names TV Rep

NEW YORK — Sammy Kaye last week announced the appointment of Marvin Josephson, president of Broadcast Management, Inc., as special television representative. Josephson will negotiate with networks and advertising agencies for a Sammy Kaye television band show this season.

“IT'S WHAT'S IN THE CASH BOX That Counts—INTERNATIONALLY”
**Disk Jockey**

**REGIONAL RECORD REPORTS**

**Bob Fowler**

WLBN—Eliasburg, N. C.
1. Honeycomb (J. Rodgers)
2. You're Mine (N. Cale)
3. Honeycomb (J. Rodgers)
4. Honeycomb (J. Rodgers)
5. That'll Be The Day (Crickets)
6. You're Mine (N. Cale)
7. Wake Up Little Sue (Everyday)
8. Whole Lot Of Shakin' Going On (J. Lewis)
9. That'll Be The Day (Crickets)
10. Tammy Lou (N. Cale)

**Rick Marrel**

KGM—Sacramento, Calif.
1. Honeycomb (J. Rodgers)
2. Whole Life Of Shakin' Going On (J. Lewis)
3. Remember You're Mine (P. Boone)
4. That'll Be The Day (Crickets)
5. Love (Bobbettes)
6. That'll Be The Day (Crickets)
7. Remember You're Mine (P. Boone)
8. With You On My Mind (N. Cale)
9. Just Between You And Me (Chordettes)
10. If You'll Be My Love (Harvey Boys)

**Harry Dowling**

WICC—Bridgeport, Conn.
1. Honeycomb (J. Rodgers)
2. Whole Life Of Shakin' Going On (J. Lewis)
3. That'll Be The Day (Crickets)
4. Honeycomb (J. Rodgers)
5. You're Mine (N. Cale)
6. That'll Be The Day (Crickets)
7. My Heart Reminds Me (M. Jean)
8. Whole Life Of Shakin' Going On (J. Lewis)
9. That'll Be The Day (Crickets)
10. You're Mine (N. Cale)

**Sam Blessing**

KOS—Dearborn, Colo.
1. Honeycomb (J. Rodgers)
2. That'll Be The Day (Crickets)
3. Honeycomb (J. Rodgers)
4. Rainbow (R. Hamilton)
5. That'll Be The Day (Crickets)
6. Honeycomb (J. Rodgers)
7. That'll Be The Day (Crickets)
8. Black Slacks (Sparkletones)
9. That'll Be The Day (Crickets)
10. Whole Life Of Shakin' Going On (J. Lewis)

**George Fennell**

WHIL—McComb, Miss.
1. Honeycomb (J. Rodgers)
2. That'll Be The Day (Crickets)
3. Honeycomb (J. Rodgers)
4. That'll Be The Day (Crickets)
5. Honeycomb (J. Rodgers)
6. That'll Be The Day (Crickets)
7. Whole Life Of Shakin' Going On (J. Lewis)
8. Honeycomb (J. Rodgers)
9. Love To Pieces (Connie)
10. You're Mine (N. Cale)

**Mike Secrest**

KXYZ—Houston, Tex.
1. Honeycomb (J. Rodgers)
2. You're Mine (N. Cale)
3. Honeycomb (J. Rodgers)
4. That'll Be The Day (Crickets)
5. Whole Life Of Shakin' Going On (J. Lewis)
6. That'll Be The Day (Crickets)
7. That'll Be The Day (Crickets)
8. Whole Life Of Shakin' Going On (J. Lewis)
9. That'll Be The Day (Crickets)
10. Wake Up Little Sue (Everyday)

**ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—**
Please keep us constantly informed of any changes in call letters or title.
NEW YORK:
The trade looking forward to the real full business as soon as the World Series is finished—and packed away with the moth balls, Eyes are again facing the problem of the Christmas rush. Christmas is racing to number one with "Jailhouse Rock." This is one in the tradition of the early Presley hits—one that should reach far beyond the million sales mark. Atlantic is expecting this hit to break into the market. Maybe we'll find some other hypos like in the shape of "Little Bitty Pretty One." It's been penned by Mr. Harris on Aladdin and Bobby Day on Charted "Silhouettes" by The Rays on Cameo. Perhaps Fats "Wait and See" will soon—or maybe a disk (not yet cut) will rocket sales. At any rate we feel we are headed into a smash year. Fats would have had to cover quite a large number of one nights just a few short years ago to come up with a bundle like that.

Atlantic Records will delay its East-West debut for one week. Meanwhile the diskery is busy with the "Clevedon In The Alley"; Clyde McPhatter's "Rock And Cry"; and Ray Charles' "Swannee River Rock." On the Atco side of the axis they're getting an excellent sales reaction to Betty McLaurin's "What A Night for Love" Junior Harris's "I'm A Sweetheart Of The Mississippi" Grant's "Some Day, Maybe Tonight" and "Talkin' About Love." Also on Atco is Young Jesse's "Shuffle In The Kitchen" and Jimmy Simmons as we reported last week.... Charles Marenstein, Apollo Records, anxious awaiting reports on his newest discovery, Dolly Lyon, whose "The Palm Of Your Hand" is being advertised for this week as the number one disk. Fats are now cutting The Casanovas in a few days and will issue a new Cellox soon.... Doug Moody, handling affairs in New York with Al Silver down New Orleans way, left last week with the results of his tour. Fats may be headed home soon. Meanwhile things working out well for Herald-Enterprise out of the Mello-Kings "Sansoface" and "Chapel On The Hill" (and the rejuvenated "Tonight Tonight", The Five Satins "Our Anniversary", and Billy Myles "The Joker".... Don Robey, Duke, Peacock and Back-Beat Records are now bottling up some very typical rock & roll disks. Robey needs plenty of wax rolling off those presses, what with "Zebra" by The in Ter and "Tell Me Why," the Rob-Rays; "I'll Give Love To You" by The Surrender to Love; "A Love That We Remember" by The Teenagers; "Promise Me" by The Instincts that may rival "Searchin'"; "My Baby Comes To Me" is now stepping away from "The Idol With The Golden Head". Also selling in heavy figures for Alco is Guitar Slim's "It's Hard To Get Along." Those fortunate in the South are having to continue to interest the teenagers, but will also provide music for the adults to dance to...."...The Full Edition of "Fantabulous Rock 'N Roll Show 1958" which openend in New Orleans, La. last Saturday night, is now booked through November 2 and will, when finished, go to approximately November 17. The show will consist of Mickey & Sylvia, Larry Kaye, Donnie and Joe, Frankie Lymon, The Ron-Tones, The Animals and dance orchestra, Big Joe Turner, Bo Diddley Trio, The Moonglows, Roy Brown, The Four Eyes, The Teenagers, Jimmy Jones Trio, the popular group, The Delman Sisters, The Drells and David Tannenbaum's "The Smallest Band In The World." According to promoters, they will pack every available square inch of the Miller's Service Station, 9th and W. St., New Orleans, La. as well as the venue.

Benny Williams has signed The Penguins to a new long term contract, and twelve sides are scheduled for immediate release on an LP titled, "The Penguins." New contract brings the group back to their original label where they made their debut and enjoying fresh excitement. The back up band will be on loan to Williams, according to Allen, which will be released this week, Tommy "Dr. Jive" Small, N.Y. dryey, plowed into Chi for a weekend visit just for kicks.... WGES deejay Al "Swingmaster" Benson busly engaged prepping a new show for his upcoming Regal Theater date.

CHICAGO:
Kenny Myers of Mercury Records writes to tell us that The Brother Sisters are really rockin' 'em with a Rock 'n Roll ditty titled "Alone" b/a novelty/hum "Pass Me The Mustard." Ken says "though it's designed for teenafare, ladies will rock at the wall." Another Rock 'n Roll disc on Mercury is a new deep by Sis Austin, "Fall Out." ... Herb Kole of King Distributors flips over the "Charmers" and "Softy" b/a "Hot Ginger," with a very polished flute treatment by Clff Scott behind a solid beat. Herb and Arnie Orleans busy writing a raft of orders. Ralph Bass in Cinney visiting King Records home office. ... Chess Records a beehive of activity with a series of press conferences last week. The big one on "Hound Dog" "Hoochie Coochie Man" "Hound Dog Baby" holding up in all areas; Bobby Charles "You've Got Your Baby," Check Berry's "Rock 'N Roll Music," "The Beating Of My Heart" by the Moonlows, "Baby Baby" by Dale Hawkins and a two-sided smash by the Sentimentals "I Wanna Love You b/w Teenage Teener" doing big biz all over. ... Marsha Winter's, Stepheny Record's thrust being spurred through the midwest on the arm of Stepheny's national promo man, Jerry Allan, promoting her new deck "Stacy" b/w "My Last Goodbye". Visits with deejays have been arranged in the following cities, Indianapolis, Louisville, Milwaukee and all major towns.... George and Ernie Leaser announce that Jerry Ferber has been added to their public relations staff. Jerry is a well known publicity man. George tells us that Jerry Lee Lewis, whose "Whole Lot Shakin' Goin' On" on the Sun label, is wowing the patrons at Hammond Auditorium....

The Cash Box, Music Page 40 October 12, 1957
**Territorial Tips**

The Cash Box "Territorial Tips" chart highlights Rhythm and Blues records showing unusual growth, which have not yet appeared in theCash and R&B Top 20.

<table>
<thead>
<tr>
<th>No.</th>
<th>Artist</th>
<th>Title</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MR. LEE</td>
<td>Bobbetssee</td>
<td>Atlantic 1144</td>
</tr>
<tr>
<td>2</td>
<td>HAPPY HAPPY BIRTHDAY BABY</td>
<td>Tams, Wrens</td>
<td>Checker (872)</td>
</tr>
<tr>
<td>3</td>
<td>DIANA</td>
<td>Paul Asha</td>
<td>ABC-Paramount 9381</td>
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<tr>
<td>4</td>
<td>FARTHER UP THE ROAD</td>
<td>Bobby Blue Blond</td>
<td>(Duke 170)</td>
</tr>
<tr>
<td>5</td>
<td>THAT'LL BE THE DAY</td>
<td>Crickets</td>
<td>Brunswick 55009</td>
</tr>
<tr>
<td>6</td>
<td>HONEYCOMB</td>
<td>Little Richard</td>
<td>Specialty 611</td>
</tr>
<tr>
<td>7</td>
<td>WHOLE LOT OF SHAKIN' GOING ON</td>
<td>Jerry Lee Lewis</td>
<td>Sun 267</td>
</tr>
<tr>
<td>8</td>
<td>THINK</td>
<td>&quot;5&quot; Royales</td>
<td>King 5053</td>
</tr>
<tr>
<td>9</td>
<td>DUMPLIN'</td>
<td>Doc Dogby</td>
<td>Atlantic 7088</td>
</tr>
<tr>
<td>10</td>
<td>WITH YOU ON MY MIND</td>
<td>Nat Cole</td>
<td>Capitol 3782</td>
</tr>
<tr>
<td>11</td>
<td>STAR DUST</td>
<td>Billy Ward &amp; Daminoes</td>
<td>Atlantic 58071</td>
</tr>
<tr>
<td>12</td>
<td>SEND FOR ME</td>
<td>Nat &quot;King&quot; Cole</td>
<td>Capitol 3737</td>
</tr>
<tr>
<td>13</td>
<td>HUMPTY DUMPTY HEART</td>
<td>Lavern Baker</td>
<td>Atlantic 1140</td>
</tr>
<tr>
<td>14</td>
<td>LITTLE BITTY PRETTY ONE</td>
<td>Bobby Day</td>
<td>Class 2121</td>
</tr>
<tr>
<td>15</td>
<td>PEANUTS</td>
<td>Little Joe &amp; Thilliers</td>
<td>Okeh 7088</td>
</tr>
<tr>
<td>16</td>
<td>LOTT A LOVIN'</td>
<td>Gene Vincent</td>
<td>Capitol 3765</td>
</tr>
<tr>
<td>17</td>
<td>SHORT FAT ANNIE</td>
<td>Larry Williams</td>
<td>Specialty 608</td>
</tr>
</tbody>
</table>

* Indicates first appearance on Territorial Tips

**ALL OF MY LIFE**
Billy Eckstine (Mercury 71141)

"ALONE"
Sheppard Sisters (Lance 125)

AND THAT REMINDS ME
Della Reese (Jubilee 2595)

AW SHUCKS BABY
Tiny Tyro (Federal 12302)

BACK TO SCHOOL AGAIN
Timmy Rogers (Coral 716)

*BE BOP BABY*
Ricky Nallan (Imperial 5463)

BERMUDA SHORTS
Dolleys (Apalna 314)

BLACK SLACKS
Sparkletones (ABC-Paramount 9873)

CAN I COME OVER TONIGHT
Veutus (Cite-512)

CHANCES ARE
Johnny Mathis (Columbia 49093)

CHICKEN BABY CHICKEN
Ray Harris (R&B 104)

COOL SHAKE
Del-Vikings (Mercury 71332)

COULD THIS BE MAGIC
Dubs (Gane 5071)

DARKIN' IT'S A WORDERFUL LOE.
Lamps (Lomu 2055)

DEDICATED TO YOU
Sonny Knight (Out 15655; Starlo 5-1)

DEEP PURPLE
Billy Ward & Daminoes (Liberty 55099)

DESERIE
Charts (Everlast 5001)

DINNER DATE
Little Willie John (King 5083)

DO YOU MEAN IT
Ike Turner (Federal 12297)

DOWN IN THE ALLEY
Clivers (Atlantic 7132)

EMMETT LEE
Coral Forn (Excello 2118)

FLATFOOT SAMA
Oscar Willis (Argo 5277)

F.Y. Slim (Checker 707)

GONE IS MY LOVE
Dynamics (Cindy 3065)

HEAR MY PLEA
Donnie DeLuca (Deluxe 4125)

HE'S GONE
Chantelles (End 1001)

HEY BABY
Cleftones (Gane 1541)

HULA LOVE
Buddy Knox (Roulette 4018)

IDOL WITH THE GOLDEN HEAD
MY BABY COMES TO ME
Corners (Arco 6098)

IF I THOUGHT YOU NEEDED ME
Little Willie John (King 5004)

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

"I'M A KING SEE"
Slim Harpo (Excello 2173)

I'M GRATEFUL
Ray Milton (King 5055)

I NEED A GIRL
Joe Turner (Atlantic 1155)

I NEED YOU SO BAD
R. & R. King (484)

IS YOUR LOVE FOR REAL
Midnighters (Federal 12299)

IT HURTS TO LOVE SOMEONE
Guitar Slim (Arco 6097)

IT MUST BE YOU
Please Honey Don't Go
Annis Louie (Deluxe 6135)

I WANNA DO EVERYTHING FOR YOU
Break Fant (Vee 0285)

IT'S NOT FOR ME TO SAY
Johnny Mathis (Columbia 40835)

IT WAS THERE
Jabette & Jan (J & S 1659)

JAILBAIT
Andre Williams (Fortune 837)

*JAILHOUSE ROCK*
Elvis Presley (RCA Victor 7035)

LISTED ALPHABETICALLY

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Guitar Slim (Arco 6097)

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Please Honey Don't Go
Annis Louie (Deluxe 6135)

I WANNA DO EVERYTHING FOR YOU
Break Fant (Vee 0285)

IT'S NOT FOR ME TO SAY
Johnny Mathis (Columbia 40835)

IT WAS THERE
Jabette & Jan (J & S 1659)

JAILBAIT
Andre Williams (Fortune 837)

*JAILHOUSE ROCK*
Elvis Presley (RCA Victor 7035)
NEW YORK

1. HAPPY HAPPY BIRTHDAY BABY
   Time of Day (Checker 757)

2. MR. LEE
   Bobbettes (Atlantic 1141)

3. DUMPLIN’S
   Don Roby (Okah 7089)

4. WITH YOU ON MY MIND
   Nat “King” Cole (Capital 2082)

5. LITTLE BITTY PRETTY ONE
   Thurl Harris (Atlantic 1986)

6. LITTLE SUGAR
   Everly Brothers (Columbia 1357)

7. WHOLE LOT OF SHAKIN’ GOING ON
   Jerry Lee Lewis (Sun 202)

8. FARHER UP THE ROAD
   Bobby Bland and (Ducks 170)

9. HE’S GONE
   Chanteurs (Fad 1001)

ST. LOUIS

1. LITTLE BITTY PRETTY ONE
   Bobby Day (Class 215)

2. DIANA
   Paul Anka (ABC-Paramount 9381)

3. HAPPY HAPPY BIRTHDAY BABY
   Teen Weavers (Checker 872)

4. MR. LEE
   Bobbettes (Atlantic 1141)

5. HONEST I DO
   Jimmy Reed (Vee-Jay 253)

6. WHOLE LOT OF SHAKIN’ GOING ON
   Jerry Lee Lewis (Sun 202)

7. YOU SEND ME
   Sam Cooke (Keen 34013)

8. SWANEE RIVER ROCK
   Roy Charters (Atlantic 1154)

9. WHAT CAN I DO
   Dennis Elsper (Decca 6023)

10. THAT’LL BE THE DAY
    Crickets (Brunswick 55099)

NEWARK

1. HONEST I DO
   Jimmy Reed (Vee-Jay 253)

2. DUMPLIN’S
   Ernie Freeman (Imperial 5491)

3. KEEP A KNOCKIN’
   Little Richard (Specialty 611)

4. WAIT AND SEE
   fats Domino (Imperial 5462)

5. SWANEE RIVER ROCK
   Roy Charters (Atlantic 1154)

6. LEAVIN’ IT ALL UP TO YOU
   Don & Donnie (Teddy 610)

7. IT HURTS TO LOVE SOMEONE
   Booker Simon (Atco 6059)

8. HAPPY HAPPY BIRTHDAY BABY
   Teen Weavers (Checker 872)

9. DIANA
   Paul Anka (ABC-Paramount 9381)

10. EMMETT LEE
    Cereal Box (Atco 2118)

SAN ANTONIO

1. HAPPY HAPPY BIRTHDAY BABY
   Teen Weavers (Checker 872)

2. MR. LEE
   Bobbettes (Atlantic 1141)

3. KEEP A KNOCKIN’
   Little Richard (Specialty 611)

4. THAT’LL BE THE DAY
    Crickets (Brunswick 55099)

5. STAR DUST
    Billy Ward & Dominos (Liberty 55071)

6. WITH YOU ON MY MIND
   Nat “King” Cole (Capitol 2082)

7. FARHER UP THE ROAD
   Bobby Bland and (Ducks 170)

8. PEANUTS
   Little Joe & Thilliers (Okah 7089)

9. MISS YOU SO
    Little Orlo (Evelio 2204)

10. SHORT FAT FANNIE
    Larry Williams (Specialty 698)

CHICAGO

1. HAPPY HAPPY BIRTHDAY BABY
   Time of Day (Checker 757)

2. MR. LEE
   Bobbettes (Atlantic 1141)

3. DUMPLIN’S
   Don Roby (Okah 7089)

4. WITH YOU ON MY MIND
   Nat “King” Cole (Capital 2082)

5. LITTLE BITTY PRETTY ONE
   Thurl Harris (Atlantic 1986)

6. LITTLE SUGAR
   Everly Brothers (Columbia 1357)

7. WHOLE LOT OF SHAKIN’ GOING ON
   Jerry Lee Lewis (Sun 202)

8. FARHER UP THE ROAD
   Bobby Bland and (Ducks 170)

9. HE’S GONE
   Chanteurs (Fad 1001)

10. DUMPLIN’S
    Ernie Freeman (Imperial 5491)

11. KEEP A KNOCKIN’
    Little Richard (Specialty 611)

12. WAIT AND SEE
    fats Domino (Imperial 5462)

13. SWANEE RIVER ROCK
    Roy Charters (Atlantic 1154)

14. LEAVIN’ IT ALL UP TO YOU
    Don & Donnie (Teddy 610)

15. IT HURTS TO LOVE SOMEONE
    Booker Simon (Atco 6059)

16. HAPPY HAPPY BIRTHDAY BABY
    Teen Weavers (Checker 872)

17. DIANA
    Paul Anka (ABC-Paramount 9381)

18. EMMETT LEE
    Cereal Box (Atco 2118)

NORTH CAROLINA

1. LITTLE BITTY PRETTY ONE
   Bobby Day (Class 215)

2. DIANA
   Paul Anka (ABC-Paramount 9381)

3. HAPPY HAPPY BIRTHDAY BABY
   Teen Weavers (Checker 872)

4. MR. LEE
   Bobbettes (Atlantic 1141)

5. HONEST I DO
   Jimmy Reed (Vee-Jay 253)

6. WHOLE LOT OF SHAKIN’ GOING ON
   Jerry Lee Lewis (Sun 202)

7. YOU SEND ME
   Sam Cooke (Keen 34013)

8. SWANEE RIVER ROCK
   Roy Charters (Atlantic 1154)

9. WHAT CAN I DO
   Dennis Elsper (Decca 6023)

10. THAT’LL BE THE DAY
    Crickets (Brunswick 55099)

NEW YORK

1. LITTLE BITTY PRETTY ONE
   Bobby Day (Class 215)

2. DIANA
   Paul Anka (ABC-Paramount 9381)

3. HAPPY HAPPY BIRTHDAY BABY
   Teen Weavers (Checker 872)

4. MR. LEE
   Bobbettes (Atlantic 1141)

5. HONEST I DO
   Jimmy Reed (Vee-Jay 253)

6. WHOLE LOT OF SHAKIN’ GOING ON
   Jerry Lee Lewis (Sun 202)

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   Sam Cooke (Keen 34013)

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   Roy Charters (Atlantic 1154)

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   Teen Weavers (Checker 872)

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   Roy Charters (Atlantic 1154)

9. WHAT CAN I DO
   Dennis Elsper (Decca 6023)

10. THAT’LL BE THE DAY
    Crickets (Brunswick 55099)
### Philadelphia
- **1.** HAPPY, HAPPY BIRTHDAY BABY (Tina Weirr) (Cana Grana) (Atlantic 1144)
- **2.** KEEP A-KNOCKIN' (Little Richard) (Specialty 411)
- **3.** THINK (The Beatles) (King 5033)
- **4.** DUMPLIN'S (Okeh 7049)
- **5.** FARTHER UP THE ROAD (Bobby Blue Bland) (Duke 170)
- **6.** LITTLE BITTY PRETTY ONE (Bobby Day) (Chess 211)
- **7.** YOU SEND ME (Sam Cooke) (King 14072)
- **8.** PEANUTS (Little Joe & Theleros) (Okeh 7088)
- **9.** LONG LONELY NIGHTS (Lavon & Heats) (Chess 1663)
- **10.** WHOLE LOT OF SHAKIN' GOING ON (Jerry Lee Lewis) (Sun 267)

### Los Angeles
- **1.** MR. LEE (Bobbettes) (Atlantic 1144)
- **2.** YOU SEND ME (Sam Cooke) (Keen 30013)
- **3.** HAPPY HAPPY BIRTHDAY BABY (Tina Weirr) (Checker 872)
- **4.** DIANA (Paul Anka) (ABC-Paramount 9381)
- **5.** LITTLE BITTY PRETTY ONE (Bobby Day) (Chess 211)
- **6.** FARTHER UP THE ROAD (Bobby Blue Bland) (Duke 170)
- **7.** THAT'S MY DESIRE (Bob & Carol) (Chess 213)
- **8.** DUMPLIN'S (Elvis Presley) (Sun 317)
- **9.** DEDICATED TO YOU (Sunny Knight) (Dot 15655)
- **10.** HONEYCOMB (Norma Jean Lindsey) (Roulette 4015)

### Detroit
- **1.** MR. LEE (Bobbettes) (Atlantic 1144)
- **2.** HAPPY HAPPY BIRTHDAY BABY (Tina Weirr) (Checker 872)
- **3.** KEEP A-KNOCKIN' (Little Richard) (Specialty 411)
- **4.** DEEP PURPLE (Billy Ward & Dominos) (Liberty 55099)
- **5.** HAPPY HAPPY BIRTHDAY BABY (Tina Weirr) (Chess 872)
- **6.** HUMPTY DUMPTY HEARTLESS (Bobby Day) (Chess 1663)
- **7.** LOTTIE LOVIN' (Gene Vincent) (Capitol 3736)
- **8.** ONLY BECAUSE (Platters) (RCA Victor 7035)
- **9.** SUMMER TIME (Sam Cooke) (Keen 34013)
- **10.** HULA LOVE (Buddy Knox) (Roulette 4018)

### Atlanta
- **1.** DIANA (Paul Anka) (ABC-Paramount 9381)
- **2.** HAPPY, HAPPY BIRTHDAY BABY (Tina Weirr) (Checker 872)
- **3.** MR. LEE (Bobbettes) (Atlantic 1144)
- **4.** HONEYCOMB (Jimmie Rodgers) (Roulette 4015)
- **5.** HONEST I DO (Jimmy Reed) (Vee-Joy 233)
- **6.** FARTHER UP THE ROAD (Bobby Blue Bland) (Duke 170)
- **7.** THAT'LL BE THE DAY (Roulette 50599)
- **8.** WHOLE LOT OF SHAKIN' GOING ON (Jerry Lee Lewis) (Sun 267)
- **9.** PEANUTS (Little Joe & Theleros) (Okeh 7088)
- **10.** THINK (Tina Weirr) (King 5033)

### Boston
- **1.** MR. LEE (Bobbettes) (Atlantic 1144)
- **2.** KEEP A-KNOCKIN' (Little Richard) (Specialty 411)
- **3.** DEEP PURPLE (Billy Ward & Dominos) (Liberty 55099)
- **4.** HAPPY HAPPY BIRTHDAY BABY (Tina Weirr) (Checker 872)
- **5.** HUMPTY DUMPTY HEARTLESS (Bobby Day) (Chess 1663)
- **6.** LOTTIE LOVIN' (Gene Vincent) (Capitol 3736)
- **7.** ONLY BECAUSE (Platters) (RCA Victor 7035)
- **8.** SUMMER TIME (Sam Cooke) (Keen 34013)
- **9.** HULA LOVE (Buddy Knox) (Roulette 4018)
- **10.** HONEYCOMB (Jimmie Rodgers) (Roulette 4015)

### San Francisco
- **1.** DIANA (Paul Anka) (ABC-Paramount 9381)
- **2.** HAPPY, HAPPY BIRTHDAY BABY (Tina Weirr) (Checker 872)
- **3.** MR. LEE (Bobbettes) (Atlantic 1144)
- **4.** HONEYCOMB (Jimmie Rodgers) (Roulette 4015)
- **5.** HONEST I DO (Jimmy Reed) (Vee-Joy 233)
- **6.** FARTHER UP THE ROAD (Bobby Blue Bland) (Duke 170)
- **7.** THAT'LL BE THE DAY (Roulette 50599)
- **8.** WHOLE LOT OF SHAKIN' GOING ON (Jerry Lee Lewis) (Sun 267)
- **9.** PEANUTS (Little Joe & Theleros) (Okeh 7088)
- **10.** THINK (Tina Weirr) (King 5033)

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**R & B Sure Shots**

**"WAIT AND SEE"**
- The Cash Box Award of the Week (9/28)
- Fats Domino

**"JAILHOUSE ROCK"**
- Elvis Presley
- RCA Victor 7035

**"SOFT"**
- Bill Doggett
- King 5080

**"LITTLE BITTY PRETTY ONE"**
- Thurston Harris
- Aladdin 3398

**"SILHOUETTES"**
- Rays
- Cameo 117

**"HULA LOVE"**
- Buddy Knox
- Roulette 4018

**"ONLY BECAUSE"**
- The Cash Box Award of the Week (9/7)
- Platters
- Mercury 71184

**"REET PETITE"**
- Jackie Wilson
- Brunswick 55024

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"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY!"
HAL PACE and The Whalers
(J & S 1601)

B+ "THUNDER BIRD" (1:55)
[Zell's Music BMI—The Whalers] Hal PACE and The Whalers come up with an infectious jumper novelty that bears the mark—"hit". It's a cutie that the kids should take to very kindly. A spirits lifter.

C "SUGAR BABE" (1:58) [Zell's Music BMI—Whalers] Hal PACE turns in another good performance on a quick beat jumper. Material not as potent as the happy "Thunderbird".

CRAWFORD BROTHERS
(Aladdin 3397)

B "IT FEELS GOOD" (2:27) [Aladdin BMI—J. Crawford] The Crawford Brothers dish up a middle beat jump in a happy vein. Ok platter with lots of zing behind it. Deserves your attention.


AMOS MILBURN
(Aladdin 3370)

B "DEAR ANGEL" (2:40) [Aladdin BMI—Booker, Mattaun] Amos Milburn offers a tender slow beat ballad with an earnest reading. Milburn gets the feeling across. Ok wax that should get a fair sized bit of business from the r&b market.

"GREYHOUND" (3:07) [Aladdin BMI—Toomba] Oldie that was once a hit record for Milburn. Re-issued with the hopes it can do it all over again. It's still a good deck and maybe lightning will hit twice.

JIMMY WRIGHT
(Aladdin 3386)

B "TEEN AGE BEAU" (2:47) [Aladdin BMI—James Wright] Jimmy Wright dishes up a slow, rhythmic ballad blues with earnest simplicity. It is a driftly swing with a good reading. Ok deck.

B "MAKE HER MINE" (2:00) [Aladdin BMI—James Wright] Wright goes into a quick beat jump on the flip. A happy romancer in which Wright sings out his happiness. Lively and swingy deck that appeals.

SENTIMENTALS
(Checker 85)

B+ "TEENIE TEENAGER" (2:20) [Arc-Ford BMI—Gorse, Tilterg] The Sentimentals offer a slow, rhythmic tenor item that comes through with a sound and feeling the kids should take to their hearts. It’s tenor bait—go for it!

B "I WANT TO LOVE YOU" (2:34) [Arc-Ford BMI—Ford] The Sentimentals back with a jumper also in the teenage vein. It’s a happy swinger for the current youngster market. Good coupler.

DON AND DEWEY
(Specialty 610)

B+ "LEAVIN' IT ALL UP TO YOU" (2:05) [Venice BMI—Harris, Terry] Don and Dewey have a really powerful item here that could turn into a potent seller. The fella's collaborate on a rhythmic slow beat ballad. Tuneful hook of wax turned out in potent fashion. Stay close to this one. It could happen.

B "JELLY BEAN" (1:50) [Venice BMI—Harris, Terry] Don and Dewey rock out a quick beat novelty in infectious fashion. Hard hitting wax the kids will love.

REBECCA WILLIAMS
(Lump 2011)

B "PLEASE GIVE ME A MATCH" (2:08) [Aladdin BMI—Gaines] Rebecca Williams sings a slow beat blues with a strong authentic treatment. The gal tells her story to the syncopation with sincerity. Ok blues wax.

B "TAKE CARE OF MY HEART" (2:07) [Aladdin BMI—Williams Gaines] Miss Williams sings a slow beat ballad with an effective treatment and strong ork backing by Fats Gaines. Melodic and pleasing.

WAYNE HANDY
(Renown 102)

B+ "SAY YEAH!" (2:39) [Handy] Handy swings out with a rockabilly jumper and turns in a solid performance of a swinging, infectious item. Better than average release and one that could come up strong with enough exposure.

B "COULD IT BE" (2:40) [Handy] Handy turns to the slow beat dramatic as he sings a pretty ballad with the full treatment. Vocal back-up gets the desired effect as Handy tenderly tells his story.

THE TITANS
(Specialty 614)

C+ "SWEET PEACH" (2:20) [Venice BMI—Dorf, Wayne] The Titans rock out with a quick beat jump that lacks novelty. It is an ok deck, done in good style, but weak in the material chosen.

B "FREE AND EASY" (2:08) [Greenwich ASCAP—Fick, Doran] The Titans get happy on a quick beat jump and come off with the better deck. A joyous swinger with a solid instrumental assist. Like it.

THE ALL STARS
(Starlo 3)

C "2:00 AM ON MULHOLLAND" (2:25) [Marcel/Aries BMI—Smith, Goldsmith, Freeman] The All Stars dish up an interesting album of less, instrumental, Light and airy wax with a sensuous excitement. Ok etching.

B "HONEY BABY" (1:45) [Drive In Music BMI—Alex Hodges] The All Stars offer a vocal and instrumental reading of a quick beat bounce cutie. Infectious novelty wax.

\n
"Only those records best suited for commercial use are reviewed by THE CASH BOX"
R & B Reviews
A AWARD & SPEAKER B+ EXCELLENT B VERY GOOD C+ GOOD C FAIR D MEDIocre

The Cash Box

R & B Sleeper of the Week

“THE TICK OF THE CLOCK” (1:55) [Reve BM—Bartholomew, King]
ROY BROWN (Imperial 5469)

- Roy Brown follows his “Let The Four Winds Blow” with another potent possibility. “The Tick Of The Clock” is an infectious middle beat bouncer with a catchy melody and easy to remember lyric. The deck has an air of joy to it—

- a feeling of airy buoyancy, Detective tid-bit to be watched. The flip, “Slow Down Little Eva”, is a slow beat Latin tempo with a spiritual flavor. StIRRing side that has lots on the ball. We like “The Tick Of The Clock” for the real action.

“CHAPEL ON THE HILL” (2:47) [Angel/Selbon BM—Mryel]
“SASSAFRAS” (2:20) [Figure BM—Slay, Cwete] THE MELLO KINGS (Herald 507)

- The Mello-Kings back a soft ballad with a quick beat jump novelty and the result is two power house sides that make it difficult to choose. We go along with both the sentimentalsoftie, “Chapel On The Hill” and the bouncer-novelty, “Sassafras”. The latter is a hopped up cutie and “Chapel” is a tender offering that may prove to be the side in the long run. Keep your eyes on both decks and watch the public make its choice.

“SHUFFLE IN THE GRAVEL” (2:21) [Arco BM—Obie Jesse]

- Young Jessie makes his debut on Aco with a quick beat jumper, “Shuffle In The Gravel” and a rhythm treatment of that Kern oldie, “Make Believe”. Both are interesting decks and bear the qualities necessary for hibdon. Young Jessie belts both tunes with infectious treatments and it’s going to take a decision from the buyer to bring one side to the fore. Aco has a comer here.

The Cash Box Award o’ the Week

THE SPANiELS “I NEED YOUR KISSES”

“YOU’RE GONNA CRY” Vee-Jay 257

Bob Manning, Bill Harris On Mode Roster

HOttLYWOOD—Vocalist Bob Manning and trombonist Bill Harris, have been added to the catalogue of Mode Records, according to the label’s A&R director Red Clyde. Harris, the veteran jazz man currently on tour with the Woody Herman band, completed an LP in company with other ex-Hermanites featuring a collection of tunes long associated with Woody. Personnel included guitarist Terry Gibbs, pianist Lou Levy, bassist Red Mitchell and drummer Stan Levey.

Manning will be taped in New York under Clyde’s personal supervision with special arrangements by Marty Paich. The two men will plan to New York expressly for the date, and although the full program hasn’t been set, the mood and support for Manning will be entirely in keeping with his special sound.

Clyde also announced the national release of the single “Beat Of My Heart” and “I’ve Lied” by the Juvenilees, New York City teen-agers whose appearances on “Wide, Wide World” and other network TVers have attracted the interest of the nation. The vocal quintet is exclusively tied to the Mode banner, and its second release, completed at the same session, will be issued in the near future.

Another single, being readied for national release, is by TV thrush Doris Drew who has completed her first vocal effort in the form of an LP. The single, “He’s My Guy” and “I Cried For You” is being lifted from the long player. Distributor shipments will begin this week.

Form Flagship Records

RIDGEWOOD, N. J.—The formation of a new disk label, Flagship Records, was announced last week by Vincent Sardo, prexy of Sardo-Brady Flagship Publishing.

The outfit will wax tunes in the pop, country and R&B fields, and currently included on the Flagship roster are singers Howard W. Brady, Ronnie Malone, and Lori Palmer.

Offices are situated at 253 Paramus Rd., Ridgewood, which is also the home of Sardo-Brady Flagship.

HIGHEST PRICES PAID FOR
5 RPM ONLY
USEd JUKE BOX RECORDS

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Phone: Dickens 2-7060

BESTES ROOMS WINNER VEE-JAY 257

The Cash Box

October 12, 1957

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
**On The Dotted Line**

**Country Big 10 JUKE BOX TUNES**

1. **FRAULEIN**
   - Bobby Helms (Decca 30194)

2. **WHOLE LOT OF SHAKIN’ GOING ON**
   - Jerry Lee Lewis (Sun 267)

3. **MY SHOES KEEP WALKING BACK TO YOU**
   - Ray Price (Columbia 40951)

4. **BYE BYE LOVE**
   - Everly Brothers (Cadence 1315)

5. **LOTTA LOVIN’**
   - Gene Vincent (Capitol 3763)

6. **GEISHA GIRL**
   - Hank Locklin (RCA Victor 6964)

7. **TANGLED MIND**
   - Hank Snow (RCA Victor 6955)

8. **TEDDY BEAR**
   - Elvis Presley (RCA Victor 7000)

9. **HOME OF THE BLUES**
   - Johnny Cash (Sun 279)

10. **WAKE UP LITTLE SUSIE**
    - Everly Brothers (Cadence 1337)

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**Shreveport, La.—Tillman Franks, KWKH “Louisiana Hayride” artist service manager points to the dotted line as Johnny Horton, Columbia recording artist signs up for exclusive booking and promotion under the newly formed or “anization. Linda Brannon, Ram recording artist and Johnny Mathis, Mercury Starday, await their turn to sign. These three are the latest to sign with the “Louisiana Hayride.”**

**B.B.A. To Conduct 3rd Annual Meeting**

NEW YORK — Band Betterment Associates, headed by Clifford Carter, Vice President of Carl Fischer, and Fred Fox, Vice President of Sam Fox Publishing Company, will conduct its third annual meeting in conjunction with the New York State School Music Association Meeting on December 4, 5, 6 and 7 at the Eastman School of Music in Rochester.

B.B.A. is presently composed of a dozen music publishers and believes that the concert band must be built to its fullest cultural and artistic stature. Publishers sponsoring the Band Betterment Associates Meeting are: Sam Fox Publishing Company, Carl Fischer, Edwin H. Morris, Leads Music, Clayton F. Summy, Shawnee Press, Theodore Reusser, David Gorentz, C. J. Boosey & Hawkes, Edward B. Marks Music, Mercury Music and Stargen Music. Bands representing high school and college levels will perform there. On the high school level will be the Juliet, Illinois Township High School Band directed by Bruce Houseknecht. For more than 25 years this organization has been rated among the best in the country. The ensemble has traveled extensively, appeared at Radio City, at the White House and at the Rochester Conference it will make two concert appearances. On the college level four New York State bands will be heard. William C. Munster will direct the Potasham SUIC Concert Band, Herbert Harp will direct the Fredonia SUIC Concert Band, Dr. Harwood Simmonds will head the Syracuse University Wind Ensemble and Frederick Penwell will conduct the Eastman School of Music Wind Ensemble.

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**The Country Records Disk Jockeys Played Most**

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

1. **MY SHOES KEEP WALKING BACK TO YOU**
   - Ray Price (Columbia)

2. **FRAULEIN**
   - Bobby Helms (Decca)

3. **I HEARD THE BLUEBIRDS SING**
   - Hank Snow (RCA Victor)

4. **TANGLED MIND**
   - Carl Smith (Columbia)

5. **WHY WHY**
   - Everly Brothers (Cadence)

6. **BYE BYE LOVE**
   - Johnny Cash (Glen)

7. **HOME OF THE BLUES**
   - Hank Locklin (RCA Victor)

8. **GEISHA GIRL**
   - Everly Brothers (Columbia)

9. **WAKE UP LITTLE SUSIE**
   - Webb Pierce (Decca)

10. **HOLIDAY FOR LOVE**
    - Webb Pierce (Decca)

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**Kenny Marlow Purchases Fidelity Recordings**

NASHVILLE — Kenny Marlow, Nashville songwriter and attorney, has announced the purchase of Fidelity Recordings (formerly Reavis’ Recording Studio), located at 420-A Broadway, in Nashville.

Marlow, who will also serve as general manager of Fidelity, says the new firm will specialize in master sessions for independent record labels and in custom record services for the music industry. “The firm has added several thousand dollars worth of recording equipment and has completely remodeled its studios and offices in order to meet the needs of increased recording activity by independent labels in Nashville in recent months,” Marlow said.

Marlow will also continue to represent several music publishing firms and individuals connected with the music business in Nashville.

**Camden, “Bride & Groom” Tie-In**

NEW YORK—A 13-week tie-in by RCA Camden Records with the after-NBC TV show, “Bride And Groom,” has been launched, it was announced by Frank O’Donnell, Administrator of Planning and Marketing for RCA Camden Records.

RCA Camden will record each day’s wedding festivities and present a souvenir recording of the wedding to the couple married on the show. The couple also will record any song of RCA Camden records on the show. All replicas of the recording will be shown to viewers. The promotion will run until December 30th.

**“Memento Auction” Feature**

NEW YORK—Thirty more stations which carry the “Top Ten Dance Party” package will begin using an artist promotion feature, “Memento Auction”, recently provided by GKLW-TV in Detroit.

Celebrities who visit the “Top Ten Dance Party” leave a personal item of slight financial value (i.e. handkerchief, tie, comb, etc.) which are then placed on the “Memento Auction” board on the program, and when a number of items are collected, they are auctioned off and the money received is given to a local charity.

When the moment goes on the board, the artist’s record, movie, personal appearance, etc., is plugged and his or her record is played on the show. Artists do not have to be present on the program.

**Decca Issues Two New Barber Shop Quartet LPs**

NEW YORK—Decca has announced the release of two new albums by the 1957 winners of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America (S.P.E.B.S.Q.S.A.) competition held this year in Los Angeles. One of the LPs’ features the Quatuor Winners, the 1957 Medalists, while the second issue features the Chorus Winners.

This is the fifth consecutive year in which Decca has signed and recorded the Official S.P.E.B.S.Q.S.A. winners. The previous sets have been constant sellers for the company.
Country Best Sellers

IN RETAIL OUTLETS

1. FRAULIN
   Bobby Helms
   (Decca 30174)
   40% of
   Last Week

2. MY SHOES KEEP WALKING BACK TO YOU
   Ray Price
   (Columbia 40551)
   70%

3. WHOLE LOT OF SHAKIN’ GOING ON
   Jerry Lewis
   (Sun 267)
   50%

4. BYE, BYE LOVE
   Everly Brothers
   (Columbia 1315)
   40%

5. WAKE UP LITTLE SUSIE
   Everly Brothers
   (Columbia 1337)
   30%

6. GISHA GIRL
   Hank Locklin
   (RCA Victor 2984)
   20%

7. LOTTA LOVIN’
   Gene Vincent
   (Cap 1742)
   10%

8. HOME OF THE BLUES
   Johnny Cash
   (Sun 270)
   7%

9. TANGLED MIND
   Hank Snow
   (Capitol 6955)
   6%

10. FOUR WALLS
    Jim Reeves
    (RCA Victor 6874)
    5%

11. WHY WHY WHY
    12. A FALLEN STAR
    13. I’LL BE YOURS
    14. I HEARD THE BLUEBIRDS SING
    15. TWO SHADOWS ON YOUR WINDOW
    16. TEDDY BEAR
    17. GONNA FIND ME A BLUEBIRD
    18. HOLIDAY FOR LOVE
    19. MY SPECIAL ANGEL
    20. MY ARMS ARE A HOUSE: YOUNG HEARTS;
    (IS IT WRONG)
    (GIVE ME YOUR ROSE;
    (PLEASE DON’T BLAME ME;
    (LOVE ME TO PIECES.

**JIMMIE WILLIAMS**

sings on MGM

"AGAIN"

"YOU CAN’T MAKE ME CRY"

White Oak Music—BMI

Cincinnati 39, Ohio

First Time Together

HELEN CARTER
WILEY BARKDULL

singing "HE MADE YOU FOR ME"

Hickory 1069

Subscription

The Cash Box $15

Country Reviews

A BULLSEYE

B VERY GOOD

C FAIR

D MEDIOCRE

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

COUNTRY BULLSEYE

"THE STORT OF MY LIFE" (2:25) [Famous ASCAP—H. David, Bachaera]

"ONCE-A-WEEK DATE" (2:20) [Acuff-Rose BMI—Robbins]

- The “White Sport Coat” man, Marty Robbins, is headed for the chips once again with a great new dual-market pairing. (See Pop reviews.)

"WHO KNOWS BETTER THAN YOU AND I" (2:46)

[Cedarwood BMI—W. Walker]

- Red Sovine comes up with a brand new two-sided platter that is easily his biggest to date. And both ends of the pairing have what it takes to carry him into the big money pop and country-wise. The chanter puts his heart into his delivery of "Who Knows Better Than You And I," an ultra-lovely lilt with a tearful teen-age love lyric. And he’s equally effective on the other half, "Wrong," a touching romantic weeper set to a neat, pop-oriented chord and instrumental backdrop round out these two strong contenders for hitdom.

THE COLLINS KIDS

(Columbia 41012)

"PARTY" (1:35) [Gladdy ASCAP—J. M. Robinson] A striking, attacks rock & roll platter that is sure to make the teen-age hofer’s happy is excitingly fashioned by the Collins Kids. Sensational fare for the boxes.

"HEARTBEAT" (2:05) [Vidor BMI—L. H. Collins] Under portion is a captivating, step-by-step, in-rhythm piece that the youngsters, with Lorrie slickly handling the vocal end, are in solid, solid-chorus style. Infectious ditty that also has the goods to break thru.

THE SMITH BROTHERS

(Decca 30360)

"SAY IT AGAIN" (2:26) [Lowery BMI—S. Smith, C. Car- rier, T. Smith] The Smith Brothers tastefully combine their vocal talents on an engaging, slightly up tempo romantic affair that’s good bet to break off a heap of juke box coin. Bar voice voiced thoroughly recorded proves wide-reaching.

"THERE GOES MY HEART" (2:00) [Old Charter BMI—A. Smith, J. Smith] Again the boys really blend with the unshaded bar voice on a persuasive, fast moving waltz weeper. Peching pairing for the ‘pure country’ music buyers.

RILEY CRABB

(Country Picnic 602)

"TATTLE TATTLE TALES"

(2:05) [Hanna BMI—E. Hanna, R. Crabbette] Riley Crabbetteintro on the Country Picnic label with an enjoyable rendion of a light-hearted, fast paced novelty that bounces merrily along in gay style.

"SOMETHING TELLS ME"

(2:01) [Hanna BMI—J. Parish] Under deck is an up tempo romantic affair that Crabbeke decked out in appealing flavor. Favorable musical assis- tant on both sides.

BILL CLIFTON

(Mercury-Starday 71200)

"MARY DEAR" (2:54) [Star- rite BMI—B. Clifton, B. Dee] The Dixie Mountain Boys lend a top notch vocal and instrumental back- drop for Bill Clifton’s polished vocal styings on this up tempo sentimental tale.

"LONELY HEART BLUES"

(2:28) [Starrite BMI—R. Clif ton] Under portion features another persuasive vocal and musical per- formance of an up-tempo beat lover’s lament. Two fine, ‘pure coun- try’ efforts. Watch ’em both.

JIMMIE DAWSON

(Playboy 806)

"HOT TAMALE WAGON"


"IF I CAN’T HAVE YOU"

[Playboy—J. Logue] This end, an expressive up tempo weeper is treated to a warm, sincere vocal job by Dawson.
Chet Atkins
HANDS YOU ANOTHER HIT!

"HIDDEN CHARM"

c/w
"COLONIAL BALLROOM"
47/20-7048

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
WINNIPEG, CAN.—While visiting Winnipeg, two recording artists from the States paid a visit to CKRC radio station. Shawn above (l. to r.) are Jim Sweaney, country deejay; Donn Reynolds, MGM recording artist; Reg Ayres, Quality Records’ Winnipeg representative; Nick Noble, Mercury recording star; and Clifford Gardner, pop deejay.

MGM Signs Six

NEW YORK—MGM Records last week announced the signing of six artists to its roster. They include movie actor and dancer Russ Tamblyn; Helen Carr, former Stan Kenton and Charlie Barnett vocalist who has been doing TV and night club recently; Jolie Hunter, song stylist, whose first release of “Ca C’est L’Amour” will be issued next week; vocal group The Charioteers; Ted Phillips and His Orchestra; planetarium singer Bert Keyes whose MGM album has just been completed; and Lilo, French chanteuse and star of the hit Broadway musical “Can Con”, whose first album for MGM will be released in time for her engagement at the Starlet Hotel in Dallas Oct. 17th.

N.Y. Station WACK Debuts

NEWARK, N. J.—Station WACK of Newark, New York, began operations this week. The new broadcasting facility, covering over 1,200 square miles, starts broadcasting at 3,000 feet and signs off at 10,000 feet.

Bill Rigney’s “Bon Voyage”

NEW YORK—The tune Bill Rigney, manager of the San Francisco-bound Gauma, was singing before the start of the team’s last game at the Polo Grounds was the Janice Harper Prep waxing of “Bon Voyage.”

When Irv Jerome, Vice President and National Sales Manager of Prep, caught the last team signs of at the New York Times, it prompted giant Gauman Jerome to write a letter to Rigney, excerpts of which follow: “My spies tell me that your voice is not quite as good as Janice Harper’s, who sings on the record, so I am enclosing a copy for your entertainment.” Miss Harper promises not to become a manager of any team if you promise to stop singing.

Scott & Elow Pen Film Tune

NEW YORK—Raymond Scott and Lawrence Elow have written the title song for the motion picture “Never Love A Stranger.” The song will be featured in the film based on Harold Robbins’ last week announced that Lawrence Elow has become his personal manager. Burton, currently working on his latest coupling “Yesterday” and “Do You Love Me” will head out on a disk jockey tour October 7th that will take him to Helsinki and a number of other important record markets.

For Keen Records, Call...

NEW YORK—In a recent issue of The Cash Box, the Keen label’s advertisements referring to Sam Cooke’s first recording “You Send Me” b/w “Somethings Gotta” had the disk jockey’s phone number incorrectly listed. To contact Keen Records, call Hollywood 6-5700 or 6-5701.

On Air: Please address any information concerning Country music and talent to Ethel Howard, Country Editor, The Cash Box, 1712 Broadway, New York 19, N. Y.

Only those records best suited for commercial use are reviewed by THE CASH BOX
Top level management of the networks and agencies will have an excellent opportunity to learn more about the effectiveness of Country Music as an advertising vehicle on Thurs., Oct. 18th, at the monthly meeting of the Radio-Television Executive Club at Waldoft-Astoria Hotel. The All-Country-Music presentation will feature entertainment by Red Foley, the Jubilee Promoters and Country Music talent from Durkin, NBC Services and WING, future five-minute talks by Connie B. Gay, outstanding Country Music producer and writer and Jim Bolling, executive of the Philip Morris Co. Most recent addition to the scheduled speakers is E. E. Sp. Slatorr, Jr., of Crossroads TV Productions and Radio- Ozark Enterprises, producers respectively of ABC-TV's "Country Music's Top 10," NBC's "Country Music at the Waldorf-Astoria" and "Yodel Saturdays," 7th Street, New York.

All of the talent, production and management personnel associated with both the "Jubilee" and Don Red Foley Show send best wishes to Eddie Arnold, who originated a summer season of ABC-TV shows in Springfield just a year ago and soon will be appearing in his new daily program on WCBS Radio, New York. Another WCBS, Jim "Green Door" Lawe, is a native Springfieldian and frequent guest of many WCBS shows originating at The Springfield Symphony Music. Red Foley, the Tall Timber Boys, Flash and Whistler, Suzi Arden and Slim Wilson are set for personal appearances in Wilmington, N. C., on Nov. 15th, according to Top Talent manager R. L. McCoy.

The Joe Stattey's (he's announcer on both the Jubilee TV and Foley radio shows) are expecting a new addition momentarily. Twill be No. 5 in his redheaded family.

--

**Yodel King** and MGM song stylist, Donn Reynolds, info's that he's appearing on 2 of Baltimore's top TV shows, Buddy Deane's "Bandstand" over WJZ-TV and "Patches Show" over WBJ-TV. Don is also visiting with the East coast deejays plugging his MGM disk, "Roses Of P.F.'s".

Song stylists Cathy Carr and Nick Noble were the special guests for the WJR-TV-FM show, host Jimmie Dean, on the second-hour-long presentation of the "CBS TV Show, The Jimmy Dean Show," Saturday, Oct. 5th, 12:00 to 1:00 P.M.

Ken Parsons writes from KTLV, Rusk, Texas, that the station has added a new quarter hour of gospel songs at noon 7 days a week. The program, called "Gospel Trail," is an addition to the "J. Perrin Willis Show" heard each morning from 6:00 to 7:00 A.M. Perrin Willis is municipal judge in Rusk, and dispenses gospel music each morning each afternoon. Ken also notes that KTLU recently added Turner Wilson, who is well known in Texas radio, to their staff.

Johnny Carroll was a recent visitor in Rusk, stopping in to see Turner. Ken has been busy writing reviews of the latest Jimmie broadcast over WLS, and the show's name is now "Jimmie's Jubilee," and he is working on a new label, with completely new styling, combining voices with beat on ballad-type material.

Mercury-Standay's Don Pierce writes that Jimmie Skinner's newest effort, "I Found My Girl In The U. S. A.," has had an immediate reaction and is the fastest starting record therapy that came up in some time. Jimmie broadcasts daily from his record shop, 9:00 to 10:00 and noon to 1:00 on Saturdays, over WNGP-Newport, Ky., in addition to his 1 hour deejay show over WMOH-151ial, Ohio, 2:00 to 3:00 daily. He recently attended the 7th annual homecoming celebration in Berea, Ky, where he appeared with Red & Betty Foley, Pat Boone, Ernie Lee, Ray Lumford and a large "Jubilee" group, to 2 packed houses. Lou Epstein notes that the show has recently been redecorated and can use artist photos. Address is Jimmie Skinner Music Center, 222 East 4th St., Cincinnati, Ohio.

Bobby and Benny, The "Blew Twins," are special guests of the "Red River Jamboree" on KYTX, Texas, on Sept. 21st. The Twins are regulars on the "Big D'Jamboree." Dallas, Texas, and are featured in the current movie, "Party Baby, Rock It!"

Kenny Marlow, Nashville songwriter and attorney, has purchased a share of Fidelity Records (formerly Reavis'S Recording Studio), located at 420-A 14th Ave., Nashville. Kenny Marlow, who will also serve as general manager of Fidelity, says the new firm will specialize in master recording for independent record labels and in custom record services for the music industry. The firm has added some new staff personnel in new two-story Hall in two new studios, and has completely remodeled its studios and offices in order to meet the needs of increased recording activity by independent labels in Nashville.

In recent months, see publishing firms in Nashville.

Mrs. Stuart's Skinny "Lil Boy, Carl," notes that WAMO-Pittsburgh, Pa., is real happy with the ratings after only one year of "Country Music." Carl not only stays on with the station as a deejay but has been appointed Program Director for all of WAMO country music. Also, he took on, as of Sept. 16th, a mid-morning show in addition to his daily, 1:00 to 6:00 P.M. show. The station started its own promotion, on Sept. 20th, at Bert Glenn Ballroom starring L. C. William, Carl and the Cowboy Coral, and plans to run thru the winter. On the 13th an "Opry show, including Left Reeves, Jimmy New- man, the Louvin Bros, The Oak Ridge Quart., Marty Robbins and Stuart as M. C., played Pittsburgh's Symphony Mosque.

The Jim Reeves Fan Club Journal, edited by Shirley O'Daniel, P.O. Box 28, Madison, Tenn., will switch to a bi-monthly bulletin with a printed journal each year. Jim is currently all over the charts with "Two Shadows On Your Window," "Young Hearts" and "Four Walls."

Other fan club booklets recently making the rounds include the 1st issue of the Bill Carter Fan Club News and Foremost's "Feats Of Favor." * * *

Les "Ranch-Hand Red" Coleman, WJWL-George- town, Iowa, has added an additional "Show" to his breaks of the country artists plugging "his Hayloft Harmonies" Show, the "Ole Ranch-Hand" and WJWL. Les shows include 15 minutes of hymns on Sat. morning and kidle tunes requested by his morning audience.

"Hoping for" Joe Hoppel, WCMS-North, Va., types that Gene Sullivan's Columbia's "Any Place You Please The Biscuits" is going like 'hot-cakes' or (biscuits) in his area.

Another big turn-out was reported Sat. nite, Sept. 21st at KWKHShreveport's "Louisiana Hayride" in the big Municipal Auditorium. Special guests included Bill Monroe, the Stamps with Norma Beasler. Aside from the guest roster, "Hayride" stars on hand were Welly Fairburn, Tommy Blake, Jimmy Johnson, Jimmy O'Gwynn, Johnny Mathis, Carl Beene and Linda Bratton over the "Country Music Week" and Tillman Frank, KWKH Artist Service Chief, arranged for the appearance of some of the former "Hayride" talent. Included were Webb Pierce, Harmie Smith, Pop Eckold, Bob & Joe Shelton of the Sunshine Boys, Poppy Lovington, and Hola Rice.

Les Webb Pierce, previous to his "Hayride" shot, did the "Disc Club" in Austin, Texas, on Oct. 3rd, "Cook's Roadhouse" in Houston on the 4th and Jimmy O'Gwynn's new TV-er, "Backstage At The House," KSLA-Huntsville, Ariz., who went on the 5th. Dave Bech guested on the O'Gwynn show last week.

Caruley Geld, West coast press agent and band leader, notes that Jean Duncan & his Western TV Stars, featuring "Wild Bill" Hendrick, on the hot guitar, and "Billy The Kid" on accordion, are currently playing 6 nights a week at the 192 Club in Los Angeles, and also have a few country club dates in Northern Calif. that Bob Wills, "Daddy Of Western Swing Music", has a new Columbia LP out tagged "Wills Special" featuring Wills & the Texas Playboys. Frizzell was recently featured at the "Hitching Post" in Downtown Oakland where the house band, The Carolina Drifters, backed him to a packed house. Also, see Curley, Wilma Lee & Stoney Cooper, recently returned to the "Opry" after a very successful Canadian tour.

"Cactus Jack," KVSM-San Mateo, Calif., veteran Bay area deejay, will play the disks if the artists, promotion men, diskies, etc. send 'em to him.

Recent visitors to the Cash Box New York offices included Murray Nash, Ray Scribner, Bob Franklin, Rockin' Rudy Hansen and WNLC-New London, Conn. DJ, "Country Johnny Small, Johnny, who was in New York checking on his Reserve Officer status, tells us that Skeeter Bonn & His Pickin' & Singing Boys, "Lazy" Jim D. Cash & the Stars, appear to a huge audience at the Coast Guard Training Station, Groton, Conn. Johnny also edits a bulletin of Country Music, which serves the Southern New England area.

J. E. "Red" Swarr has been appointed to handle the West Coast Promotion, Publicity, Sales and Distribution of Utica, New York's Mark Records. The label recently entered the c.w. field and their latest disk is with "Farlow" and "My Baby Done Boil." Swarr also works out of the Los Angeles office for 7 years of operating on Friday and Saturday nights, "Town Hall Party" ceased their Friday night policy, effective October 5th. No reason is given for this change. This is the second major change in their policy this year. The first was when they cancelled their Thursday night party.

Hall included Leon McAuliffe and his band followed by Jimmy Wakely.

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.
DUAL PRICING GIVES YOU TWO OPPORTUNITIES FOR PROFIT

1. the opportunity to program hit tunes and all other current releases on singles at one price.

2. the opportunity to program standards, show tunes, jazz and classics on EP album records (2 tunes per side) at a proportionately higher price.

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

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG
Chicago 22, Illinois
Division of Fort Pitt Industries, Incorporated

America's Finest and Most Complete Music Systems
NEW YORK—A brokerage firm opened a branch office in a new building here last week, and at the opening ceremonies they put a capsule under its floor. Forecasts were enclosed in a time capsule, which will be unearthed on the firm's 75th anniversary—25 years from now. It's interesting to all to note the predictions of some of the leading American executives, so we reproduce a few: L. L. Calbert, president Chrysler Corp: "The 1979 counterpart of today's family car may not even travel on the roads as we now know them. Automobiles may require manual guidance only to place them in the proper lane of a super-highway network where electronic controls could take over." James M. Skinner, Jr., president, Phileo Corp: "If the weather bureau predicts rain, the pedestrian will have an electronic umbrella to protect him. It will be invisible, but will keep him dry." Ruddick C. Lawrence, vice-president, New York Stock Exchange: "A share-owner population by 1976, ranging between 15 and 20 million." C. E. Smith, president, American Airlines: "The man who leaves Los Angeles at 9 in the morning should arrive in New York about 8:30 A.M. (before he leaves!)." Edward T. McCormick, president American Stock Exchange: "Many well-known companies will fall by the wayside, while others, some not yet born, will be market leaders."

ATLANTIC CITY, N. J.—Vice-Adm. Edwin D. Foster (retired), now RCA vice-president in charge of economic planning, told a group here attending a fall conference of the Southern New Jersey Development Council, that American industry should plan on indefinite continuation of the cold war. "If the United States maintains a margin of superior military and economic strength," he said, "and keeps the free world united—al1 of which I believe we shall do—it is unlikely Russia will risk all-out war." Foster further stated that the economic boom has now leveled off at a record high plateau and "the current inflation movement will be followed by an upward trend during the next decade, approximating the 40 per cent upward trend of the last 10 years."

NEW YORK—A senior vice-president of one of the country's leading advertising agencies told the Magazine Publishers Assn. at a meeting here "It is a challenging future. By 1965 your business and my business must increase by 40 per cent if we're merely to hold our own."

Now that the results of an adverse decision have become most noticeable in the amusements field, operators engaged in automatic music have some idea of what can happen should legislation, adverse to their present business structure and practices, come into being on a national scale.

There isn't even a iota of doubt that such copyright legislation, as ASCAP and similar other organizations, are trying hard to push through Congress, would bring about the end of the automatic music business as it is known today.

It is up to every single music operator in the nation to be on his guard. To be alert. To be prepared. To cooperate in every fashion that will be indicated, when open hearings are called in Congress, on the two bills that are continued in the Sub-Committees On The Judiciary in both the Senate and the House.

These two bills, H.R. 9122 and S. 1870 should be in the possession of every music operator. They should be kept in a most prominent place. So that he can always remain alert to the fact that these bills are still awaiting hearings.

The music operator should indelibly impress on his mind the fact that these two bills can mean the end of the automatic music business as it is constituted today.

Passage of either one of these two bills will, most definitely, wipe out the greater majority of music operators. Push them out of business entirely.

The additional overhead expense these two bills would bring into being would be an absolutely impossible load for the music operators to carry.

Tho this first session of the 85th Congress is over, the two bills hold good for the second part of this Congressional session which will re-open on January 7, 1958. No new bills have to be introduced.

This fall will find ASCAP, and similar such organizations, pushing harder than ever to get these bills out of the committees and onto the floors of both the Senate and the House for a vote when the 85th Congress returns for its second session.

Attorneys for both the manufacturers as well as for MOA are alert to this fact. But by and of themselves they are weak without the complete, staunch, unswerving support of every single music operator, his employees, his friends, his locations and everyone with whom he deals to help them.

The music operator must remain alert. He must be prepared for the time when a call will go forth for his immediate and all-out support to again defeat the copyright legislation proposed by H.R. 9122 and S. 1870.

(Editor's Note: Tear out this editorial. Paste it up in a prominent place in your office. Attach both H.R. 9122 and S. 1870 alongside of it. This is the one sure way of not forgetting that a dangerously sharp sword still continues to hang over the head of every automatic music operator in this nation.)
Nation's Ops Faced With: ZOOMING OPERATING COSTS

Constant Creeping Inflation Pushing Operating Overhead Expenses Higher and Higher. Leaders Agree With “The Cash Box” That Answer Is More Equitable Share of Gross Intake With Locations Sharing Expenses As Well As Profits

CHICAGO—More and more operator leaders, nationwide, agree with The Cash Box that the time has, at last, come when operators who have a more must stop working for their locations.

“The time has come, as one well known operator executive has pointed out to The Cash Box editorialized, all have to arrange for a more equitable share of their gross intake from all equipment. We’ve got to make the store operators pay their fair share of the cost.”

“They must share in the expenses as well as in the profits.”

Constant creeping inflation continues to raise operating costs higher and higher. As this publication has long predicted for a long time, the solution is a more equitable distribution of expenses.

A recent ruling by the Interstate Commerce Commission to this effect is in relief in sight. The answer must come from the operators themselves.

They simply must get together with their location owners and point out that they can no longer continue ahead on any basis but that of a more equitable share of the gross intake from their equipment.

The loudest and greatest number of complainers about zooming overhead expenses are those operators who are still continuing to charge 101 the same old way, and continuing to operate on a 50%-50% commission basis.

How any operator can continue to charge a nickel (2€) per play, exactly like he did 10 years ago, in 1930, and pay over 50% more for new equipment plus over 450% more for operating overhead expense, no one but a fairy tale wizard will ever be able to answer. If the nickel operators believe that there is enough gross intake to keep them in business, were it not equally divided, then it is up to them to take this up with their locations.

The answer to constant increasing operating costs is a more equitable arrangement to the operators to simply prove this to his locations. He must show his accountant’s reports. He should sit down with each businessman whom he serves and prove to him that there must be a more equitable operating arrangement to be able to remain in business.

Certainly, even before he enters into such conversation, he should first change over to “100 play plus.” Here he may find that he can continue on profitably without further aggravating his customers.

Such, being the possibility, then the operator who hesitates to adopt “100 play plus” in the more equitable arrangement of his livelihood as well as his future business.

There is no doubt that, if he lets go of locations, someone else will take over who can intelligently sell the location under the “100 play plus,” a more equitable share of the gross intake.

Businessmen try every possible method prior to upsetting their customers. Operators must do the same. They simply must arrange for a more equitable share of the gross intake and to do so must adopt either a minimum (front money) guarantee, based on depreciating equipment over five years, and were liberalized by a more logical commission basis of either 65%-85% or even 70%-80% but, in any case, must get 10% play into operation first.

The huge telephone companies nation-wide never hesitated for an instant when they realized that their coin operated phones were not bringing in income to match overhead expense. They simply pointed out a change and were allowed to change over to 10% per phone call.

Intelligent and hard-hitting operators in various of the nation’s urban centers followed suit. They immediately adopted The Cash Box’ suggestion, now over 14 years old, to change over to 10% play.

They further followed The Cash Box’ suggestion over a year ago for “100 Play Plus” when constant creeping inflation was developed and the American dollar and proved that even dime play wasn’t enough to hold the profit line.

“100 Play Plus” front money, minimum, or a more equitable percentage basis is necessary for operators to be able to survive constant zooming overhead expenses and constant dollar devaluation caused by unchecked inflationary forces.

There is a no doubt that, if he lets go of locations, someone else will take over who can intelligently sell the location under the “100 play plus,” a more equitable share of the gross intake.

Boston Judge Denies Injunction Asked by Boston Music Machine Operators and Location Owners

BOSTON, MASS.—The preliminary injunction sought by a group of storekeepers representing Boston restaurant owners, cafes and the music machine industry to halt operations of the pressing of fees of up to $160 a year for juke boxes, tv sets and radios in public places, was denied by Judge Vincent Broagna in Suffolk Superior Court and pleadings of all parties were completed Tuesday, October 1.

It is contemplated that as a result of this action, the case will be speedily sent to supreme court for determination. Atty. Hirsh Freed, counsel for a cafe in the test case, stated, that the constitutional guarantees of free speech and freedom of the press are applicable to automatic phonon music was argued in Suffolk Superior Court. Judge Broagna at that time refused to issue a temporary injunction against public officials “permanently” taking their duties unless present in the courtroom.” He ordered a hearing, and then denied a preliminary injunction and set October 1 as the date for all parties to have their pleading completed.

The test case now heading for the Massachusetts Supreme Court is seen as the opening move in the battle undertaken by the Music Operators Association of Massachusetts. Atty. Arthur Sherman, counsel for the Assn., and Atty. Hirsh Freed of the law firm of Brown, Rodnick and Freed, have been working on the effort to have the “exorbitant” fees on phonos set by the city of Boston and the State leased or wiped out.

Boston Judge refused a total of $160 per machine per year for seven day operation under the new fees set January 1 of this year. They pay $50 a machine per year for a city Sunday license; $50 for a State operator license; and $10 Federal Tax on $160.

A bill in equity is still to be filed, which will charge, that an attempt to license a phonon by exacting a fee is a prior restraint on free speech. The fees are also thought to be charged and excessive charge of services, that separate the machines, and they will also contest that playing of a disk is a form of entertainment which does not detract from the playing of it from the protection of the free speech guaranteed by the U.S. and State courts merely because a form of expression is used for purposes of entertainment.

The Association at a recent session that they will contend that simply because an enter- tainment such as a phonon is for sale, it does not take it out of the category of something which should be protected by the government in any case.

In the case now being brought to Supreme Court, Freed was appearing as counsel for a cafe and other licensed operators of restaurants and others. He filed the machine in question. The proceeding was a petition for a declaratory judgment in which Freed asked the court to rule that the Federal government alone has jurisdiction over the licensing of the tv, radio and juke boxes. Loss to the city under such a ruling would be many thousands of dollars a year in license fees, and later refused to issue an injunction.

Rock-Ola Ships New Model “1458” 120-Selection Phonophono To Distributors

The new Rock-Ola model “1458,” according to the spokesmen announcing the firm, offers to the trade the following features: improved sound system, with 100% over a two and a half tweeter; improved program drum with horizontal axis; improved motors and power system utilizing three individually colored program buttons at top of console.

Appearance of the new 120-selection phonograph is described as similar to last year’s model, but has simpler lines.

The optional equipment is a single coin entry 50¢ chute.

New cabinet is of wood finish in earthtone white and heather walnut. Weight of the Rock-Ola model “1458,” uncrated, is 312 pounds. Dimensions are: 30% wide, 28% deep, 55% high.

No shipments of the new phonograph were going forward to all Rock-Ola distributors this week, it was stated. One staff member of the firm revealed that the factory is now “in full production on the model” $1458,” and quantity shipments will follow within a few days.

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
A “Front” that INVITES Business...

HI-FI
Sound that REPEATS Business...

Write for complete details on United’s New Hi-Fidelity Phonograph

Atlas Music Co. Continues Diversification Plan
Enters Vending Machine Field as Distributor For J. H. Keeney & Co.
Vending Division. Reports Favorable Acceptance of Cig Vendor From Phono and Games Ops

CHICAGO—Eddie and Maurie Ginsburg, Atlas Music Company, this city, announced this past week that the firm is continuing its plan of diversified distribution by entering the vending machine field.

All members of the Atlas organization are reported to be highly enthused over the firm’s appointment last week as distributor in this area by Harold Perkins, sales manager of J. H. Keeney & Company, Vending Division.

According to Eddie Ginsburg, members of the Atlas sales staff have been receiving extremely favorable acceptance for Keeney’s new “Riveria”, 22 column cigarette vendor, from operators of phonograph and game routes here.

“Here in Chicago”, Ginsburg stated, “the operators have shown keen interest in the new cigarette machine, which can be operated with a remote control unit within the city limits.

“Every progressive operator”, he added, “is aware of the fact that, with the Keeney ‘Riveria’, they can quickly and easily diversify their way to greater profits by augmenting the income from music and game routes.”

Ginsburg pointed out that phone ops are especially suited for expanding into cigarette vending “because they know all the fundamentals of the business and enjoy the confidence of their locations.”

Bill Phillips, Atlas’ sales representative, is reported to be traveling the territory this week, concentrating on the cigarette vender. He has been spending a good deal of time at the Keeney factory familiarizing himself with various phases of the vending business and with the “Riveria” in particular.

Signs of increasing and intensive activity noted in Atlas offices and showrooms are said to be the result of the acquisition of the Keeney Vending line, which now rounds out the distribution of Seeburg phonographs, bowlers and other games with which the firm serves the trade.

Chi Northside Phone Bowling League Results

CHICAGO—Bowling night, Tuesday September 26th started off with Phone Service taking two games from Western Automatic. Bob Hall was high for Phone Service with 557. Western’s Bill Nyland was high with 567, which was also high for men.

Coven Music won 2 from A.B.C. Roy Bauer’s 354, Frank Schiackapane’s 515 and Bonnie Bauer’s 457 were high for Coven. Bonnie Bauer’s score was also high for women. Les Taylor was high for A.B.C. with an even 500 score.

Deca took two from Singer. Tony Ingnoatto’s 459 was high for Deca and Fred Splitorm’s 473 was high for Singer.

Amber Music won two from Gar- misa Distrib. Johnny Oomens was high for Amber with 452. Hank Sophie’s 451 was high for Garmsa.

Galvano Distributors swept all 3 from Star Music. Charley Alesi was high for Galvano with 506. Hank Sochacki’s 479 was high for Singer.

Gateway Distributors won two from B&B Novelty. Bob Holtzman was high for Gateway with 486. Bob Gannor’s 518 and Fred Dries’ 507 were high for B & B.

Paschke Phone took all three from Gillette Distrib. Hank Kroger was high for Paschke with 531. Frank Dalton’s 468 was high for Gillette.

Mercury Records won two from Brown’s Camp. Vera Imlau was high for Mercury with 456. Dick Larson was top man for Brown’s with 443.

“‘20 Year Club’ Card Commands Respect

CHICAGO—“Whenever my locations give me a hard time, I show them my membership card in The Cash Box” “20 Year Club”, states Bernard Lazare of Bern’s Amusements, this city.

“This proves to them that I know my business”, Lazare explained, “and that I know from experience the kind of games they should have to make the most money.

“My membership card is invaluable to me because it commands respect.”
Brussels, Belgium—The coin box boom here continues booming unabated. After visiting England and France, the average coinman who visits Antwerp and Brussels begins to smile again.

Here in Belgium are the latest games and phonos from the U.S. Cafe owners consider the phonos and games their most important asset. Even more valuable than their fixtures.

Small cafes in both Antwerp and Brussels as well as in Liége and everywhere else in Belgium are jammed with couples dancing to juke box music.

What’s more, the music is 100% American. Nat “King” Cole is this nation’s favorite. Louis Prima, Dean Martin, Pat Boone, Fats Domino, Louis Armstrong, and all the other U.S. pop stars are as well known here as they are in the U.S.

It’s strange to hear conversation being carried on in Belgian and Flemish and an American song singing away in the vernacular of the deep south.

All know the titles of the latest disks. They’re rushed here by air mail. Phonos importers here vie with each other on presenting the very newest “Disk O’ The Week” from the U.S. to their locations.

With the forthcoming World’s Fair to be held in Brussels, this city is cleaning up patching, building, and rebuilding. Overhead passes and roads to up overnight. An entire World’s Fair city is rising up, seemingly out of nowhere, on the outskirts of Brussels.

The in-line games get greater play action here than was ever the case in the Rock-Ola market. The average Belgian is absolutely mad over the suspense and thrill action of these games.

A new in-line placed on location is an outstanding event. Players come from miles away to try the game. Their criticism decides whether it will be a hit or a flop or “just another game.”

The only sad shadow in all this fabulous coin picture is the fact that in the Rock-Ola distributor here in Brussels, the low price of about 2¢. It’s higher in Brussels. EP disks have raised the cost.

“With the World’s Fair coming here in 1958,” states Prez Van Malder of National Music, who is among the nation’s largest music ops as well as a Rock-Ola distributor here in Brussels, “we are raising the price to 5 Frs. per play, 5 plays for 20 Frs.”

That will bring the cost up to 10¢ per play, five plays for 40¢. But Van Malder, like most ops in Belgium, gets 50¢ minimum front money guarantee. The ops then split whatever is left on a fifty-fifty basis.

The average cost for the average coinman from the U.S. is to fly along almost any street here in Brussels, or any other town in Belgium, and see the shining lights of the phonos and hear the games in action.

Title strips are actually hand painted. Very colorful. In fact, they can actually be called works of art. Belgian presentation of the names of U.S. games brings many a chuckle to Americans. For example, Dude Radio is announced in Future Humor. The “i” is softened in singing and the word changed out. Here it’s “BIFINGAW.”

Regardless of pronunciation, and regardless of anything else, action is terrific here. Competition for sales to cafes is getting keener by the minute. The price cutters keep merrily packing away.

Importation continues at a fast pace. In-line games sellers are back and the demand continues to grow.

The British and French look on longingly. They can’t understand why the latest U.S. games and phonos. A few seem to stick to these fingers and suddenly appear in their countries by divers methods.

The Belgians claim there are about 25,000 phonos already in 100 locations in this nation of 9 million people. There are reports about 25,000 to 50,000 or more games in operation, they believe, but no one seems to know.

The phonos continue to bring in an almost constant, increasing cost. It all sounds like the good old U.S. but this is Europe! This is Belgium! And the boom continues booming.

Belgium’s Juke Box Hit Parade

The Cash Box Page 56 October 12, 1957

Special Report:
By Bill Gersh From BELGIUM
Belgium’s Coinbox Boom Continues

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WHY IS IT THAT COUNTS—INTERNATIONALLY?”

More Reports From Bill Gersh on Pages 58, 59 and 61
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**GERMANS FORESEE MORE U.S. MANUFACTURING FIRMS OPENING IN BIG EUROPEAN CITIES**

Hamburg, Germany—Leading German coinmen are of the belief that more U.S. manufacturers will tie in with German manufacturers and open their own manufacturing plants here.

They point to the sensation created by the new Ford car here. Ford owns 84% of the manufacturing set-up here. The price of this new Ford is roughly $1,700.

General Motors and its 100% owned subsidiary, the Ford Motor Company, have been given $1,000,000 in government grants for only $500,000.

The Germans can't see amusement games manufacturers opening here due to the fact and changes in manufacturing plants. But they point to the Rock-Ola phonos now being built here by Nova Apparate Gesellschaft. They believe other joke box manufacturers will also arrange to build their own machines here.

Germany, now in the cold because of the European Economic Union. This is the union that brought together all the Western European countries into a low tariff arrangement.

It means that, by co-operating with each other, and cutting down on duties between each other, merchandise shipped in from outside the European Economic Union will be forced to pay much higher duties.

Germans, therefore, feel it is to the advantage of all leading U.S. manufacturers to quickly awaken to the facts and to start manufacturing in Europe.

**JAMAICAN TRAVELS IN EUROPE**

Hamburg, Germany—Gene Martinez, United Engineering Agencies, Kingston, Jamaica, B.W.I., is traveling throughout Europe making contacts for his firm.

Martinez explained that growing restrictions on American dollars has thrown many obstacles in the firm's path in its business dealings with the U.S.

In an effort to get parts and supplies for his firm's many machines, Martinez came to Europe to meet with manufacturers. He feels certain he will have arranged for very important contacts before he leaves Europe to return to the U.S. and to Jamaica.

"This visit to Europe," he said, "is the first time I have been here in 1955, but the great growth that has taken place since is truly amazing.

"One thing that has grown even faster," smiled Martinez as he dug down into his pencil case and produced the latest issue, "is The Cash Box. I carry The Cash Box with me wherever I travel."

**Special Report:**

By Bill Gersh

From Germany

35% Of Germany's 40,000 Phonos Are U.S. Manufactured

Hamburg, Germany—Leaders here wish to point out, that about 40,000 coin operated phonographs are located in Germany. Of this number they are inclined to estimate that about 35% are U.S. manufactured phonos. The rest, are coin machines in German operated plants.

"Even tho," they state, "all will agree that the American joke boxes are the best, the fact remains that the operator can buy two German made phonos for what he has to pay for one U.S. joke box.

"What's more", they point out, "the German made joke boxes are getting better each year.

In short, the average German coin-man wouldn't be surprised at the 35% of phonos on locations throughout this aggressive and enterprising nation, theGerman made product as the years go by.

"Who knows," said a well known German manufacturer, "but the day may come when the tables are turned and German manufacturers export to the U.S."

**German Customs Reduces Import Duties 3%**

Hamburg, Germany—The not too much has, as yet, been openly publicized in this regard, the fact remains that, custom duties here have been cut by 3 per cent on imports of new machines into this prospering, hard working country.

The result has been a general price reduction which greatly favors imports of new U.S. machines to this top operating nation.

Certain leading distributors have already firmed their operators of price cuts on new machines in keeping with the new tariff rates.

The new, lower duties went into effect as of August 15th of this year, they have just begun to have their full meaning on Germany's operators. By cutting the present importers are allowing operators to amortize new U.S. coin machines at much less of a cost. This means new sales for the importers who have to compete with German made phonographs that sell here for half the price.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
BIZ IS UP ALL AROUND WITH BIG RUSH OF NEW EQUIPMENT ON DISTRIBUTOR'S FLOORS.

OPS ARE SHOWING INTEREST IN THE NEW GAMES AND NEW BOWLING MACHINES. MUSIC IS HOLDING GOOD. SEASONAL IMPACT AT IN AND AROUND BOSTON NIGHT CLUBS IS MAKING FOR HEAVY PLAYS ON PHONES.

AT ASSOCIATED AMUSEMENTS (ROCK-OLA), THINGS ARE REALLY HUMMING WITH THE FIRST SHIPMENT OF "JUMBO BOWLING ALLEYS," WITH DICK MANDELL, GEN. MGR. INTEREST IN ROCK-OLA PHONES IS BIG AND OUTLOOK FOR COMING WINTER SEASON IS TERRIFIC, ED RAEVSY SAYS. AT TRIMTONE AUTOMATIC SALES CORP. (SEEBO), IRWIN MARGOLD, GEN. MGR., SAYS DEMAND FOR ROCK-OLA PHONES IS UP AND MUSIC BOOKS TO HIT NEW HIGH THIS SEASON. EXPORT BIZ IS HEAVY AND INTEREST IN THE WIDE VARIETY OF NEW GAMES IS INTENSE AMONG OPS WHO ARE DIVERSIFYING THEIR ROUTES. . . . AT REDD DISTRIBUTORS (WURITZ), BOB JONES, SALES MGR., GETTING READY TO THROW THE CRUNCHAWAY. HE'S BEEN LAYED UP WITH A LEG INJURY. BOB REPORTS "THERE HAS NEVER BEFORE BEEN SO MUCH EQUIPMENT, SO MANY DIFFERENT KINDS, AND SO MANY OPS COMING IN THIS YEAR," ACROSS THE AMERICAN NATION, AND IS READY TO POP THE TOP ON THE N. E. STATES. . . . AT ATLAS DISTRIBUTORS (AMO), LOUIS BLATT SAYS INTEREST FOR THE UPCOMING SEASON IN AMO PHONES HAS TOPPED ALL OTHER FALLS AND HE PREDICTS THE 1957-58 SEASON WILL BE A TERRIFIC ONE FOR THE BIG ONE.

OPS IN VISITING DISTRIBUTORS THIS WEEK INCLUDED: BERTR, HOWELL, BOSTON; TONY CASALE, PORTLAND, ME; ADOLPHE DUCAS, WEBSTER; PEACHY CASCATTA, MILFORD; RAY SHEA, WORCESTER; SAUL ROBINSON, NEWTON; DOVE FOSTER, ARLINGTON; ARTHUR STIGG, JAMAICA PLAIN; PERRY LIPSON, NEWTON; RALPH LACEY, Roxbury; HENRY LEVINE, MILTON; ED BACH, NEEDHAM; WALTER LUBY, SHREWSBURY; RUS MOWE- LIEY, HOLYOKE; JOHNNY FORD, EAST BOSTON; CONNIE FOCUS, SOUTH BOSTON; GERRY GUNDEBERG, MARBLEHEAD; CY JACOBS, ALLSTON; GEORGE CAMPBELL, MIDDLETOWN; HARRY DESHOTELL, Chelsea; TONY DELUCA, Cranston, R. I.; TIM SULLIVAN, BARN- TON; ROBERT, BOSTON; MARY Lookup, Yank Bede, Boston; DON BURKE, Medford; JIM DOWLING, NORTHEAST, WHERE HE'S HOSPITALIZED. . . . ARTHUR SHERMAN, LEGAL COUNSEL FOR THE MUSIC OPERATIONS' ASSOCIATION OF MASS., RECEIVED A CABLE FROM THE NEW YORK OPERATIONS' ASSOCIATION ANNOUNCING CONGRATS ON THE BIRTH OF A BABY TO ONE OF THE TRIBE. THE BABY'S FATHER IS TONY CASALE, PORTLAND, ME; HE'S BEEN ON VACATION IN AFRICA AND HAS ALREADY ARRIVED AT HOME AFTER HOSPITALIZATION. . . . 125 ROCK-OLA COINS were sold in MIDDLETOWN, Ct.


HAMBURG, GERMANY — Rock-Ola coin operated phonographs are being made here by the impressive headquarters of Nova Apparategesellschaft, GmbH.

The first of the new Rock-Ola phonos, 120 selection models, have been completed here, and are being shipped to locations in London. Novas have also been made here feature a new German cabinet machi- net, as well as German amplifier, speaker and coin mechanisms.

Alfred W. Adickes, who heads Nova, has 30 years of college and engineering experience. He told him, "We are not gauging our manufacture on just what can be done in a few short months. Instead, we are planning ahead to 1958 and 1959. We do not look upon the jake box manufacturing business as something that is of short duration."

Adickes and his Nova organization are pointing ahead to the time when they will produce their own plastic and metal parts, as well as many other parts. Nova manufactures to set up plants in Europe to offset whatever effects may result from raw material shortages. They are members of the Economic Union, composed of the Western European countries, which has begun to operate effectively. Carries on import may rise, at that time, to much higher levels. Very large American indus- trialists have already recognized this possibility. They have plants in operation now in Germany as well as in other countries.

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

Coffee Spots Clicking In Germany

HAMBURG, GERMANY — Just like London, England, the Express coffee houses have caught a strong hold on the German public, and are mushrooming here like pizza palaces in the U.S.

These coffee spots are crowded from early morning to late in the evening. And more of them are popping up today, everywhere in Germany's leading cities.

Juke box operators, naturally, want to operate on these locations. Today these opera- tors vie with each other to be first to contract the new coffee house for the moment it opens.

Many are just long counters in narrow stores with stools and high benches—with just enough room for six to stand, and still enjoy a cup of Italy's famous Espresso coffee.

They're reported to be real great juke box locations. The enterprising German jake box op has quickly taken advantage of this fact. It is said a new coffee spot doesn't even think of opening without a jake box to help keep customers entertained.

Working For 10c Play

OCALA, Fla. — Fletcher G. Fuller of this city advises that he is working hard to change over his machines to 10c play.

"I'm replacing most of my old machines with new ones," he reports, "and tho I still have a lot of machines on 5c play, I'm working hard to get rid of them on 10c play."

Fuller believes that this will be the answer to bringing him the greater income he needs.

Imports of U. S. made Rock-Ola phonos, advised Adickes, are still ar- riving in good quantity. Shipping is supplemented by sending shipping cost being supplemented by shipments from the Nova plant here.

As production gets under way, Nova will add Italy to its shipping roster, in addition to England. But like all manufacturing getting under way, the firm is undergoing the first production problems. More space for manufacture has been obtained but already even this is proving insuffi- cient. The firm plans to build its own manufacturing center here.

In the meantime, Adickes is going ahead to Germany. Also, he is going ahead to build up manufacture and further develop sales areas.

Adickes sailed for the U. S. or October 8. He will visit with the American firms he represents. He will also have the opportunity to take in the NAMA Convention in Philadelphia, Pa. The firm has not, as yet, concerned itself with vending machines, he feels New York should keep abreast of all new developments in this field.
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(Dated: October 26)

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Featuring: Statistical Export Data and Review of Manufacturing Activities

Why Does "The Cash Box" Print A "Quarterly Export Edition"?

"The Cash Box Price Lists" are officially recognized and accepted all over the world. Just as they are officially recognized and accepted in the U.S. Furthermore, The Cash Box is the foremost publication of the world’s coin machines industry. It is intensively used for information on all types of American made equipment, as well as for the prices of new and used machines of all kinds.

In all countries throughout the world The Cash Box is used just as constantly as it is used in the U.S. The editorials and news features of The Cash Box are as avidly read in countries all over the world as they are in the U. S. A.

The continued printing of each quarter's American coin machines business is bringing the world's markets in closer contact with American sellers. It opens vast possibilities for better relationships with the coin machine firms of the entire world. Over the long pull it is bound to bring those who desire to do business with the world’s coin machine firms an extremely profitable market.

Once again The Cash Box originates and pioneers for the benefit of America’s coin machine industry. The Cash Box has opened a greater worldwide market for American coin machines.

Advertising in this “Quarterly Export Edition” points the way for the advertiser to enjoy greater markets for his merchandise while, at the same time, building up his own business on an international scale.

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NEW YORK — The following is a report of an interview with Bill Gersh, publisher of The Cash Box, as reported in “The World’s Fair,” English weekly trade magazine devoted to the British Coin Machine Industry.

Into London last week swept one of the most dynamic international figures in the coin machine business. And it was international business that brought American William Gersh to Britain. Bill Gersh has been in the coin business since 1928. He is the founder-publisher of the leading American Journal, “The Cash Box” having previously helped to found “Automatic Age.” He is a brilliant ideas man, with the drive and ability to see them through.

He was a prime mover in the founding of the powerful organization called the Music Operators of America, and he has brilliantly led the successful campaign for 10-cent play. Now he has a new baby, and one he considers a vital necessity to the industry. The London response to it certainly confirmed his view. It is this. The industry has now reached such a world wide pitch that an organization which can act as a platform for the sharing and solving of problems between exporters, importers and others, is overdue. And Mr. Gersh has persuaded every manufacturer of joke boxes and allied equipment in America to join and the organization which is to be called the International Coin Machines Export-Import Council. He is now on a two-month tour of the main European centres of the industry discussing with heads of every important branch of coin machine setting up of Council machinery. He came over following the encouraging letters from Europe which his original announcement of the plan provoked.

“I always visited London first when I come to Europe,” he told me, in an exclusive interview, just before we went on to Paris to build my European trips on a sure foundation.

“In the past few days I’ve had full and frank talks with leaders of your industry,” he added, “and I have been very much impressed by what they have had to tell me. I have been very much impressed by the quality of the young men who have come into the business here recently. They are helping things along with brains and vigor.

“It is obvious that the next few years will see a tremendous growth in the coin machine business here. There is obviously a great need for talks on an international scale to settle the many legal and human problems that are constantly arising.

“The International Coin Machine Export-Import Council will provide the platform for solving these problems, and the machinery for an exchange of information and opinion.

“The scheme has been welcomed in Britain, as has the suggestion that the first annual meeting of the organization should be held in Chicago next May, during the great N.O.A. convention that will be held then there. Not only will the exporters and importers be able to get together in the right atmosphere, but executives from all over the world will be in a position to see, at the same time, the very latest in joke boxes and allied equipment at the convention.

“I already have promises from leaders of the industry in Britain that they will attend.

“Letters I have had from virtually every operating country in the world indicate that the first Council meeting will take in every important territory. I hope to go on to Asia in January (after my return to America from Europe) to meet exporters and importers there. Japan is now manufacturing quite a number of models under license, and will soon be shipping many Far East countries, and already there is considerable activity in Malaya and other places.

“It will do so much good everywhere where exporters and importers are able to get together through the Council, let their hair down, and solve mutual problems. At present there are many unnecessary misunderstandings. Maybe a box is wrongly packed for shipping to Europe and gets damaged on the way. The European importer thinks it’s a dod he’s been sold by the American exporter, who, in turn, when he gets letters of complaint, thinks the European man’s a no-good. I’ve had it all, both ways in conversations.

“And very often the whole thing could be cured permanently if these two fellows (each excellent in his way) could just get together to resolve their problems and plans.

“In fact it will, I am sure have startling and satisfying results for

(Continued on page 69)
US GALS by Cissie Gersh

Even though we flew over two weeks earlier this fall, on our arrival in London, after a very fast flight from New York's Idlewild Airport via TWA, with but a very short lay-over at the free port of Shannon, Ireland, believe me the weather wasn't one bit different. There's so much moisture in the air, and it's instantly apparent to every American. This constant moisture, they tell me, is the reason for the very beautiful complexion of the English women. But actually it gives us as men gals a raw, cold feeling right through to the marrow.

Before I go any further, let me make one suggestion to every gal planning to fly to Europe. Regardless of how energetic and how puppy feel on arrival, climb right into bed. And are those English beds but soft and downy. Just like sinking into clouds. At the Savoy anyway. And sleep, sleep, sleep.

Remember—you've jumped ahead five hours from New York time. Regardless of how many winks you've caught on the plane, unless you've had a proper night's sleep, you'll be embarrassed as your head begins to nod and your eyes refuse to remain open at the dinner table of some swank Mayfair restaurant 9 P.M. London time.

And since your friends will probably want you to enjoy champagne at Edenmore Ros' famous club after dinner well, gals, unless you've had proper sleep, you can just imagine how you'll feel at about 2 A.M. London time. So take it easy until you get adjusted to your new time schedule.

My good friend, Jean Stellman, wife of our favorite representative, Marcel Stellman, is just simply beautiful as well as sweet and gracious. For our first night in London we all dined with the Stellman's at their home. It's so wonderful to be with these two charming people. They're so very hospitable. Such marvelous host and hostess. And their little son, Victor, is just a living doll.

This year we also had the pleasure of having tea and sweets with Mr. and Mrs. Jack Meyer. They're Jean Stellman's parents. Very energetic people. I can say that Jean's mom, Ann Meyer, looks like sister. And when Ann used the expression, "Daddy-O," well, that was just too, too much for these British. They had tears in their eyes that had been hearing nothing else but England's English. As far as we're concerned, Ann's quite "cool." A real cool gal.

And had dinner at the very cheery Clove Club, E. 22nd St., with Barbara Marks and Cyril and Brenda Shack. The most charming and friendly people. Enjoyed lunch at the famous Savoy, and in the evening called at the Savoy and met Bobby Mellin where I met Harry Low's and his wife, the beautiful Vera Lynn. Vera, as you probably know, is the famous English comedian and member of the famous group "Auf Wiedershen." Though I talked with Phil and Dorothee Green over the phone, both were so busy, Phil with movie commitments and Dorothee with furnishing an home, we just never did get together. And so with two tears treacherously slipping down my cheeks we flew off from London to Paris.

Paris, Paris, Paris, there's just nothing like it. Expecting to see Ooh, la, la, Paree. One walking at Christian Dior or Balenciaga and the other with Tiffany's. One at Dufay Champs Elysees. One gobbling of French food. One a parfumerie. Ooh, la, la, you'll just never want to leave Paree. A low price for a kiss on the back of your hand at the shop beauté by the specialist in coiffure—gals—you're sold. This is our own town made for Women. And HOW!!

This year's visit to Paris I had the privilege of meeting Madame Tunya Ehrn. Tunya is not only very, very, very, chic, but, one of the most fascinating most interesting women I've ever met in all my life. She's just chock full of energy. She's dynamic, a linguist. And a graduate lawyer. Gave up practicing law after marrying the charming Alfon Ehrn.

In fact, I called Tunya—"Miss Dynamite"—her, all of what that name implies. With her I attended a tea in her most gorgeous apartment. Saw treasures of paintings. Visited a Dior shop. Shopped and shopped. As I can say is—it was just wonderful meeting Tunya and Alfred. We were also meeting Alfred's sister-in-law, Lola Beer, top dress designer of Tel Aviv, Israel.

As much as we hated to, but to keep to our schedule, we left beautiful and fascinating Paris, and traveled to Brussels. Right now Brussels is busier than busy preparing for its World's Fair in 1958. Here we were in short order in the airport by very gentlemanly and charming Frans Van Mander.

My Bill and Frans left me at the Palace Hotel in Brussels, jumped into Frans' sports car and drove me up in a Brussels night spot. In fact, these two very marvelous people gave us a Bon Voyage Luncheon in their home that just places me in their debt for evermore. I'm going to bring Frans with me always. Frans will bring along with him to the U.S. when he comes this fall. Frans and I will attend the World's Fair. I'm going to have all you gals meet her at the lady's luncheon.

The next day, I met Mme. Jeanne Van Mander. I was absolutely captivated by her charm, her beauty and friendliness. Not only is she tall, slim and beautiful—but she's also a professional basketball player. And a marvelous pianist. Her husband, Frans Van Mander, was 14 and Robert, 6 years old. (The life that you can, gals.)

Though I can barely use five words of French and Jeanne as many English words, we had the very grandest luncheon and were shown to the town itself. In fact, these two very marvelous people gave us a Bon Voyage Luncheon in their home that just places me in their debt for evermore. I'm going to bring Frans with me always. Frans will bring along with him to the U.S. when he comes this fall. Frans and I will attend the World's Fair. I'm going to have all you gals meet her at the lady's luncheon.

We stayed in Amster-
dam. The city of canals. And still lots of wooden shoes. I've contracted a cold and am looking forward to having a beautiful Lido by Herr R. H. Khas-
sen of the very big Phillips organi-
ization. I'm looking forward to having a beautiful Lido by Herr R. H. Khas-
sen of the very big Phillips organi-
ization.

I'll try to tell you more about quaint and charming. Amsterdam in my next column. Right now I'm looking for-
card to flying to Hamburg and being with two of my very favorite people—A. W. (Freddie) and Karla Adikese. So long, I'll be writing you.

CHICAGO—J. A. (Art) Weinand, sales manager of Williams Manufacturing Company, this city, reported that, whenever possible, export ship-
ments of Williams' games go out from Chicago to overseas ports by water all the way.

Citing the many advantages of the "express service" to world buyers, Weinand, who claims to have pion-
erized this service long before World War II, stated:

"There's far less handling. Once the boat is loaded at the dock here in Chicago, the shipment is untouched until it reaches its destination. The games arrive in beautiful shape.

"The customer saves money when we route the shipment via the Great Lakes. As for the time," Weinand added, "it's about the same as over-
land to the port of embarkation."

Shipping the games by water has proven best for Scandinavian countries, the Netherlands and some parts in South America, Weinand said.

"Years ago," he explained, "the ves-
sels used to stop off at many places along the lakes and the St. Lawrence. River. But now, most of them provide express service.

"Unfortunately, this is not a year around operation," Weinand con-
cluded. "By Thanksgiving, there's al-
ways the chance that the boat could be locked in by ice."

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

RCA Victor "Economy Packages" For Dps

NEW YORK—Meyer Parkoff, Atlantic New York Corporation, Sec-
bury distributors in this area, sent all its operators a reproduction of a notice prepared by Tom Herrick, as-
sistant sales manager of J. P. See-
gberg, on a new RCA Victor record catalog listing approximately 3,000 song titles made up entirely of EP album records.

"Availability of EP albums is at its greatest peak right now," stated this letter. "Twenty-three of the twenty-five best sellers listed in The Cash Box last week were avail-
able as EP's."

"Victor now calls them 'Economy Packages,' and that would apply to the operating business too. Any rec-
ord that can make money on a coin, operated phonograph is an 'economy' to the operator."

"And EP albums are making money for everyone."

Parkoff advises he is trying to work out a plan with RCA to obtain this EP record catalog for every consultant in the area. In addition, every repre-
sentative of the distributing firm will always have the catalog with him for the convenience of the operator.

Ships Overseas By Water All The Way

PRICED TO SELL

Wurlitzer Model 1550 $275.00
Wurlitzer Model 1500 $200.00
Wurlitzer Model 1400 $125.00
Wurlitzer Model 200-2 $92.00
Seeburg Model 100-8 $65.00
Seeburg Model 500-4 $60.00
Seeburg Model 200-VL $50.00
Hideaway $81.00
Seeburg 3-W-1 Wellbox $36.00
Seeburg 3-W-1 Wellbox $46.00
Seeburg 3-W-1 Wellbox $60.00

CENTURY MUSIC, INC.

622 West Broad Street
COLUMBUS, OHIO

(Phone: Capitol 1-1501)
**AMSTERDAM, HOLLAND—** Not a booming phenomena like ice, but a quiet, slow, steady growth characterizes Holland's juke box biz. 

This is attributed to the fact that the Dutch are a great home loving people. They do not patronize cafes in large numbers nor into the wee hours of the dawn as is the case in France and Belgium. 

But the Dutch do like pop music just as much as any of the other European countries. 

In this nation of 11,000,000, Pat Boone, at present, leads the pop music stars. Pat's "I'll Be Home" sold over 75,000 copies. That's a big hit in Holland. 

Slim Whitman's "Rose Marie" passed the 100,000 mark. Dick Davis's "Que Sera, Sera" has passed 75,000 and is still selling very strong. Vera Lynn's "Ain't Wierderhoo" reached about 98,000.

In short, pop tunes are just as much appreciated here in Holland as anywhere else on the globe. And even if Elvis Presley didn't click here as well as he has in other European countries, the Dutch kids still like music with the big beat. 

But like many other European countries Hollanders have to depend on little Luxembourg to hear decays exploit new tunes. In Holland, the government radio and TV is based on news, and not on popular music. 

But regardless of all this, Holland's juke box biz enjoys steady growth. Export is next to nothing. The music, on a fine day, drifts out to the passersby in the street from the cafes.

For a $4 phone call, Hollanders here can listen to the latest pop tunes. It is just as common as it is in the States. But, while in the States it is a "booming" where in Holland, "booming" is set at $400-


INTERNATIONAL MILLS 133 75,000 Day's mark. leads very much. He gets the salesmen are an aggressive and persistent individual. He feels it takes about 100 calls to break down the average cafe owner's resistance. This keeps him going on. And this budget thinking is bound to build business. At least that is what the juke box distributors believe will happen over a period of time.

In southern Holland, it is reported here, has the far greater majority of juke boxes on location. This area is also growing greater as more machines of every kind are being placed on locations.

As a rule to say, the Dutch here in their capital of Amsterdam, point will price to Southern Holland as their most outstanding area as far as juke boxes are concerned.

The business of selling juke boxes to the small cafes is a relaxing. The entire transaction is handled through the banks. The seller gets his price from the banker. The cafe owner usually makes arrangements up the cake. The seller then continues contact by selling new records to the cafe owner.

But, though the juke box business has met with some comment here and there, due to American motion picture pictures, about anything but righteous business men the juke box industry through Europe and it is believed, will in time be an important element in the entertainment of all the people here.

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**WURLITZER SPECIALS ALL LIKE NEW**

Wurlitzer Model 1700 $575
Wurlitzer Model 1800 $730
Wurlitzer Model 1900 $840
Wurlitzer Model 2000 $945

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**CRUZE DISTRIBUTING COMPANY, INC.**

1101 West Washington Street 
CHARLESTON, W. VA. 
(Phone: Dickens 4-3666)

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**PARTS**

MILLS CONSOLATION and Evans Juke phono parts Value $280
133 SETS OF BUBBLER TUBES for Wurl. 1015. Value $280
5,000 FEET OF 30 WIRE Coded Cable (Alpha). Value $75

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**INTERNATIONAL SCOTT GROUSE CO.**

1423 SPRING GARDEN ST., PHILA. 30, PA. 

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**Belgians and French Acclaim "Int'l. Coin Mach. Export-Import Council" Agree Trade Can be Greatly Inspired by Meetings of World's Importers and Exporters**

**AMSTERDAM, HOLLAND—** Now that both France and Belgium have been left behind, in the continuing travels of this reporter, statements are being made by leading importers in both countries came into sharper focus.

The Cash Box, said Albert Polack along Sera, a representative of the Mint, of the "Entree Coin Coin Machine Import-Export Council." It's said that even the American business men, have, "started one of the most marvelous plans which has ever been pre- vious in the history of the coin machine industry."

"There is no doubt in our minds that the 'International Coin Machine Export-Import Council' is a great and outstanding necessity."

Fran Van Malder of Brussels, not only agrees with the above but is frank enough to add: 

"A meeting between importers and exporters will result in better understanding as well as the beginning of finer and closer relationships."

"This," he believes, "will eventually result in the solutions to many problems now facing importers as well as exporters."

Dr. Henry Klein of Paris is also of this opinion. That if the importers and exporters will meet and become better acquainted with each other that this, of itself, can lead to many new plans and ideas for the betterment of world trade.

"When men come to know each other," says Dr. Klein, "there is a greater harmony of thoughts results."

"This," he says, "is usually the beginning of many new and great developments."

Others throughout Belgium and France are keeping the word. They are ready to join the "International Coin Machine Export-Import Council."

"I am also very interested to know," says a member of the council, "that first meeting will be called during the days of the MOA Convention to be held in Chicago the forthcoming May."

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**Belgian Coinfacts Building Modern Showrooms**

**BRUSSELS, BELGIUM —** In the very midst of buildings 400 years old and probably due to the forthcoming 1958 World's Fair, this city has gone all out on a modern building spree.

Master Van Malder,head of the Imperial, has reached Belgium's coinfacts, too. Tonyaly of Antwerp already has very modern and beauti- ful buildings Domestic, and is now building a new one.

Here in Brussels, Frans Van Malder of National Music is building a mod- ern and attractive building, now nearing completion, at 27 Avenue Emile Bogaerts.

From reports current here, Van Malder's new building will be one of the finest in the world. It will allow him to combine all his present activities in one building.

Others in Belgium are also planning new and modern buildings and showrooms.

Business has been very good and the coinfacts are now beginning to reach the stage of outstanding as well as impressive importers.
Abe Witen, International Scott Crosse Co., reports export biz piling in so fast, firm can’t keep up. Demand particularly heavy on in-lines and shuffles. Aho he doesn’t particularly like to do it, Abe has his staff working seven days a week to prepare and ship equipment. Another matter keeping Witen busy is preparing to open another Arcade shortly in the Penna railroad station at Trenton, N. J. . . . Nate Schneller, who suffered a stroke some time ago, and was hospitalized, now at the Rehabilitation Center. Understand he’s coming along a bit now. Everyone here wishes him a speedy recovery. . . . Joe Wasserman, David Rosen Co., back from Atlantic City, where he enjoyed a week’s vacation. Sam Gaffan also back from Ocean City, Md., where he spent the summer at his arcade. . . . Joe Ash, Active Amusement Machines, makes a trip thru the State seeing the ops. Marty Brownstein rushed because of activity caused by firm’s closing previous week in observance of Jewish high holy days. . . . Nat Solow, Atlantic Penna. Corp., reports a new high in export shipments, and sales of Seeburg phonos. Marvin Stein, glued to his desk with paper work, and Bill Adair in conferences with customers. Lenny Schneller reports fine activity among customers he sees during his travels. Takes a day off to take his son, Steve, to N. Y. to see 1st game of World Series. . . . Jack Palmer, International Amusement Co., advises he expects to leave on an extended trip to the West. Hank Groenteman hosts Charles Ceden from Belgium. Ceden states he is looking over the market here and expects to start operating big in his country. . . . Max Cooperstein of the record department at Dave Rosen’s, says these records are going very big for them. The Moonglow’s “Beating Of My Heart”; “Till” by Roger Williams; “My Girl” by Frankie Lyon; and “Sugar Corsage” by Chuck Reed. Harry Fink states that Jack Jolly and his family are leaving for the West Indies for a stay of three months. Irv Terfler reports that the Roulette meeting in New York was a tremendous success and that their Fall merchandising plans are terrific. . . . Joe Berger, Mercury Records, advises that Bob Shad, Eastern director of a & r at Mercury, in Philadelphia for a short visit. . . . Harry Ascola, Columbia Records, informs that Ray Coniff and Jerry Vale in town working on their new releases. Also Eileen Rodgers. Lots of activity with Columbia stars. . . . Al Faire, King Records, reports that Lps and EPs moving smoothly and says Little Willie John’s “Dinner Date” coming up. . . . Arnold Silverman and Paul Cimino predict that “Silhouettes” by The Rays should reach number one in a month.

**DO YOU WANT TO OPERATE NEW GOTTLIEB GAMES?**

In conjunction with our sales of games we are now offering new GOTTLIEB games on a rental schedule which every operator can afford. This will enable you to supply your trade with the best and latest games at all times with practically no investment on your part. Phrases in own the best coin-op establishment in the world and enjoy the benefits of our rental plan. We offer games in southern half of Illinois and the eastern half of Missouri.

**MORRIS NOVELTY COMPANY**

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For Our Distributor Organization

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**AMI In Hong Kong Location**

**HONG KONG—Bill Suter, Morcoin Company, Ltd., Manila, Philippines, distributor for AMI phonographs in the Far East, sends us several photographs of his favorite juke box on location in Hong Kong.**

Top photo shows Jesse Yee (AMI distributor here), his wife and children and some friends. Other pictures show activity around the machines.
IT'S GOOD
BY GOSH—
BUY GENCO
HOROSCOPE
FORTUNE-TELLER.
SEE IT AT YOUR GENCO DISTRIBUTOR
KEEP "ON THE GO" WITH GENCO
GENCO MANUFACTURING
Division of Chicago Coin Machine Company
2621 N. ASHLAND AVENUE CHICAGO 14, ILLINOIS

WANTED
BINGO GAMES
Consisting of the following:
Dude Ranches, Surf Club's, Hi-Fi's, Varieties, Gayety's, Big Time's, Gay Time's, Broadway's, Parade's and Nite Club's.
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.
CALL, WRITE OR WIRE

TRIMOUNT
Remember in NEW ENGLAND IT'S TRIMOUNT!
40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-1400

“Miss Rock-Ola of Antwerp”

ANTWERP, BELGIUM — Miss “Rock-Ola of Antwerp,” photographed in the showrooms of the Brabo Corporation, this city, distributors for Rock-Ola line of juke boxes, pointing out her two favorite 200 selection phones, model “1435-D.”
Brabo Corporation also has Antwerp’s busiest retail music store, and features the Top 20 Pop Tunes from the listing in The Cash Box.

Minter stated that the operators who kick about collections and complain about business in general “are, in my opinion, the ones who operate with obsolete juice boxes and games.”

Through The Coin Chute
EASTERN FLASHES

Last week it was the Jewish holy days—this week it’s the World Series, which opened on Wed., Oct. 2. Altho there seemed to be a lack of excitement on the street this year, all wholesalers had radios going—and the beanball sets were sold out. A case of the sets coming into the city even took time off to attend the ball game. Some out-of-town coinmen were in the city for the series, but not as we are to come the farthest, to our knowledge, was Roy Campos Patterson, from Mexico City, Mexico, who brought in a half dozen friends. While here he also visited the coiners’ term.

Sandy Moore Distributors Corp. (Wurlitzer distributor), who was to move into its new quarters at 599 Tenth Ave. this week, delayed several days, and now hopes to be set up in the middle of next week. As the latest, according to Sandy Moore. Meanwhile at the 11th Ave. offices, Joe Young and Abe Lipisky busy preparing for the move, and at the same time seeing customers. A good sized group of operators surrounding the “Horoscope of Telling” machine displayed on Albert Simon, Inc. floor (getting horoscopes and fortunes for free by tripping the coin mechanism), while Harold Berninger, on the floor, was busy pinning on and listening.

The entire series of the World Series games—on Wed. he took along, Dick, his older boy; and on Thurs., the youngest son, Robbie accompanied him. Both boys, and they got a tremendous thrill. . . We didn’t see them, but we understood that Boston’s Si Redd, accompanied by some Mississippi friends, were in town for the ball games.

Mike Munves reports that Exhibit’s new ping pong ball shooting game “Pop-Gun Circus,” really taking hold here. Has sold out, and now awaiting next delivery. Barney (Shug) Sales, who has never missed attending World Series ball games here for the past number of years, had to pass up the first two. “Too busy, and can’t leave the office” enthune Shugeth if it were me a sixth and seventh week, most likely will be at the Stadium—or at least I hope I have the time.” All others interested in Fascinating ball games with such names as “Rock-Ola” by Ben Buddy Fox loaded down with expert matters. . . Harry and Hymie Koeppe, Koeppe Distributing, just too busy to talk much with us. “We missed last week, and P.I.,” said I, “but now we are getting busy sending out both new and reconditioned juice boxes. . . Mayer Parkoff, Atlantic New York Corp., supplies all his sales people with RCA Victor’s new record catalog, listing up 200 song titles, entire set up of EP album records. “This is great help to music operators” said Mayer, “as it makes it possible to program their equipment with dynamic moments making their catalog a complete one.”

Murray Kay, relaxes with us for a few moments, in between handling visiting ops, talking on the phone, and taking care of a load of mail relating to export matters. Atlantic’s father is a bit busier than usual with European firm, and Murray advises most serious problem is securing the necessary equip. “Not only do we pay great attention to creating our export equipment properly,” stated Murray, “but the machines’ states should be checked and re-checked so that the buyer gets a perfect machine.” . . Rusty Smith, Mayer’s brother, and chief manager, leads a group of coinmen from that area (Wurlitzer prize winners) who leave Fri., Oct. 4th on the “Queen of Bermuda” for a southern cruise.

Biz Up 20%

CHICAGO—Fred Minter, Gateway Distributing Company, this city, advenced this past week that the business is up 20% since mid-sum- mer.

“Our collections during the past two weeks especially,” Minter reports, “have gone up exceptionally well.

“And the reason is,” he adds, “that we are keeping up with the times. We give our locations the latest equip- ment, as well as the best possible service.”
The new ballers, in the opinion of coinmen here, may prove to be a deciding influence on future games operating by opening up the path to bigger and better kinds of equipment are shipping the long bowlers on "2 Games For 25c" as stated will become easy for the opportunity to install "just like it came from the factory." Urging ops to get the bigger portion of the split, so that more business will be done, the bash box routes to coinmen will meet increased costs and expenses. In addition, the fac-tories are suggesting tournaments to be played on a permanent basis thru location-operation. They claim enough of these games have been tried and tested in various parts of the country beyond doubt that it can be done here too, quickly. Easily, Successfully.

Very outstanding example of good employee relations operations to be found in the Tamiami Coinman. Ben Saling, owner of Tamiami, has gone to great lengths to make a bowler and pinball game the main attraction of the game. His store is located at the corner of 10th and Main Street, and has been a popular center for coin-operated games for many years. Ben has always been a proponent of the idea that coin-operated games should be fun for everyone, and he has been very successful in making his store a place where people can come to relax and have a good time. He has always been very active in the community, and has been a leader in the coin-op industry for many years.

The Tamiami Coinman has been a pioneer in coin-operated games, and has always been a leader in the industry. He has been a strong advocate of the idea that coin-operated games should be fun for everyone, and he has always been very active in the community. He has always been a strong supporter of the idea that coin-operated games should be regulated, and has been a leader in the coin-op industry for many years. He has always been a strong advocate of the idea that coin-operated games should be fun for everyone, and he has always been very active in the community.

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Sandy Moore INVITES... 

Personal visits, correspondence by mail and phone calls from EVERYONE in the United States and from all foreign countries...

TO TAKE ADVANTAGE OF OUR

Sensational REMOVAL SALE

OF MUSIC MACHINES AND GAMES

TERRIFIC BUYS!

You Will Save Real Money!

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(Between 43rd & 44th St.)
New York City
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THE FASTEST GROWING COIN MACHINE COMPANY IN THE U.S. OFFERS THE BEST IN SERVICE AND MERCHANDISING

1. Liberal Trade-In Allowances.
2. FINANCING to meet INDIVIDUAL needs.
3. You can purchase any type of new or used equipment from SANDY MOORE DISTRIBUTORS CORP.
4. Our organization is staffed with the top flight men in each aspect of the coin machine industry... which makes it possible to serve the operators needs efficiently, rapidly and economically.

★ BUY THE BEST! BUY WURLITZER!
★ THE TOWN'S GOING WURLITZER!

ANDREW MOORE DISTRIBUTORS CORP.
(Successors to: YOUNG DISTRIBUTING LONG ISLAND CORP.)
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(Phone: Chickerling 4-5050)
240 E. Merrick Rd., Freeport, New York
(Phone: Mayfair 5-2478)

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

Through The Coin Chute

CALIFORNIA CLIPPINGS

The continued warm weather has had a tendency to keep operators from visiting distributors and one-stop along Pico Boulevard, but the telephone business is keeping them busy filling the operators' orders and requests.

At Leuenhagen's Record Bar everyone took time off Monday afternoon to watch Bill Leuenhagen's nephew, John, appear on the Art Linkletter Television Show. He received a record player for his school project, and Ray Selle offered to furnish the records.

Sandy Moore invites...
Chi Distrib Hold 2nd Session Of "School For Mechanics" 17 Servicemen Represent 12 Chi Ops Attend Class at Automatic Phonon Distributing To Learn the Mechanics of AMI Models

CHICAGO—The second session of the "School for Mechanics", sponsored by American Merchandising and phonograph distributors and operators, was held Wednesday evening, October 2, in the showrooms of Automatic Phonon Distributing Company, this city, distributors for AMI.

Attendance was greater than last week's, with 17 servicemen representing 12 Chicago dealers, all with theories to listening to the simplified mechanism of the AMI Model "H" phonograph.

AMI engineers Keith Norwalk and Cliff Bitting came in from Grand Rapids Wednesday morning to make the class.

Norwalk opened the session with the practical, "How to Use" the AMI, while Bitting conducted the class.

Time limitations did not permit Bitting to go into all the details of the AMI. He concentrated, however, on a number of the features, but he thoroughly described the component parts and their functions, showing where they are located in the phonograph, how to get at them easily and gave the names of the parts.

He then went into the principles of operation, touching on certain servicing adjustments that may quickly be done on location.

Bitting emphasized the accessibility of all AMI parts, which is a basic object in this year's "H" models has been simplified in number of parts.

In future sessions of the "School For Mechanics" the phonograph will be explained in greater detail. At the end of the class there was a question and answer period.

Refreshments and coffee were served after the last session.

Servicemen of the participating group who were present at this sec- ond session of the "School for Mechanics" were: Norman Dupmke, Chicago; Joe Miller, Atlanta; M. O. A.; Harry Goy, ARC Music; Dave Kovan, Robert C. R. Burgess, Earl Scoville, and I. Goldberg, Clover Music; Charles B. Bauer, and H Entertainer; Harvey Goy, ARC Music; John Cleherty, Northtown Music; Roy T. Wall, Coliseum Music; Sam Mared and Sam Nuccio, A. A. Swingtime; Bud Hofert, Melody Music; George R. Zhouzal, American Music Service; Erwin C. Held, Apex Amusement.

Mike Spagnola, manager of Automatic Phonon Distributing, commented that interest and attendance of the men was very high. He also predicted that the interest of the servicemen would become greater as future classes are held.

Classes are to be conducted to a small number of servicemen representing the operators. But so many requests are reported being received that this rotating "School for Mechanics" is expected to continue for a long time, until all Chic service men become familiar with the various makes and models of phonon.

Bitting, a native of Grand Rapids, held October 9, starting at 7:00 P.M. at Atlas Music Company, distributors for See- burg.

German Distrib Offer Liberal Trade Terms on Coin Equip't.

HAMBURG, GERMANY—The fact that Western Germany coinmen are enjoying good business and have a "no small" way from all reports, due to the liberal financing now in vogue.

Operators get anywhere from 12 to 14 months, and in many cases be able to even a down payment, to pay for the machines they buy (with the exception of state-accepted slots). This is a deciding factor in the continuation of the present coin boom.

This very liberal financing policy, even tho it is profitable to the sellers, is still a high water mark as far as business procedure is concerned. It means that the importing distributor of phonographs and games must have the financial strength to keep importation of machines moving, but even more financial strength to handle the ensuing sales. The bank is, of course, naturally, in the financial end of the business, and in the quantity of certain machines far overshadows the financial factor.

A few mechanically imperfect num-
bers, imported in quantity, can mean the end of even a financially responsible firm. This has already hap- pened. And will continue to be the case except where great care is ex-
ercised. The optimism and financial strength of the average recognized distributor here is, to say the least, extremely valuable from any viewpoint.

These distributors, by their very confidence in the industry and their willingness to back their faith with all the finances at their command, are really responsible for the continued boom now of the average recognized distributor here is, to say the least, extremely valuable from any viewpoint.

They are distributors, by their very confidence in the industry and their willingness to back their faith with all the finances at their command, are really responsible for the continued boom now of the average recognized distributor here is, to say the least, extremely valuable from any viewpoint.

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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 lite alternately; 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

United Mfg. Ships “Jumbo Bowling Alley” On 2 For 25c Play

Reports Ops Demand For 25c Chutes Near 100%

JOE ASH SAYS:

Our RENTAL PLAN has made possible a volume of large model equipment for EXPORT with IMMEDIATE DELIVERY on:

Last Model: Scoville V-200's

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

CHICAGO—Bill DeSelm, sales manager, United Manufacturing Company, this city, reported this past week that the firm is shipping the new “Jumbo Bowling Alley” with 2 plays for 25c as standard equipment. “Almost our entire demand,” DeSelm stated, “for this great new bowling game, is for the quarter chutes to be installed right here at the factory. We know of very few operators who change it back to dime play after they have placed the game on location.

“What's more,” he added, “with our 'Jumbo Bowling Alley,' the operators are receiving the major portion of the gross, usually 65 per cent.”

DeSelm pointed out that location owners realize this is an expensive piece of equipment, and are therefore inclined to go along with the operator on a more equitable commission basis, if he hasn’t done so before.

Locations also know, DeSelm said, that this game has "longevity," that it will earn bigger returns, that it will increase the attractiveness of his place of business and that it will dress up his location.

“Our new ‘Jumbo’ is the kind of attraction that makes each spot a local neighborhood club, where all get together regularly and often for fun and relaxation,” DeSelm asserted.

Many letters received by United Manufacturing from operators all over the country indicate that they are highly elated over the fact that players are accepting the new ball bowler on 2 for 25c play, according to DeSelm.

Both the location and the operator find that there are no complaints in regard to the quarter coin chutes. They also report that it's just as easy to get a quarter from two players, which means they are getting 50% more than the same game operated on one player for a dime.

DeSelm also pointed out that United is helping the operator toward a more profitable and more equitable division of the increased earnings when the games have quarter coin chutes when shipped from the factory.

"The operator places the new bowler in the location the same way," he explained, "and it is being accepted by the storekeeper and the players. After all," DeSelm added, "one look at that big new, beautiful game and it’s obvious to all that the bowler offers more play appeal features and outstanding entertainment for the money than any other game we’ve ever produced."
FOR SALE—Broadway, $220, Big Theater, $65, Hi-Fly, $75, Variety, $65; Miami Beach, $135; Rock-Ola Fireball, $75; West Palm Beach, $85. Satisfaction guaranteed or money will be refunded. Finished in Linoleum, oak, mahogany. Piano, $75; radio, $115 ea.; COVEN MUSIC CORP., 1314 E. 23rd Ave., Denver, Colo. (Tel: Independence 3-2510).


FOR SALE—Arcade—60 Machines, 50,000 population, 2 Routes in Missouri, 2 in Arkansas, 1 in Oklahoma. Music, Pinballs, Bingos, Games, $250.00. OR 12% down, $80,000, 1/2 cash. C & W DISTRIBUTORS, cor. 12th & 19th, JOPLIN, MO. (Tel: Mafair 4-3412).

FOR SALE—Bally Bingo Games, Coins, Cash @ will, Lite, Nightclub, Club, Palm Beach, Beauty, Bright Spot, Bright Lites, Cones Island. Right Off Location—Make Us an Offer. HASTINGS DISTRIBUTING CO., 6100 WEST BLOOMFIELD ROAD, MILWAUKEE 13, WISC.

FOR SALE—15 United Handicaps; 30 gauntlet United Star Sluggers Super Sluggers, Chicago Coin and Williams baseballs, Make us an offer for one or all. BALLY DISTRIBUTORS, 640 W. MERRICK RD., VALLEY STREAM, L. I., N. Y. (Tel: Lonest 6-3717).

FOR SALE—9 Stoner Penny Gum Vendors, absolutely like new. One in New York, 3 in Chicago, 3 in Detroit, 3 in St. Louis, 1 in Pittsburgh. Will sell at $20 ea. COITO NOVELTY, INC., 1909 8th St., PORTSMOUTH, OHIO (Tel: El 3-4179).

FOR SALE—Warlitte Model 5204, Tallite 5205, Bally 48" Cue Sticks, $1.69 ea.; $18.65 ea. Rails with Live Rubber, Quality Cloth, $34.80. 43"-115, set of 3 Marbelled Rubber Balls, $1.49. CHICAGO DISTRIBUTION CO., 338 W. DIVISION ST., CHICAGO, ILL. (Tel: Alhambra 2-3272).

FOR SALE—Genco, Model No. 3001, Skeeball, $125; No. 3002, $175. FOR SALE—Games Int. Hunters, $200 ea. SCITO NOVELTY, INC., 509 8th St., PORTSMOUTH, O. (Tel: El 3-4179).

FOR SALE—Complete line of used Phonographs, Shuffle Games, Cigarette Machines and various types of all other games and equipment. Lowest prices. Best merchandise. One letter, wire phone call will convince you. We are factory representatives for United, Williams, Bally, Crane-Zenith and Geno. T.T. DISTRIBUTING INC., 3401 N.W. 5th St., MIAMI 42, FLA. (Tel: Newton 5-2531).


FOR SALE—Games, Inc. Hunter, $250; Gunmans, $85; Bally Gayety, $75; Rock-Ola—Broadway; Night Club; Double Header; Big Show; Key West; Show Time; Lumi; Peddler; Starlite; Carousel; Starlite, Evans, Saddle & Turf (Club Model) $250, $300; Mickey Anderson, 314-316 11th St. E., ST. PAUL, MINN.

FOR SALE—Kiddle Rides—Thunderbolt Horse, $350; Palamino—Duck Ride, $450; Lion, $300, 1/3 deposit. Royal Rocket, $195. All Shopped, new paint job, Pixies, $225; Hi-Fi, $275; Key West, $175. PACIFIC KIDDE RIDE-1235 8TH ST., SAN FRANCISCO, CALIF, TACOMA, WASH.

FOR SALE—New and Used Phonographs, 3 Balls, Bingos, Shuffle Alleys, 3 Slot Machines, Cash Register, Distributors for AMI, United, Williams and others. CENTRAL DISTRIBUTORS, 2315 OLIVE ST., ST. LOUIS, MO. (Tel: Main 1-3531) or 3401 N.W. 9TH ST., KANSAS CITY, MO. (Tel: Harrison 14-7477).

FOR SALE—all types used AMI, Wurlitzer and Seeburg equipment, clean and rebuilt as well as Field Converters for AMI, United, Williams and others. FOR SALE—AMIT 1235, 675; AMI 40, $400; Seeburg, M100G, $595; Wurlitzer, 1170, $755; Wurlitzer, 1800, $925; MONROE COIN MACHINE EXCHANGE, 2435 PAYNE AVE., PORTSMOUTH, OHIO (Tel: Superior 1-4600).


FOR SALE—Seeburg Wall Boxes: V3WA Dual Credit 200 Selection, $85; Seeburg, 1400 Chrome Wall Box, $115; Wurlitzer 1400 Phonographs, $65; Wurlitzer 1500 Phonographs, $85. Wurlitzer 1650 F HIFI, $295; Wurlitzer 1500 Phonographs, $85; Wurlitzer 2000 Phonographs, $895; AMI E-80 Phonographs, $350; Seeburg, 1900 Phonographs, $85; United 14 Ft. Bowling Alleys, $495. UNI-VISION DISTRIBUTORS, 920 W. SECOND, WICHITA 12, KANSAS (Tel: HO 6-4111).

FOR SALE—Six Pool Pocket Tables, $120 ea.; Seeburg, M100G, $595; Cross Ltd, $225. Live Rails with Live Rubber, Cloth 34 x 84, $85 ea. 3 Marbelled Rubber Balls, $1.49. CHICAGO DISTRIBUTION CO., 338 W. DIVISION ST., CHICAGO, ILL. (Tel: Alhambra 2-3272).

FOR SALE—King Arthur, $35; Tweety Bird, $25; GRAND SLAM, $50; Four Corners, $30; Wurlitzer, $185; Jockey, $119.50; Miami Beach $25. Sale offer on Bright Lights, Bright Spots, MARVEL, $45, $45 ea. WANT—Big Times, NOBRO NOVELTY CO., 142 DORE ST., SAN FRANCISCO, CALIF. (Tel: WA 5-1543).

FOR SALE—Show Times, $450; Key Wests, $325; Big Shows, $325. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET NEW ORLEANS, LEA, LA. (Tel: Canal 3306).

FOR SALE—Seeburg M100A, 45 rpm. Painted, $295; M100B, $450; M100C, $550; $100, $675; W100, $175; W100B, $245, $850; 500. $1850; 2000, $725; 1700, $625; OAM, $315; D40, $45, $450 ea. Painted, $225. MUSICAL SALES, 2334-36 OLIVE ST., ST. LOUIS 3, MO.

FOR SALE—Specials—Showtime $350.00; Key West $255.00; Big Show $245.00. Nite Club $255.00; Broadway $225.00; Big Time $115.00; Gay Night $200.00; Variety $80.00; Saddle & Turfs $175.00; 13 Machines, $975.00. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. (Tel: Canal 717).
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FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any other 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 each 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 whereas someone on the East Coast may think it worth $75.00. Of course, seasonal, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports each quotation exactly as it is made and depends 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 for the week.

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

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

LISTED ALPHABETICALLY

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WURLITZER

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Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ev) Evans; (Ex) Exhibits; (Ge) Gene; (Got) Gottlieb; (Ke) Kennyey; (Un) United; (Wm) Williams.

ABC (Un 3/52) 20.00 $5.00
Ace High (Got 2/55) 275.00 335.00
American Board (Un 9/52) 20.00 $5.00
All Star Basketball (Got 1/52) 20.00 35.00
Ambigu Knights (Got 12/53) 90.00 125.00
American (Wm 10/53) 25.00 65.00
Arrow Head (Wm 7/57) 210.00 240.00
Atlantic City (B 5/52) 25.00 65.00
Auto Race (Got 9/56) 245.00 265.00
Balls-A-Poppin' (B 11/56) 175.00 285.00
Beach Beauty (B 11/53) 125.00 225.00
Beach Club (B 2/53) 25.00 65.00
Beauty (Got 11/53) 25.00 65.00
Big Ben (Wm 9/54) 75.00 125.00
Big Show (B 9/56) 250.00 375.00
Big Hit (CC 7/52) 20.00 50.00
Big Time (B 5/55) 85.00 210.00
Blandie (CC 8/56) 150.00 225.00
Brazil (Un 10/56) 210.00 300.00
Bright Lights (B 5/53) 25.00 65.00
Bright Spot (B 11/51) 25.00 65.00
Broadway (Wm 1/56) 150.00 270.00
Cabin (Un 3/53) 20.00 65.00
Captive (CC 10/56) 145.00 245.00
Caravan (Wm 2/56) 175.00 260.00
Caravan (Wm 6/52) 80.00 40.00
Chinatown (Got 10/52) 30.00 65.00
Circus (Un 8/52) 25.00 55.00
Circus Wagon (Wm 3/51) 185.00 225.00
Classy Bowler (Got 7/56) 220.00 325.00
Crazy (Got 4/55) 50.00 80.00
Colors (Wm 11/54) 110.00 135.00
Coney Island (B 9/52) 20.00 45.00
Control Tower (Wm 3/51) 10.00 25.00
Coronation (Got 11/52) 30.00 65.00
County Fair (Un 9/51) 15.00 25.00
Crosswords (B 1/56) 40.00 65.00
Cue Ball (B 2/53) 165.00 225.00
Derby Day (Got 5/56) 175.00 225.00
Dino Lingo (L 12/54) 110.00 140.00
Dong (Got 5/55) 110.00 140.00
Dolphins (Wm 57/53) 250.00 500.00
Domino (Wm 5/52) 25.00 50.00
Duckie (Wm 1/51) 25.00 50.00
Double Feature (Got 12/50) 15.00 25.00
Double Header (B 7/56) 215.00 375.00
Dragoneet (Got 6/54) 100.00 175.00
Dude Ranch (B 9/53) 35.00 75.00
Duette (Got 4/55) 165.00 185.00
Double Act (Got 12/55) 165.00 195.00
Eight Ball (Wm 1/52) 25.00 45.00
Fairway (Wm 6/53) 40.00 60.00
Five Star (Un 5/51) 20.00 35.00
Flirt (Wm 1/57) 295.00 340.00
Flying High (Got 2/55) 75.00 125.00
Four Bells (Got 5/52) 110.00 150.00
Four Carriers (B 5/56) 45.00 80.00
Four Horsemen (Got 9/50) 15.00 30.00
Four Horsemen (Wm 7/54) 30.00 50.00
Four Stars (B 10/52) 30.00 65.00
Frolics (B 10/52) 35.00 80.00
Frontier cook (B 7/56) 125.00 185.00
Fun House (Wm 11/50) 225.00 275.00
Four Times (Wm 12/54) 95.00 150.00
Gay Times (B 6/55) 95.00 150.00
Gatley (B 3/53) 45.00 95.00
Gladiator (Got 1/55) 265.00 225.00
Glebe Trotter (Got 11/31) 15.00 40.00
Golden Nugget (Up) (Got 2/53) 30.00 50.00
Gold Star (Got 8/54) 125.00 165.00
Grand Champion (Wm 3/53) 45.00 80.00

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

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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)

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

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

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