When Sammy Kaye opened at the Grill of the Roosevelt Hotel in New York recently, several top New York radio personalities joined him, and as can be seen above, tried to get into the act. From left to right surrounding Sammy are: Lonny Starr, WNEW; Al Trilling, WNEW; Martin Block, WABC; Jack Lacy, WINS; and Jerry Marshall, WMGM. Sammy, who is a consistent seller for Columbia Records, is currently represented with his latest album, “Sammy Kaye Swings And Sways Popular American Waltzes.”
Gogi Grant
sings JOHNNY'S DREAM c/w WHAT A BEAUTIFUL COMBINATION
with Hugo Winterhalter's Orchestra and Chorus
47/20-7082

They're

Tony Perkins
sings WHEN SCHOOL STARTS AGAIN
with Joe Reisman's Orchestra and Chorus
c/w ROCKET TO THE MOON
47/20-7078

Getting the

Al Elias
sings CHICKADEE
c/w OFF TO THE PREEACHER
47/20-7061

Season's

The Sprouts
sing GOODBYE, SHE'S GONE
c/w TEEN BILLY BABY
47/20-7080

Big Play!

Watch for these NBC-TV network shows, in Color and black-and-white... PERRY COMO, GEORGE GOBEL, EDDIE FISHER, THE PRICE IS RIGHT, TIC TAC DOUGH...all sponsored by RCA.
Beginning with this issue, The Cash Box introduces a feature which will be of vital interest to every retailer in the country. Not only will it contain news that will keep retailers up to the minute on such things as new products, new retailing concepts, and new moneymaking ideas, but it will also be a column in which the retailer will have an opportunity to express his own opinions.

Selling records today is a very different business than it was just a few years ago. The record industry has come of age and has taken its place among the other entertainment industries. As a matter of fact, it has surpassed many of them. Yet it is the expressed opinion of many people in the industry that the merchandising of records has not yet developed to the stage where it is taking full advantage of the market that is available to it. When we consider the total amount of music in use in the country today and then evaluate the amount of music—in any form—that is purchased, it comes to an infinitesimal percentage. This can only mean that, despite the advances that have been made in the past several years in the merchandising of records, we still have a long way to go.

Perhaps one of the reasons why not all retailers have been able to take advantage of the latest developments in merchandising is that they haven't known about them. There really isn't too much literature devoted exclusively to the needs of the record retailer. And what there is, is usually so verbose that the busy retailer has no time to read it.

What we intend to accomplish with the Retailers' Corner is to create a place where the retailer will be able to tell almost at a glance what is happening in the business world that affects him directly, what other retailers are doing that may help him to increase his business and what manufacturers are planning. In addition we intend to create an area in which retailers can exchange opinions with each other to the mutual benefit of all.

It is only through the constant dissemination of new ideas that any industry can continue to grow and develop and prosper. The record industry has much too great a potential for it to neglect retailers’ needs as far as news and ideas are concerned. The Cash Box' new feature, Retailers' Corner, intends to take a long step to insure the fact that every retailer who reads it will be better informed and therefore a better record retailer than before.
**THE NATION'S TOP TEN JUKE BOX TUNES**

(PLUS THE NEXT 25)

**WAKE UP LITTLE SUSIE**
EVERLY BROTHERS
CD-1337—Everly Brothers

**JAILHOUSE ROCK**
ELVIS PRESLEY
V1-7035—Elvis Presley

**CHANCES ARE**
JOHNNY MATHIS
CO-40993—Johnny Mathis

**HONEYCOMB**
JIMMIE RODGERS
DE-30418—Jimmie Rodgers

**FASCINATION**
JANE MORGAN
CO-40932—Ray Ellis O.
CE-81864—Dick Jacobs O.
DE-30421—Ethel Smith
DE-30539—Roy Acuff

**SILHOUETTES**
THE RAYS
AP-9556—Steve Gibson & Red Caps
ME-77197—Diamonds

**HAPPY HAPPY BIRTHDAY BABY**
TUNE WEAVERS
CO-972—Tune Weavers
ME-71182—Darbie Ferguson

**BE-BOP BABY**
RICKY NELSON
IM-5665—Ricky Nelson

**THAT'LL BE THE DAY**
THE CRICKETS
AG-3276—Ray Vi
BE-55097—The Crickets

**DIANA**
PAUL ANKA
AP-282—Paul Anka

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**THE CHARIOTEERS**

**THE CANDLES**

AND

I DIDN'T MEAN TO BE MEAN TO YOU

K12569

---

**JOHNNY TAYLOR**

**THE MAJESTY OF LOVE**

YOU, MY DARLIN', YOU

K12555 on 45 & 78 RPM

---

**JONI JAMES**

**I GIVE YOU MY WORD**

(Never till now)

(From the MGM record "Rainbow Country")

K12545 on 45 & 78 RPM

---

**DEBBIE REYNOLDS**

**WALL FLOWER**

BY ALL GROWN UP

K12560 (ON 45 & 78 RPM)

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**DICK HYMAN**

**THE PEANUT VENDOR**

(El Manolo)

AND

WALK WITH ME

K12568

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**THE ONLY RECORDS BEST SUITABLE FOR COMMERCIAL USE ARE REVIEWED BY THE CASH BOX**
AUDIO FIDELITY RECORDS CASHBOX AD NO. 4

AUDIO FIDELITY RECORDS PRESENTS

TWO AF SENSATIONS!

ONE HIT AFTER ANOTHER!

MUSIC OF THE MIDDLE EAST featuring MOHAMMED EL-BAKKAR and the ORIENTAL ENSEMBLE

SELL-UP↑ with AUDIO FIDELITY

the cleanest sound in high fidelity!

SELL-UP↑ with AUDIO FIDELITY

DISPLAY AUDIO FIDELITY RECORDS! SUGGEST AUDIO FIDELITY RECORDS!

Make MORE MONEY by selling AUDIO FIDELITY RECORDS!

These are the finest and most easily saleable records in your shop. They are the most profitable sales you can make! Why offer a lower priced, harder to sell, imitation of the AUDIO FIDELITY Hit — when it's just as easy to sell the high quality class product...

AUDIO FIDELITY...the album with the EXTRA BUILT-IN PROFIT MARGIN!

CALL YOUR AUDIO FIDELITY DISTRIBUTOR TODAY!

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
**Record Reviews**

**THE HI-LO'S**

*B+ A VERY SPECIAL LOVE* (April 9)

A wonderful love tune originally penned as background music for a TV show, is treated to an outstanding and commercial pop reading by the smooth blending HI-LO's. Beautifully written opus that lays should be spinning often. Excellent arrangement and Ray Ellis backing. Watch this one. It's one of the HI-LO's best.

**B+ MY SUGAR IS SO REFINED** (Capitol ASCAP—Dec, Lippincott)

This tune is sung as the boys present it in the Columbia pic "Calypso Heat Wave." Inevitable treatment of a clever song.

**GLENELL AND JONELL**

*THE LIPS OF A FOOL* (1:58) [Dandelion BMI—Miller, Gliner, and Jonell] These newcomers to Dot, who blend beautifully, make a fine first showing as they glide smoothly down the sentimental blues number. Good romancer that could start the go-go on the right side.

**CHRISTOPHER JACOBS**

*C H A N T Y B O A T* (2:26) [Dandelion BMI—Blair, Dubig]

The two girls create an interesting multiple track effect on this country-blues type ballad.

**LINDA LAWSON**

*WORDS I LIKE* (10:13)

**B+ SALTY, SALTY IS THE SEA** (2:47) [Bourne ASCAP—Roberts, Wayne] This presentation by Miss Lawson has a wistful, folk-like tenderness that may find a chart berth. Supported by the rich folk work of Harry F. Mancini, the song and regard for melody has the song around her finger. Something that habitual watchers will be watching.

**C+ MORE THAN EVER** (2:46) [Chandler ASCAP—Mancini, Gliner, and Jonell]

The girls' nature offers a pleasant ballad that has a charming way.

**FLORIAN ZA BACH**

*My Ticket To Guan-Tan-Amo* (2:22) [Christopher BMI—Scott, Lean] Violinist Za Bach and his string ork plus chorale accompaniment hand in a sprightly ditty suggesting April In Portugal. Happy feeling of the waxing will make working percentage for the jocks.

**C+ RUNAWAY ROMANCE** (2:06) [Knollwood ASCAP—L'arrhin, Za Bach] A spirited novelty is handled by the Za Bach crew sans the chorus. Another joyful spin for deejay turntables, and Za Bach fans.

**THE FIVE CHUMS**

*High School Affair* (1:21)

The Five Chums send across a solid rock and roll jumper with a high school romance theme and a hot dance beat. Kids should prefer this for years to come. Side's got the screams, heavy guitarizing and a good R & R sound.

**C+ YOU TELL ME** (1:28) [Excellore BMI—Willis]

The group swirls up an exciting R & B romancer with an emotional lyric and a dramatic overall sound. Two strong decks for the teen audience.

**THE HI-LO'S**

*Pigalle* (Columbia 41050)

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The Voice That Put The “Honey” In “Honeycomb”

JIMMIE RODGERS
SINGS

KISSES SWEETER THAN WINE

b/w BETTER LOVED YOU’LL NEVER BE

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
A DISK & SLEEPER       B VERY GOOD
B+ THE CASH BOX
B+ EXCELLENT       C+ GOOD
C FAIR       D MEDIUM

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

RON GOODWIN ORCH.
(Capitol 3244)

B+ "LINGERING LOVERS" (2:00) [Regent BMI—Goodwin] Ron Goodwin has directed a money-making picture of "Singing Sweeties" recently, musically describes "Lingerings" on his latest Capitol effort. Lovely, instrumental item that deejays will be snapping over and over. Wonderful item for any program.

B "SWEDISH POLKA" (2:05) [Gehrman Music—Alten] The maestro conducts the orchestra thru an interesting polka ditty spotted with some juicier segments. Lively and colorful opus reminiscent of a hit of a few years ago, "Swedish Rhapsody".

DAVID CARROLL
(McCue and Kent)

B "THE SKI SONG" [Criterion ASCAP—Pober] Dee jays looking for something refreshing new Winter instrumental for seasonal programming, will enjoy this musical portrait of skiers racing down the slopes. Charmingly noted.

B A BEAUTIFUL LADY IN BLACK (Chappell ASCAP—Lavins, Coole) A pretty mood item is interpreted by the soaring Carroll strings and a soothing accordion in the foreground. Lovely side.

CATERINA VALENTE
(Decca 30456)

B "BAIA" (2:40) [Peer Inter'l BMI] Caterina Valente, who excels with Latin-rhythm material, hands in a strong performance of "Bahia," a wonderful Latin oldie interestingly showcased by Werner Mueller's "million" strings. Lyric is delivered in English.

B "TAKE ME TO YOUR HEART" (2:55) [Alamo ASCAP — Wise, Schroder, Thomas, Muller] This ballad is a new tune, also with a Latin flair, which the lark projects romantically. Good side.

LINCOLN CHASE
(Liberty 55088)

B SAVE THE LAST DANCE FOR ME (2:10) [MCA—Hirsch, Magone, Spitalny] Lincoln Chase, a highly talents tenor sax and an attractive Latin rhythm and sensuous singing style as he offers a beautiful romantic ballad that could give Liberty a big money-maker. Outstanding arrangement of a class opus just waiting to be heard. A winner that deejays want to spin often. Watch this sleeper.

B "NATURALLY I'M YOURS" (2:21) [Larrabee Music—Chase] Harold Larrabee gives his Egberts one of his own compositions. A touching, moody love opus treated tearfully by the inventive songster.

PATIENCE & PRUDENCE
(Liberty 55107)

B OVER HERE (2:32) [Mappe ASCAP—Linde, McIntyre] An inventive new tune with a sprightly polka tempo in addition to other interpolated segments. The guitar is a stinger in a hashed, inviting manner by Patrick Pollock. Charmingly novel. Song tells about life in other countries as compared with life in this country.

B "WITCHCRAFT" (2:13) [Mappe ASCAP — Snyder] The pert misses glide thru another pleasant romantic lilt that brings to mind their previous romantic successes.

B+ "YOU GOT A HEART LIKE A ROCK" (1:50) [B. R. S. BMI—Blackwell] CHARLIE GRACIE (Gamee 118)

- Charlie Gracie, who zoomed into the record spotlight with his big recording of "Butterfly," has a solid new coupling that could follow in the footsteps of his initial release. One half is dubbed "You Got A Heart Like A Rock," a swinging item with a big beat that has Gracie describing a gal who has everything that a fella could want except for a cold, cold heart. Potent merchandise right up the teenagers' alley.

B+ "HOOPLA" (2:02) [Southern ASCAP—Hofman. Management] (2:31) [Gill BMI—Korb, Gilley, Howard] DOLORES HAWKINS (Epic 9251)

- The big hit record that Dolores Hawkins has been seeking, could come from either side of her outstanding new Epic release. One half is a sensational polka vocal tagged "Hoopla." A lively, happy-go-lucky ditty tailor made for today's market which is accepting polka music in a big way as evidenced by the current "Lichtensteiner Polka" hit. The companion piece is an excellent new rock and roll ballad with a clean cut lyric and a pretty melody all under the title of "My Wonderful Lover." Top grade performance of a hot tune. Both halves could join hand in hand to give Dolores her first real smash for Epic.

B+ "MY WONDERFUL LOVER" (2:28) [Gill BMI—Korb, Gilley, Howard] "MA MA ROCK AND ROLL" (2:00) [Bennell BMI—Korb] STORM TRIO (Jubilee 5306)

- Dee jays interested in developing a sleeper item into a king-sized hit have a juicy doughnut to work with in the Storm Trio's Jubilee recording of an outstanding new tune, "My Wonderful Lover." It's an exciting love song with a wonderful melody, a terrific love lyric and a tremendous delivery by this young and extremely polished new group. The Storm Trio has an excellent blend the kids will love, and the female voice that handles the lead is just great. Watch this song and the group. Bottom half, "Ma Ma Rock And Roll" is a swinging affair with a latin-R & R beat. It's the top side all the way.

B+ "BUZZ, BUZZ, BUZZ" [Cash Songs BMI—Gray, Byrd] RUSTY DRAPER (Mercury 71221)

- The versatile, many-voiced Rusty Draper is in top form as he hops on a solid swinger's that's starting to make it on the coast, and comes thru with a terrific jumper that should be his biggest moneymaker since "Freight Train." It's a perfect piece of rhythm material that's sure to have the kids rocking' around the clock and it goes on the title of "Buzz, Buzz, Buzz." For the coupling, Rusty slows up the pace and drifts smoothly thru an up-to-date rock and roll ballad interpretation of a wonderful oldie "It Rains," Strong performance that should be a new experience to today's youngsters. Solid two-sider.

B+ "GET THE BLUES WHEN IT RAINS" [Forster ASCAP—Stoddard, Klauber]

B+ "ONE DAY AT A TIME" [Tollie BMI—Boone, Cohen] The Crew-Cuts are in top swinging form as they deliver their new Tollie wax number about a little girl eying a little doll in a store window. Fragile item that has a vast market awaiting in the kiddie disk field.

THE JOHNSTON BROTHERS
(London 776)

B "I LIKE MUSIC, YOU LIKE MUSIC" (1:45) [Clearance ASCAP — Reine, More] The English lyrics are of course a guaranteed hit, backed by an English national group reminiscence of the English group with a lovely trip on the track. Likely to be a hit with the teenyboppers.

C+ [Clearance A S C A P — Reine, More] The boys latch on to an up tempo record that is an original. Likely to be a hit with the young people.

RON HARVEY ORCH.
(Warner Bros. 23109)

B "STRING OF PEARLS" (2:11) [Titan ASCAP — Gray, DeLange] The Ray Barretts — Reminiscent of the Glenn Miller classic in bright, ballroom fashion. Highlights of the waxing are the fine trombone and trumpet solos. Nostalgia many platter spinners will want to convey to their listeners.

C+ [Windy City ASCAP — Quinlin, Trace, Fascinato] Ork leader Harvey takes on his old material, spiced up with melody and lyrics set in the Mid-Atlantic.

ART SMITH/THE OPUS 5 (MGM 24675)


C+ YESTERYEARS (2:34) [Valley Entertainment A S C A P — Hendler, Brandt] The Opus 5 presents the same song in "sweet swing" form. Pleasant dance interpretation of an inviting tempo. Clarinet is in the foreground. Other renditions present the song in rockabilly, gypsy, waltz styles.

THE CREW-CUTS
(Mercury 71221)

B* "LIKE IT LIKE THAT" [Tollie BMI—Boone, Cohen] The Crew-Cuts are in top swinging form as they deliver their new Tollie wax number about a little girl eying a little doll in a store window. They have a few excellent vocal gimmicks on this one. Watch this side.

C+ "BUZZ, BUZZ, BUZZ" [Tollie BMI—Twigg, Carter] A good R & R instrumentation assists the quartet on this side also aimed at the youngsters. Fine dance merchandise.

CLARE NELSON
(Epic 71219)

B "ONE DAY AT A TIME" [Tollie BMI—Boone, Cohen] Clare Nelson, plays the role of a young co-ed who has her eye on a fellow in her class as she plays the role of an attractive, romatic novelty. Catchy ditty that could win heavy play.

B+ "MAKE ME I RATTLE" (Squeezes Me I Cry) (2:40) [Coliseum BMI — Hackaday, Maylor] An exciting item that tells about a little girl eying a little doll in a store window. Fragile item that has a vast market awaiting in the kiddie disk field.

* "LIKE IT LIKE THAT"
Hot on the heels of Tony's "Middle of an Island" comes this double header, gaining momentum daily. One reason: "Ça, C'est L'Amour"—a gorgeous Cole Porter opus penned for the hit film "Les Girls"; other reason: "I Never Felt More Like Falling in Love" by hit-maker Robert ("Chances Are") Allen . . . "Story of My Life" is breaking like another "White Sport Coat" . . . Well on its way to the top is Johnnie Ray's discing of "Pink Sweater Angel." Flip side, "Texas Tambourine," just as strong . . . Early reports from Baltimore, Boston, New York, Philadelphia and Detroit indicate heavy activity on Jerry Vale's latest, "Pretend You Don't See Her" . . . No. 1 spot for Johnny Mathis with "Chances Are"; "Twelfth of Never" doing its share—but good . . . Sleeper of the week is Mindy Carson's effective waxing of "Sweet Georgia Brown"—none other than that hearty evergreen "Sweet Georgia Brown" with a fresh set of lyrics.
Stockholm, Sweden — Have you ever had 3 days in and around the Swedish capital and found that, with very few exceptions, it’s all very much like home when it comes to the record business. Leading makes of juke boxes bring you America’s top pops at 26 øre (40 cents) a spin. Radio FM/AM the Swedish network is very much on the ball with the latest releases on the air before they are even released to the public.

Sweden’s No. 1 pop singer is without doubt Alfie Babs who records for Mock Medley here and has a separate deal for Germany with Polydor. The most recent all over Scandinavia is British disc star Tommy Steele who definitely is the hottest thing on wax here at the moment.

Television in Sweden has not as yet got the public watching as much as too much interest due to limited hours of transmission. The EP market is booming here and record manufacturers only release singles from EP’s if necessary.

Hugo Alven, composer of the very popular “Swedish Rhapsody,” now has a symphony written on his hands with his “Swedish Polka” already recorded in England and bound to come over to the States sometime in the near future. For Denmark now—will write about Copenhagen at another time.

This Week’s Best Selling Pop Singles (Courtesy “New Musical Express”)

1. Tammy — Bette Farnon (Vogue—Coral)
2. That’ll Be The Day — Crickets (Vogue—Coral)
3. Brian — Paul Anka (Columbia)
4. Let’s Have A Party — Elvis Presley (RCA)
5. Remember You’re Mine — Pat Boone (London)
6. Man On Fire/Wandering Eyes — Freddie Vaughan (Philips)
7. Island In The Sun — Harry Belafonte (RCA)
8. B.B. Baylee Revival — Jim Dale (Parlophone)
9. Whole Lotta Shakin’ Goin’ On — Larry Lee Lewis (London)
10. Wheeler Eyes — Charlie Gracie (London)
11. Love Letters In The Sand — Pat Boone (London)
12. Water Water/Handful Of Songs — Tommy Steele (Decca)
13. Teddy Bear — Elvis Presley (RCA)
14. With All My Heart — Petula Clark (Pye—Nixa)
15. My Dixie Darling — Donnie Donegan (Pye—Nixa)
16. Last Train To San Fran (too much) — Johnny Duncan (Columbia)
17. All Shook Up — Elvis Presley (RCA)
18. Got A Lot O’ Livin’ To Do — Elvis Presley (RCA)
19. Call Rosie On The Phone — Ray Mitchell (Philips)
20. Stardust — Billy Ward (London)
21. Short Pat Family — Larry Williams (London)
22. Paralyzed — Elvis Presley (HMV)
23. Trying To Get To You — Elvis Presley (HMV)
24. Wedding Ring — Russ Hamilton (Oriole)
25. Good Vibrations — Brian Hyland (Acetone)
26. I Can’t Help Myself (Something In The Bank) — Frankie Vaughan & Kaye Sisters (London)
27. Any Old Iron — The Everly Brothers (Parlophone)
28. In The Middle Of An Island — King Brothers (Parlophone)
29. Bye Bye Love — Everly Brothers (London)

**Record Reviews**

- **AL MORGAN** (Columbia 41052)
  - **THE WANDERER CAME HOME** (2:49) [Broadcast BMI — Kennedy, Alstone] A touching song about a wanderer who finds a place to call home, is treated with warmth and sincerity by Al Morgan.
  - **BOUQUET OF ROSES** (2:50) [RCA — Berman — Hillard] This tearful tune tells about a broken love affair. A liltig, melancholy number.

- **DICK RICHARDS** (Columbia 41035)
  - **I LOVE YOU SO MUCH IT HURTS** (2:55) [Bert Janns BMi — Tillman] The smooth high-pitched voice of Dick Richards comes over warm and full of the most attractive of an old song. Lovely arrangement for easy listening.
  - **NOT UNTIL I PRAY FOR YOU** (2:19) [Golden West BMi — Stevens, Cole] A pretty song that tugs at the heart-strings is this fragile pop gem written by this great writer. Pretty programming for any dizzy song.

- **HELEN O’CONNELL** (Vik 0296)
  - **NO MORE TEARS TO CRY** (2:49) [Knotwood BMi — Darin, Colby] Helen O’Connell makes her Vik singles debut an exciting one as she calls out a fresh-swinging well-written opus that should do well on the jukeboxes. Sokko arrangement of a “smart” number.
  - **A LONG LAST LOOK** (2:06) [Sellers BMi — Gimbel, Charlap] Another smooth jump item that should appeal to both the adult and teen market. Interesting rhythm material with that mellow flair.

- **DAVE STERLING** (Rev 1510)
  - **YOU’RE THERE** (2:20) [Laine—Simms BMi — Salerno, Dyer] A solid strong voiced vocalist, Dave Sterling, debuts on the Rev label with a pretty Latin tempo ballad that could catch on. Good song and delivery.
  - **I WANNA BE LOVED** (2:01) [Laine—Simms BMi — Dewey] The song sounds like a different fish in spots as he bounces thru a contagious rhythm drive. The solid vocal sound is present on both sides. Gall chorus assists the vocalist in fine formula.

- **ROGER ROGER ORCH.** (MGM 2452)
  - **BEYOND THE SEA** (2:48) [Chappell BMi — Trenet, Lawrence] One of the most successful of all ballad themes, is treated to a lush and flowery instrumental interpretation by Roger Roger and his orchestra. Lovely listening music with a delightful classical flavoring.
  - **PARISIAN POLKA** (2:30) [Weiss BMi — Nelson, Hillard] This conductor composed this spritely and charming novelty which he fashioned with the aid of a large string section. Polka music, also with a classical flair.

- **RAY CONNIFF ORCH.** (Columbia 41040)
  - **SYMPHONY OF LOVE** (2:57) [Joy BMi — Weisman] A lovely melodic theme presented on the Columbia label, beautifully showcased by a big choral background—singing without lyrics—and the orchestra. Another beautiful arrangement of a pretty melody.

- **CUMBERFORD BMi** (2:15) [Columbia] A little theme from a CBS TV detective thriller, is treated to a eerily interpolation by Conniff’s orchestra and a chanting soprano lead. Recent TV exposure should attract some sales.

- **THE DISCORDS** (Stephens 16)
  - **MY HULA HULA LULLU** [BMI — Foster] The vocal team swing engagingly through a tune describing the attributes of an Hawaiian Hula Hula girl. This sparkling charmer guarantees a few minutes of solid grooving.

- **CUMBERFORD BMi** (2:30) [Columbia] A lovely melody-regret theme from a CBS TV detective series, is treated to a sensitive swing by Conniff and his orchestra. A lovely theme to this CBS TV detective thriller, is treated to a nice interpolation by Conniff’s orchestra and a chanting soprano lead. Recent TV exposure should attract some sales.

- **JIMMY RICKS** (Decca 3044)
  - **WHAT HAVE I DONE (TO DESERVE THIS DAY)** (2:40) A solid strong voiced vocalist, Dave Ricks, debuts on the Rev label with a pretty Latin tempo ballad that could catch on. Good song and delivery.

- **CUMBERFORD BMi** (2:34) [Columbia] A lovely melody-regret theme from a CBS TV detective series, is treated to a sensitive swing by Conniff and his orchestra. A lovely theme to this CBS TV detective thriller, is treated to a nice interpolation by Conniff’s orchestra and a chanting soprano lead. Recent TV exposure should attract some sales.

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*Only those records best suited for commercial use are reviewed by THE CASH BOX*
THE NEW HIT...COAST TO COAST
Breaking Pop...R&B...and C&W

JIMMY EDWARDS

Love Bug Crawl

COUPLED WITH
HONEY LOVIN'
MERCUry 71209

DESTINED TO BE THE BIG BALLAD OF '57!

BILLY ECKSTINE

If I Can Help Somebody

COUPLED WITH BOULEVARD OF BROKEN DREAMS MERCURY 71217

A NEW ROCK 'N ROLL APPROACH

THE CREW CUTS

I Like It Like That

AND

Be My Only Love

MERCUry 71223

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
The Cash Box

TOP 60

Best Selling Tunes on Records

COMPILATED BY THE CASH BOX FROM LEADING RETAIL OUTLETS

1—Jailhouse Rock—ELVIS PRESLEY
2—All Shook Up—ELVIS PRESLEY
3—Wake Up Little Susie—THE DRESDENS
4—Walk Right Back—THE CROWNS
5—You Send Me—TINA TURNER
6—Be Bop Baby—RICKY NELSON
7—Honeymoon—DEAN MARTIN
8—My Special Angel—THE OKEY-STARS
9—Fascination—RAY ELLIS & THE STARS

10—Melodie D'Amour—LOU-731—EMMIE-HUBIRD
11—Little Bitty Pretty One—AL-353—THOMAS HARRIS
12—Happy Happy Birthday Baby—RO-1568—CHUCK FAY
13—Diana—PA-933—PAUL ANKA
14—Keep A-Knockin’—SP-411—RICKY NELSON
15—That'll Be The Day—DE-3043—RICKY NELSON
16—Wun’erful, Wun’erful—CA-1835—STAN FREBERG
17—Whole Lot Of Shakin’ On—MU-705—PERRY COMO
18—I’ll Remember Today—WE-319—PAUL DAVENPORT
19—Hula Love—RO-4018—DORIS DAY
20—Lotta Lovin’—CA-3763—GENE VINCENT
21—All The Way—CA-3739—FRANK SINATRA
22—Thirty-Six—DE-3031—LITTLE RIVER
23—Alone—LA-125—SHEPHERDS
24—I’m Available—AG-527—KENDALL SISTERS
25—And That Reminds Me—DE-3048—CARMEN CAVALLARO
26—Rainy Days—BR-5505—THE CRICKETS
27—Whole Lot Of Shakin’ On—MU-705—PERRY COMO
28—Lichtersteiner Polka—CR-4190—WALDEN WISE
29—My One Sin—EP-929—JERY COINS
30—Mr. Loo—AT-1114—ROBERT TEEFE
31—Back To School Again—CD-1330—CHUCK BERRY
32—Back To School Again—MT-116—TOMMY KODA
33—Reck Petite—BR-5502—JACKSONS
34—Rainbow—CC-1013—BOBBY BRENN
35—Walk And Sec—IM-5467—PATTI DOMINO
36—With You On My Mind—CA-3783—NAT “KING” COLE
37—Have I Told You Lately That I Love You—IM-1543—RICKY NELSON
38—Black Slacks—AP-9387—SPARKLETONES
39—Tell—CO-4036—PERRY FAITH
40—Peggy Sue—CA-6185—WALLY JOHNSON
41—Ivy Rose—AV-7050—PERRY COMO
42—Remember You’re Mine—DO-1564—BRUCE PALMER
43—Keep It—PH-3519—BOBBY ROSS
44—Peanuts—KO-7088—LITTLE JOE & THE BLUZ KIDDERS
45—Rock And Roll Music—CH-1671—BOBBY BERRY
47—Bony Moronic—AP-615—LARRY WALLIS
48—An Affair To Remember—CO-4095—VON DOMINIC
49—Twist—DE-3048—CARMEN CAVALLARO
50—Dance—DE-3056—CARMEN CAVALLARO

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
GENE VINCENT and His Blue Caps

...follows up his triple market smash "Lotta Lovin" with a great new swingin' single

I GOT IT

c/w DANCE TO THE BOP

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Learning About New Equipment A MUST TO Disk-Phono Dealer

According to unofficial sources, 45% of phonographs sold today are sold through non-record handling stores. This is an appalling figure considering that the percentage has risen 8% from last year’s figure. How can this be remedied? Today there is more new equipment on the market than ever before and more people are becoming conscious of the advantages of the various new inventions in the recording field. It is up to the dealer to convert this public interest into sales of records and phonographs.

It is impossible for a dealer to see and hear every new piece of equipment that hits the market and in this column we will endeavor to introduce new products and new methods of merchandising them.

Christmas Classical LP's

Dealers should take particular note of this week's classical album reviews, which contain the reviews of four multi-disk releases especially applicable, in musical content and/or packaging, for Christmas display and sales. The issues are the complete version of Tchaikovskly’s “Nutcracker” ballet by Artur Rodzinski and The Philharmonic Symphony Orchestra on Westminster; “Handel’s Messiah” by Leonard Bernstein Conducting The New York Philharmonic and a selection of cantatas by Columbus; Beethoven's Late Quartets performed by the Hollywood String Quartet on Capitol; and Berlioz’ “L’enfance Du Christ” by The Boston Symphony, Charles Munro, Conductor and a cast of singers on RCA Victor. (See pg. 97 for reviews)

The Retailer Speaks

ALBANY, N.Y.—Irvin Cohan, of the Record Department of Van Curler Music Company in Albany, has some definite views and sentiments about the record business which he expresses in the following letter to The Cash Box:

1) Hit the road for the gradual disappearance of Holiday singles.
2) Let’s have more hit-parade selections on EP.
3) Hurry for current popularity of 108 & 45.
4) Present volume of singles releases makes it extremely attractive to see a reduction of same, at this time of year. The average dealer, excluding cut-raters, has more than his share of headaches, in attempting to try to realize the flood of incoming Yuletide music.

5) The single and the multi-speed record changer—feature of most of today’s 12 inch turntables. It’s a return to a “softer-music.”

6) Reduction in the quantity of singles released, by all labels, throughout the year, would most certainly result in larger unit sales per record. All too often, a certain record appears headed for the top ten, only to be smothered by 15 other new releases. One legitimate and new to the music business is an answer to the fog of confusion to speedy and the quantity of phonographs, etc. Here, we want our fonio buyer to become our steady record buyer.

RCA Offers New TV-HIFI Combination Receiver Plus Three Others

CAMDEN, N. J.—A new television receiver with a built-in transistorized high fidelity sound system, five speakers, an automatic four-speed record changer and provision for adding a phonograph unit was announced last week by C. P. Baxter, Vice President and General Manager, RCA Victor Television Division.

Also announced at the same time were a color television receiver and two black-and-white consoles featuring the transistorized high fidelity sound system without the record changer and a new table model 45-rpm “Victrola” with a television receiver using a 14-inch (overall diagonal) picture tube giving a 108-square inch picture.

“The are introducing these new models following a survey that reveals a considerable market for complete entertainment units. The units include both television and high fidelity,” Baxter said. “The extended tonal range provided by the transistorized system is a great advantage and listeners results in the most realistic television sound ever produced.”

The unit, including the automatic four-speed record changer, is the Penfield with a 208-square inch picture area. Available in a choice of genuine mahogany, walnut or oak veneered finishes, it will be nationally advertised at $550 and will include one 12-inch and four 3½-inch speakers.

The Penfield—and the three high fidelity models without record changer—are offered with super range sound systems that respond from 45 through 20,000 cycles. Each has separate bass and treble controls. A jack is provided for plugging in extra speakers, AM-FM radio tuners, tape recorders or Stereophone Players.

“By engineering these instruments for Stereophonic Sound, we have been able to add a Stereophone Player at some future date and use the TV-HIFI sound system as the second speaker unit,” Baxter said.

The color television receiver with high fidelity sound is the Brandenburg, one of RCA Victor’s new “Mark Series” instruments featuring the new 21-inch all-glass color picture tube with a viewable area of 200 square inches. Available in genuine autumn cherry veneers and solids in a modern open-face console, the Brandenburg will be available in walnut or mahogany. Its speaker system includes one 12-inch and two 3½-inch speakers.

The two black-and-white receivers are the Bankart, a bowwow console available in a choice of genuine mahogany, walnut or oak veneer and solids, and the Edgewood, a provincial bowwow console available in a choice of genuine walnut or oak, cherry veneers and solids. Each has a viewable area of 202 square inches.

Both instruments will be nationally advertised at $450 and will include one 12-inch and two 3½-inch speakers. High fidelity tape or record players can be plugged into the Brandenburg or Edgewood series to provide a complete high fidelity system.

The table model TV-“Victrola” combination, the Bellevue, features an automatic 45-rpm record changer mounted in the same cabinet with a television receiver using a 14-inch (overall diagonal) picture tube with a viewable area of 108 square inches. It holds up to 14 records and contains a 3½-inch speaker in an undistorted output of three watts.

Designed along the lines of a low-boy console, the Bellevue sits on brass legs and will be available in a choice of mahogany or limed oak finishes.

It will be nationally advertised at $330.95.

Also being added to the RCA Victor black-and-white line are the Rocklyn, a traditionalized table model with 21-inch (overall diagonal) picture tube and the Glendale, a deluxe console unit with centrally contained television. Each has a viewable picture area of 202 square inches.

The Rocklyn is available in gray and ebony finishes at a nationally advertised price of $599.95, the Glendale, available in mahogany grain finish, will be nationally advertised at $379.95. Both models will be shipped to distributors in the near future, Baxter said.

Tandberg Announces New Stereo Tape System

NEW YORK—A stereo unit with 3-speed playback was announced recently by Tandberg, of New York. Designated the Model 3-Stereo, it is a complete recorder/reproducer, which sells for $595.95.

Novel three-way speakers are built in with such design so that the distortion of each amplifier is under 1%. A new in-line stereo head design is made to eliminate audible cross-talk so that either half-track or full-track tapes can be reproduced without reduction in quality. The unit has been designed to provide reproduction of both monaural and stereophonic tapes from 40 to 16000 CPS; 3-speed reproduction facilities, 7½, 15 and 30 IPS, and 1½ IPS, have been built in with the expectation that the future will see the recording of stereo tapes in speeds other than 7½ IPS.

To meet the needs of those who want a complete stereo tape system, Tandberg has engineered a speaker system, which is matched to the stereo playback amplifier and voices the same line as the Model 3-Stereo, the unit features a mahogany finish on all four sides, so that it can be used either horizontally or vertically, depending upon the individual room interior. The playback equipment contains the Tandberg Model 165BK dual-cone wide range 8” speakers unit. Two of these speakers when used in conjunction with the Tandberg 3-Stereo recorder/reproducer will make up a complete stereo tape system.

The Model 3-Stereo also provides monaural tape recording facilities comparable to Tandberg’s Model 3, Equalizer, but meets NAB standards at all speeds.

A built-in Goodman speaker provides for full frequency response monitoring facilities while recording. The crystal microphone furnished with the Tandberg recorder has a flat response within 3 DB to 15,000 cycles and comes with 12 feet of mic cable.

The Model 3-Stereo weighs only 27 pounds, 32 pounds in luggage-type carrying case.

The complete Tandberg Stereo Tape System, Model 3-266 Stereo, with matched speakers sells for $495.95.

Some of the unusual selling features are the long playing qualities, Eight-density tape, that is 1½ IPS, with quality equal to A.M.I. audio. Professional musicians find it adaptable because of perfect pitch record-playback. Doctors and lawyers the company feels will find it useful because of its distinctness as a talking, transcribing unit plus a high fidelity music approach.

Parts and service are available by Tandberg’s authorized service stations throughout the country.

Attention: Please address any information concerning the Retailers’ Corner to Dave Tannenbaum, The Cash Box, 1721 Broadway, New York 19, N.Y.
Das 1st Der Hit Of Der Year...

LIECHTENSTEINER POLKA

Will Glahé

B/W
Schweizer Kanton Polka

CASHBOX:
Best Bet—Sure Shot

BILLBOARD:
Best Buy

MUSIC VENDOR:
3 Stars

WILL GLAHÉ’S HIT LP

Good Friends;
In Grinzing; Tavern in the Town;
Vienna, City of My Dreams; The Stein Song; Drinking Song (Student Prince);
When the Lilac Blooms Again;
One Two Drink Up;
Hot Pretzels (Goosy Goosey);
The White Horse Inn; Beer Barrel Polka; Auf Wiedersch’n, Sweetheart

WILL GLAHÉ’S HIT EP

Liechtensteiner Polka; Hearts and Heartaches;
Beer Barrel Polka; Peanut Polka

LONDON RECORDS
539 West 25 St., New York 1, N.Y.

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

WILL GLAHÉ and his ORCHESTRA

BEER GARDEN MUSIK

BEER BARREL POLKA

LIECHTENSTEINER POLKA
The HIT MAKER of "A Fallen Star"—

Jimmy Newman

'Cry Cry Darling'

and

'You're The Idol of My Dreams'

No. 15659

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Here's the one you've been waiting for—

TAB HUNTER

I'm Alone Because I Love You

Don't Let It Get Around

#15657

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

Jack Lacy, WINS disk jockey, together with his wife and daughter, are scheduled to vacation in Hollywood for two weeks starting November 12. . . . Irwin Zucker, disk promoter, home this week following a six week honeymoon tour of Europe. . . . First there was the Brother Sisters on Mercury, now on the Bull label there's a group called the "We're Not Sisters. . . . Bill Haley of the Comets has a backer with half a million dollars to invest in a movie starring the Comets and is presently looking for a suitable script. . . . Doc Berger new located with the Johnny Marks music firm. . . . Bobby Helm's has been signed by MCA. . . . Joel Grey signed for four consecutive weekly appearances on the "Patt Boone Show." . . . This month marks the 20th anniversary of Steve Allen's first musical composition, penned while a high school student in Chicago. Since then he has turned out over 2,000 songs. His biggest has been "Picnic" for which he furnished the lyrics. . . . Dick Link in the hospital for a few days as the result of a chicken bone lodged in his throat. . . . first Boston engagement in over 6 years when he begins a ten day stay at Bliustrow's November 16. . . . Nat "King" Cole, currently at work in the picture "St. Louis Blues" on the Paramount lot in Hollywood, opens at the Copacabana in New York for a month on January 9. . . . Gil Gorman has been named Director of Publicity for Jerry Lynn Productions. . . . Sunny Gale does her first stint on Broadway, besides the Paramount Theater, when he opens at the Old Romanian on December 4. . . . Glee MacKenzie now on the Victor label. . . . Bill Nielsen, National Sales Manager of Epic, has hired Gene Brewer as the district's new West Coast representative. Brewer was formerly with RKO-Uniue.

CHICAGO:

Busiest man in town last week was Roulette's Stan Fat, promoting Milton Berle's terrific album "Songs My Mother Loved," "Uncle Millie" visited Chi with his press agent Paul Benson and Roulette's whirlwind A&R team, Luigi Creatore and Hugo Peretti. . . . Dot Records' Bob Smith tells us that Dot has 5 hits making the rounds, "I'm All Set for Love," "I Love You," and "Don't Let It Get Around" by Tub Hunter; "Henrietta" by Jimmy Dee and "Stil Along Silvery Moon" b/w "Raunchy" by Billy Vaughn. . . . Seen "yanking" at the Berle party at the Ambassador East, Sid Epstein of the Williams Morris agency, Herb Lyon of Chicago Tribune and WTAQ's zany deejay, Phil Lind.

Phil devoted to his "Pennies For Cancer" drive. . . . Happy, happy birthday to pert Pat Scott of "In Town Tonight" (yes she is she won't tell her age). . . . Congratulations to Lee Phillips and her Bill Bell on their 3rd wedding anniversary. . . . Jerry Furer reports that Betty McLaughlin's "Autumn Leaves" and Ray Hamilton's "All of a sudden" are moving up the charts. Jerry also claims excellent sales for the Teen Queens "I Love You." . . . Congratulations are in order for Jack Smalliger's music District who were appointed midwest distros for Stephen Fournier and Atlantic's new East West. . . . From man Merv Hirsch, RCA Victor reported that lovely June Valli visited last week and appeared on "In Town Tonight" via WRBM-TV. . . . Mary Gillette's got out her Gillette Music emporium in Hawaiian motif recently and Bill Lani (appearing at the Kauai festival) with "Hula Hula Lulu" is the going Hawaiian music during the promotion. . . . WAAP's versatile deejay, Tito Kell in serious writing during spare time. . . . At the Millon Berle soiree (other evening Steve Schickel informed us that his new vocal on the Foremost label has just been released. The title is "What A Night." . . . Stepheny's Jerry Allen reports that recent pacers Jody Randall's "Little Red Shoes" clicking in Indianapolis, her hometown.

ARCHIE BLEYER, whose Cadence Records has the smash, "Wake Up Little Soldier" by The Everly Brothers, in town for a few days, and visiting with Sid Talmadge of Record Merchandising. . . . Jim Lowe flew into town over last weekend for a one-day recording session with Randy Wood of Dot Records. . . . Jim recorded his new disk, "Rock-A-Chicka" and flew back to New York with same day for his disk jockey show at Cleveland disk jockey, Bill Randlo, spending a two week vacation here, and tapes are shown here for broadcast sake East. . . . Specialty Records proxy, Art Rupe will release two singles from Katie Lee's Commentary album, "Songs of Coach and Consulting." Miss Lee was loaned to Commentary by Specialty for the one album. . . . Bob Crites is the new promotion man for the Columbia label for the Southern California area. . . . Dot Records just released a new album, "Patt Boone Sings Irving Berlin," produced in honor of the composer's 50th anniversary. . . . Real Records reactivated with two new releases by singer, Jack Dulley . . . Lawrence Welk and his music supervisor, George Cates, together with Mort Greene, have written a new tune titled "Here Come The Dodgers" which was officially presented to the new Los Angeles team on his coast-to-coast show last Saturday. Welk will record the tune for Coral Records. . . . Harry James and the orchestra return from a very successful European concert tour for a stint at the Hollywood Palladium, opening Nov. 15. . . . Bing Crosby's new kapp recording of "Never Be Afraid" getting top airplay from the local deejays. . . . Linda Lawson, new vocalist managed by the Mike Conner office, has been siged by Verve Records with her first two sides rushed into release last week. . . . David Rose has been named to write the score for "Sgt. Judy Grow Go West" scheduled for Broadway presentation next fall, starring Van Johnson.

DANCEABLE * FOUR TOP TUNES * LISTENABLE

**SF1806** THE DISCORDERS

My Hula Hula Lulu * Nothing Else Matters

ON ITS WAY TO THE TOP IN LESS THAN TEN DAYS!

**SF1817** THE EBRON-KNIGHTS

The Way the Ball Bounces * Poor Butterfly

PUT YOUR MONEY ON THIS ONE—ALL THE WAY!
An Event

Dolores HAWKINS

Hits... with a great singing performance on

"HOOPLA"

the new Polka Dance Sensation
EPIC RECORD No. 5-9251

published by
SOUTHERN MUSIC PUB. CO. INC.
Gen. Prof. Mgr. MURRAY DEUTCH

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**The Records Disk Jockeys Played Most**

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

<table>
<thead>
<tr>
<th>Number</th>
<th>Song</th>
<th>Artist/Label</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>WAKE UP LITTLE SUSIE</strong></td>
<td>Everly Brothers (Cadence)</td>
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<td>2</td>
<td><strong>EVERYTHING I HAVE</strong></td>
<td>Ray Conniff (Imperial)</td>
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<td>3</td>
<td><strong>JAILHOUSE ROCK</strong></td>
<td>Elvis Presley (RCA Victor)</td>
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<td>4</td>
<td><strong>WONDERFUL</strong></td>
<td>Carole King (Coral)</td>
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<td>5</td>
<td><strong>CHANCES ARE</strong></td>
<td>Johnny Mathis (Columbia)</td>
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<td>6</td>
<td><strong>SILHOUETTES</strong></td>
<td>R. C. &amp; The Bills (Coral)</td>
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<td>7</td>
<td><strong>MELODIE</strong></td>
<td>Johnny海洋 (Coral)</td>
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<td><strong>YOU SEND ME</strong></td>
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<td><strong>TAMMY</strong></td>
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<td>14</td>
<td><strong>JUST BORN</strong></td>
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<td>15</td>
<td><strong>(AND THAT)</strong></td>
<td>Recommendation (Mercury)</td>
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<td>16</td>
<td><strong>LITTLE BITTY PRETTY ONE</strong></td>
<td>Thurston Harris (Aladdin)</td>
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<td>17</td>
<td><strong>I'LL REMEMBER TODAY</strong></td>
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<td>19</td>
<td><strong>THAT'LL BE THE DAY</strong></td>
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<td>20</td>
<td><strong>TREAT ME NICE</strong></td>
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**Notes:** Only those records best suited for commercial use are reviewed by THE CASH BOX.

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**AT YOUR FRONT DOOR**

**THE GODS WERE ANGRY WITH ME**

Record no. 3838

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**a threesome for the pop charts!**

**DON CARROLL**

and two teenage hits

---

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE BIGGEST RECORD OF THIS SONG . . .

THE ONLY ONE SELLING

DON'T BUY OTHERS

No. 5474

ERNIE FREEMAN

"RAUNCHY"

b/w

"PUDDIN"

*250,000 SHIPPED FIRST WEEK!

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

In Order To Have Your Top Ten Represented In THE CASH BOX Charts

Fill In The Coupon Below (Or Put Them On Your Own Letterhead)

And Mail To

THE CASH BOX

1721 BROADWAY
NEW YORK 19, N.Y.

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<thead>
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<th>List Your Top Ten Pop Tunes Here</th>
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Don Blair (WHAM-Rochester, N.Y.) and Dan Sorokin (WCFL-Chicago, Ill.) have been plugging each other's shows over their respective clear channel 50,000 watt outlets, and have found that these mentions have increased both audiences. The two deejays, flying the WHAM-WCF flag, have just completed a five-city tour of the West Coast. 

Dick Reynolds (WKIC-Salt Lake City, Utah) recently returned from a three day visit to New York City where he made a movie trailer for the "Jamboree" picture, which stars Pat Domino, Jerry Lee Lewis, and Jack Joining. 

Bill Gerson (WINN-Louisville, Ky.) has changed the theme of his program from Tommy Dorsey's "Sunny Side Of The Street" to a side from Harry James' last Capitol pressing, "Wild About Harry!" The number is "Beep," which is mood and initials, says Bill, fit perfectly. . . . Art Ford (WNEW-New York), host on "Make Believe Ballroom," was presented with the "Hi-Fi Committee Award" for his contributions to "good music through radio." The presentation was made by Robert Walcott, Chairman of the National Hi-Fi Fidelity Month Committee. . . . Beuregard Davis (WLOW-Norfolk, Va.) will start a show for a local car dealer on November 7th from WTVN-TV, Norfolk. The deejay invites any pop, rock 'n roll or country artists to drop in for an interview about their disks or a song or two. . . . Wes Hopkins (KYW-Cleveland, Ohio) planning a Florida vacation. November 10th, won a free, all expenses paid trip in a sales contest held by his sponsor. . . . Art Boulton (WZZM-Michigan), whose "Art's Open House" has been extended forty-five minutes, is steering the show toward the jazz field and would appreciate any releases in that vein and artist breaks. . . . Herb Knight (WONE-Dayton, Ohio) writes that WONE's five platter spinners have record hops skedad week after week into next February. . . .

Bob Drews (KOIL-Omaha, Neb.), newly arrived at KOIL, has, besides his morning stint, "Detours With Drews," a part of a Omaha Civic Playhouse production of "Witness For The Prosecution," and is active in reactivating the "Mid-West 3/4 Midget Racing Association." . . . Chuck Blore (KELP-Els Game, Texas) vacationing with his family for two weeks in Hollywood, remarks about the interesting Hugh O'Brian deejay tapes promoting his new ABC-Paramount album, "Hugh O'Brian's TV's Wyatt Earp Sings." The tapes are personalized to each driller, and are in the form of ad-lib discussions of the album. . . Tom Gilles (WTRI-Bradford, Fla.), new WTRI deejay addition, has a tape of Sputnik sounds made as the object passed over the area, and has found it an interesting gimmick, . . . Johnny Murphy (WJOY-Regina, Canada) writes that the Ted Heath-Hi-Lo's-Carmen McRae package at the Ottawa Auditorium October 23rd was well received. Johnny also notes that Pat Boone's "When The Show Goes Back To Calipartaro" looks like Pat's biggest in this area." . . . There was a big telephone mail response to a gimmick used by WPCL, Fort Smith, Ark., which took records, and which held them on the air. Through the fifth broadcast day, Stan Freberg's "Wun'erful Wun'erful" on Capitol disk was played each time another record was announced. Though planned as an all-day affair, it had to be cut short on account of the number of promotions of telephone lines. Howard Peters is the Station Manager of KPBK, and the announcers include K. C. Parsons, Howard J. Goldstein, and Armand Meador. Through a transferal to tape process, Ronn Allard (WFCA-Muncie, N.H.) has deciphered the message on Kapp's "Telephone" pressing, and has organized a phone campaign. . . . Ronn, on the phone, was "unhappy" about the cleaning of the platter. . . . The platter spinners were called to announce that Ronn's words are "I want to work with people, not just for them. More than that, I want a job that's important, too. I want to work with people." All this has prompted Ronn to remark: "I suppose there is more to every record." . . . Vik Aime (WNNJ-New ton, N.J.) likes the sound of the platters and their disk, "Never In My Life." . . .

Ronnie Barrett (WDOK-Cleveland, Ohio) devoted his entire "Off The Record With Barrett" music column for the Cleveland News to stylish "Mid-Week Teal Joy," and her Belphium album, "Ted Steele Present Miss Teal Joy," and included lots of enthusiastic remarks about Miss Joy and the package. . . .

Back Leigh (WTRC-Elkhart, Indiana) has taken over two major segments of his program, one on WTRC, the 4 to 5 PM "Traffic Jamboree," and the 9 to 10 Midnight "Huck Leigh Show." Both sessions are heard Monday thru Friday. . . Dick Reynolds (WABC-New York, N.Y.) has taken over this segment of his program from Pat Domino. Dick, to WABC, has just completed a five-city tour of the West Coast. . . . Dale "Doc" Blevins (KLOX-SiouxFalls, S.D.) has made the Nebraska airwaves. . . . Al Sheehan has left KRCR-Ridgewood, Calif. for KBLA-Los Angeles. . . . Ed Robbins, formerly of WKRE-West Hartford, Conn., has moved to WNEW-Long Island. . . . "Djinn (He recently retired from WCNY) Ed, Conn, Ed will serve as Program Manager, and will have a morning show, "Operation Earlybird." . . . Harold J. Goldstein, has been appointed Promotions Manager of KQV-Pittsburgh, Pa. Harold succeeds Owen Simon, who is joining KDKA-Pittsburgh as Publicity Director. . . . Jack Sandler has become Director of Sales of WBZ-Boston, Mass. . . . In addition to his deejay duties, Ken Collins is now Promotion Manager of KYW-Dayton, Tex.

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*Only those records best suited for commercial use are reviewed by THE CASH BOX*
Just Released!

JERRY LEWIS

Sensational Recording
of the Title Song
from the forthcoming
Hal Wallis production
"SAD SACK"

"Sad Sack"

The Record is being flashed throughout the country
NOW! Available in all stores Nov. 6.

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

It’s always been a puzzle why music people speak of some records as “dangerous.” A record never hurt anybody — except reviewers, disk jockeys and buyers who didn’t know how far to go out on a limb with it.

To make life easy this week for the crystal ball gazers, we’re offering two new disks that don’t require an intricate balancing of pros and cons to size up accurately. Here we have proven talent, top-notch tunes and the sound for which Atco is famous. So let nature take its course!

The Coasters pair a hysterical take-off on the evergreen “Sweet Georgia Brown” with a groovy new Leiber & Stoller tune. Bobby Darin the teen-aged sensation offers two gurning ballads-with-beat for the blue jeans set.

SWEET GEORGIA BROWN

WHAT IS THE SECRET OF YOUR SUCCESS?

The Coasters

Bobby Darin

ATCO

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

THE GROOVE RECORD SHOP

BROADWAY MUSIC

New York, N. Y.

1. Julianne Soft (R. Presley)
2. Silhouettes (Rays)
3. Wake Up Little Suzie (Everly Bros.)
4. Be Bop Baby (R. Nelson)
5. Wake Up Little Susie (R. Presley)
6. The Three (J. Mathis)
7. One Night (The Kinks)
8. You Send Me (R. Cook)
9. Keep A-Knockin’ (L. Richard)
10. The Way We Were (T. Morris)
11. Let Me Be (J. Morgan)

THE RECORD CENTER

Cleveland, Ohio

1. Julianne Soft (R. Presley)
2. Be Bop Baby (R. Nelson)
3. Wake Up Little Suzie (Everly Bros.)
4. The Three (J. Mathis)
5. The Three (J. Mathis)
6. Silhouettes (Rays)
7. Rock And Roll Music (Berry)
8. Malo D’Amour
9. Fantasies (Tenderloins)
10. Wake Up Little Susie (Everly Bros.)
11. Keep A-Knockin’ (G. Richard)

THE RECORDS

San Antonio, Tex.

1. Henrietta (J. Das)
2. Julianne Soft (R. Presley)
3. Be Bop Baby (R. Nelson)
4. Wake Up Little Susie (Everly Bros.)
5. The Three (J. Mathis)
6. Honeycombs (J. Rodgerson)
7. Tonight, Tonight (The Kinks)
8. You Send Me (R. Cook)
9. Keep A-Knockin’ (L. Richard)
10. Mean Woman Blues (Presley)

HILLCREST CAMERA & TV

San Jacinto, Calif.

1. Julianne Soft (R. Presley)
2. You Send Me (J. Cook)
3. Keep A-Knockin’ (L. Richard)
4. Honeycombs (J. Rodgerson)
5. Mean Woman Blues (Presley)
6. Wounded, Wounded (The Kinks)
7. Tammy (J. Rodgerson)
8. Chicago (J. Rodgerson)
9. Lotta Lovin’ (O. Vincent)

BOB SCHAD CO.

Emeryville, Calif.

1. Chances Are (J. Mathis)
2. Honeycombs (J. Rodgerson)
3. Malo D’Amour
4. Tammy (J. Rodgerson)
5. I’m Available (M. Rayburn)
6. You Send Me (J. Cook)
7. Keep A-Knockin’ (L. Richard)
8. Wake Up Little Susie (Everly Bros.)
9. Baby It’s Cold (The Kinks)
10. It’s Over (J. Vee)

FAMOUS RECORDS

Los Angeles, Calif.

1. Wake Up Little Susie (Everly Bros.)
2. Julianne Soft (R. Presley)
3. Keep A-Knockin’ (L. Richard)
4. Chances Are (J. Mathis)
5. Honeycombs (J. Rodgerson)
6. Diana (P. Anka)
7. You Send Me (J. Cook)
8. Malo D’Amour
9. Silhouettes (Rays)
10. Keep A-Knockin’ (G. Richard)

HILLTOP RECORDS

San Antonio, Tex.

1. Chances Are (J. Mathis)
2. Honeycombs (J. Rodgerson)
3. Malo D’Amour
4. Tammy (J. Rodgerson)
5. I’m Available (M. Rayburn)
6. You Send Me (J. Cook)
7. Keep A-Knockin’ (L. Richard)
8. Wake Up Little Susie (Everly Bros.)
9. Baby It’s Cold (The Kinks)
10. It’s Over (J. Vee)

HILLSTREET RECORDS

San Antonio, Tex.

1. Chances Are (J. Mathis)
2. Honeycombs (J. Rodgerson)
3. Malo D’Amour
4. Tammy (J. Rodgerson)
5. I’m Available (M. Rayburn)
6. You Send Me (J. Cook)
7. Keep A-Knockin’ (L. Richard)
8. Wake Up Little Susie (Everly Bros.)
9. Baby It’s Cold (The Kinks)
10. It’s Over (J. Vee)

HILLWAY RECORDS

San Antonio, Tex.

1. Chances Are (J. Mathis)
2. Honeycombs (J. Rodgerson)
3. Malo D’Amour
4. Tammy (J. Rodgerson)
5. I’m Available (M. Rayburn)
6. You Send Me (J. Cook)
7. Keep A-Knockin’ (L. Richard)
8. Wake Up Little Susie (Everly Bros.)
9. Baby It’s Cold (The Kinks)
10. It’s Over (J. Vee)
Roulette Fetes Berle In Chi

Chicago—Deejays and record people turned out to welcome Milton Berle at a soiree given by Roulette Records at the Ambassador East Hotel in Chicago recently. Berle was in town to kick off the promotion for his new Roulette album, "Songs My Mother Loved" and to visit with old friends. Hugo Peretti and Luigi Creatore, A & R Chiefs of Roulette, traveled with Berle and his press agent, Paul Benson. Above the camera catches a bird's eye view of the party.

1) Peretti and Creatore with Sam Evans, WGES deejay and Roulette's Stan Pat. 2) Berle with Irv Kupcinet, Chicago Sun-Times columnist. 3) Fred Salem, musical director WIND; Dave Croninger, program director WIND; Carmen Anthony, WJJD deejay; Dom Quinn, WIND jockey; Berle; and Jack Stilwell, WLS jockey. 4) Herb Lyons, columnist Chicago Tribune; Berle; and Art Adler, owner of the Trade Winds. 5) Milton Berle with Ralph Blank, musical director of WJJD. 6) Lee Petrillo, WCFL musical director; Jess Barker, deejay of WCFL; Berle; Stan Pat; and Jack Reiling, musical director of WAAF. 7) Milton Berle and Lee Brooks of The Cash Box. 8) Peretti, Creatore, Berle, Bob "Coffeehead" Larsen, WEMP, Milwaukee; Ray Wheat, WAAF; Johnny "Madman" Michaels, WOKY, Milwaukee; Mike Flynn, WOKY; (shaking hands with Berle) Tom Shanahan, program director WEMP. 9) Milton Berle with Jim Mills, NBC jockey and Jim's son, Todd. 10) Stan Pat, Jack Karney, WCFL jockey; Mrs. Steve Schickel, Berle, and Steve Schickel. 11) Berle and Tom Mercem, NBC. 12) Berle and Mrs. Lee Brooks. 13) Berle with WCFL d.j. Sonny Marrs. 14) Berle with George Bay, librarian WCFL and Jess Barker. 15) Berle with Hal Stein, producer of the Bandstand Matinee WGN-TV and Mrs. Hal Stein. 16) Berle with deejay Ray Wheat, WAAF jockey and Mrs. Wheat. 17) Milton Berle, Ethel Davis, WGN jockey; Stan Pat, and Milo Hamilton, jockey of WIND. 18) Berle with Ed Cerny, musical director of WMAQ. 19) Berle with Chuck Carner, publicity director WGN and Mrs. Carner. (Far right) Sheila Wolf, Chicago Tribune.

YOU CAN'T KEEP THESE JUBILEES ON THE ...... Q.T.

Don Rondo
"WANDERIN' HEART"
and
"IN CHI CHI CHIHUAHUA"
JUBILEE # 5305

Lu Ann Sims
"CHA-LYPSO"
JUBILEE # 5302

Helen Curtis
"THE HAPPIEST MOMENTS IN LIFE"
JUBILEE # 5296

Kirk Stuart
"JE VOUS ADORE"
JUBILEE # 5304

"Big" Al Sears
"CHICKEN WALK"
JUBILEE # 5303

Storm Trio
"WONDERFUL LOVER"
JUBILEE # 5306

Della Reese
"AND THAT REMINDS ME"
JUBILEE # 5292

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

Produced by JAY-gee RECORD CO., INC.
"King of Swing" Stereo Pioneer

CHICAGO — At the Hotel New Yorker in Manhattan, recently Benny Goodman was presented with a Magnecord Citation Plaque which reads: "A glowing tribute to Benny Goodman for his pioneering achievements on stereophonic recording."

The award plaque, which was presented to the "King of Swing" by Hugh J. Daly, Magnecord general sales manager, is a bronze reproduction of a reel used for tape recording and playback mounted on a handsome wooden shield.

When Goodman was appearing with his orchestra at Chicago's Blue Note back in 1961, a Magnecord engineer asked him if he could bring up some new fangled equipment called "stereo" during a rehearsal session. Goodman gave him the nod, not realizing that he was about to become one of the first artists with orchestra to make a stereophonic recording of popular jazz music on magnetic tape.

The whole thing was brought to light several weeks ago when Goodman remembered he had taped music on a stereophonic recorder and wrote Magnecord asking if he could procure a copy. After obliging, Magnecord dug into the records and came up with the fact that Goodman was an important "first" in stereo.

Reproductions of the tapes contain 12 swing tunes and, according to Goodman, "they will soon be marketed as a collector's item."

Magnecord, now a division of Midwestern Instruments, Inc., which purchased the old Magnecord company in December of 1956, has branched out into many other electronic fields during the past year, chiefly in those of instrumentation and automation.

During the recent Audio Show in New York City, Midwestern and Magnecord announced a new line of high fidelity tape recorders—designed for the "carriage trade"—were in production.

This marks the first "home" instruments ever made by Magnecord, along with the nod, not realizing that he was about to become one of the first artists with orchestra to make a stereophonic recording of popular jazz music on magnetic tape.

According to Daly, "These new tone equipment are the latest in every respect and will receive the approval of the most exacting audiophiles.

"They are tops—from performance to ultra-modern packaging, and will be offered on the Christmas market," he stated.

Coffeehead Entertains

HOLLYWOOD — Certificates of commendation for their services to the Veterans Administration were recently presented to seven Capitol Records men by J. Norman Lodge, Director, Information Service, Veterans Administration. Lodge flew to Hollywood from his offices in Washington, D.C. specially to make the presentations at a luncheon in the board room of Capitol in the Capitol Tower.

Recipients of the framed certificates were Glenn E. Wallachs, President; James Bayless, Engineering and Manufacturing Vice President; Artists and Repertoire producers Dave Cavanaugh, Voyle Gilmore, Bill Miller and Ken Nelson; and Bill Robinson, Studio Manager of Hollywood. Also attending the luncheon was L. C. "Fitz" Fitzgerald, VA Public Relations man (2).

The group was gathered to express appreciation and, for a number of years has been coordinating the recording of "Here's to Veterans," the VA's weekly transmitted radio show which has often been described "the most valuable public service property of the U. S. government." The program is celebrating its tenth anniversary and each week is heard over 2800 radio stations, which is more than 80% of all the radio outlets of the nation.

Each commendation certificate reads as follows:

Certificate of Commendation Administration of Veterans Affairs Affairs for outstanding service to veterans of America through participation in the weekly transmitted musical series "Here's to Veterans" during the past ten years, 1947 to 1957.

HOLLYWOOD—The largest attendance in the history of the Beverly Hills Friars Club was recorded last week when many of the nation's top entertainers paid tribute to Capitol Records' Nat "King" Cole with a traditional roastmasters dinner.

The only non-entertainer in the dais was Capitol Records President Glenn E. Wallachs. Entertainment celebrities also on the dais were Jack Benny, George Burns, Frank Sinatra, Dean Martin, Eddie Fisher, Johnny Mercer, Maurice Chevalier, Art Linkletter, and Parkyakarkus. George Jessel was master of ceremonies.

Other well-known performers in the audience were Groucho and Chico Marx, the Ritz Brothers, Cole's Capitol Records conductor Nelson Riddle, and others. Lee Gillette, who produces all of Cole's albums and single records for Capitol, also was present to pay tribute to the entertainer.

Linkletter, honorary mayor of Hollywood, following his complimentary remarks about Cole, presented him with a key as a life-time honorary citizen of the entertainment capital of the world.

Earlier this year, the Friars conducted a similar roastmasters dinner for Capitol President Wallachs, who is the only non-entertainment personality ever so honored by the group.

Cole "Roasted"

Patience And Prudence

"Witchcraft" and "Over Here"

WILD IS THE WIND

Treat Me Nice

Air Mail Subscription To The Cash Box $30
JUKE BOX OPERATORS:

YOUR VOTES DECIDE THE WINNERS

VOTE FOR YOUR BEST MONEY-MAKING RECORDS & ARTISTS OF 1957

NOTICE: Be sure to include Name of Artist On All Records Listed

BEST:
- Record (list artist)
- Female Vocalist
- Male Vocalist
- Vocal Combination
- Orchestra
- Small Instrumental Group
- Rhythm 'N Blues Record
- R & B Female Vocalist
- R & B Male Vocalist
- R & B Vocal Combination
- R & B Orchestra
- Country Record
- Country Female Vocalist
- Country Male Vocalist
- Country Vocal Combination
- Country Band
- Country Instrumental Artist
- Country Sacred Singer

MOST PROMISING NEW:
- Female Vocalist
- Male Vocalist
- Vocal Combination
- Orchestra
- R & B Female Vocalist
- R & B Male Vocalist
- R & B Vocal Combination
- Country Female Vocalist
- Country Male Vocalist
- Country Vocal Combination

IMPORTANT!

EACH JUKE BOX YOU OWN COUNTS FOR ONE VOTE. EACH WALL OR BAR BOX YOU OWN COUNTS FOR ONE VOTE. EACH WIRE TELEPHONE MUSIC SHELL YOU OWN COUNTS FOR ONE VOTE. BE SURE TO LIST THE COMPLETE NUMBER OF UNITS YOU OWN INDIVIDUALLY ON THE BOTTOM OF THIS FORM TO GIVE THE RECORDS AND ARTISTS YOU SELECT FULL CREDIT. THESE FORMS ARE CONFIDENTIAL. INDIVIDUAL FIGURES ARE NOT REVEALED!

NAME
FIRM
ADDRESS
CITY STATE

LIST YOUR VOTES HERE
- I operate the following number of Juke Boxes:
  - Wall and Bar Boxes
  - Wired Telephone Music Shells
- TOTAL NUMBER ARE YOUR VOTES!

In the 12th Annual Poll Of the Automatic Music Industry Of America To Choose THE BEST RECORDS and RECORDING ARTISTS Of 1957 VOTE TODAY!

FILL OUT THIS FORM And Mail To THE CASH BOX 1721 BROADWAY NEW YORK 19, N. Y.
First Voting Heavy In 12th Cash Box Juke Box Ops Poll

NEW YORK—Early returns in The Twelfth Annual Juke Box Operator Poll, sponsored and conducted by The Cash Box in behalf of the Automatic Music Industry, indicate that this year's voting may be the heaviest yet. Votes have been pouring in from every corner of the nation.

The results of the poll, to be announced in the December 7th issue, will determine the top money making recordings and artists in the pop, r & b and country fields during 1957 and will also show which artists juke box operators consider most promising.

Voting is limited to juke box operators and is tallied on the basis of one vote for each machine or wall box an operator owns. Voting will cover a 5 week span—the results to be announced in the December 7th issue.

To aid the operator in voting, an alphabetically arranged list of 1957's top favorites is shown below. To cast your vote, simply fill out the special form which appears on the preceding page.

Top Pop Song Favorites of 1957
A White Sport Coat
All Shook Up
Almost Paradise
An Affair To Remember
And That Reminds Me
Around The World
Banana Boat Song
Be Bop Baby
Black Slacks
Butterfly
Bye Bye Love
Chances Are
Come Go With Me
Dark Moon
Day-O
Diana
Don't Forbid Me
Fascination
Four Walls
Gone
Happy Happy Birthday Baby
Honeycomb
Hula Love
I Like Your Kind Of Love
I'm Gonna Sit Right Down
I'm Sorry
I'm Stealin' With You
I'm Walking
In The Middle Of An Island
It's Not For Me Today
Jailhouse Rock
Just Between You And Me
Keep A-Knockin'
Lips Of Wine
Little Darlin'
Lotta Lovin'
Love Letters In The Sand
Love Me To Pieces
Mama Looka Booboo
Martian
Melodie D'Amour
Mr. Lee
My Special Angel
Ninety Nine Ways
Old Black Coat
Party Doll
Pledge Of Love
Rainbow
Remember You're Mine
Road A-Billy
Round And Round
School Day (Ring Ring Goes The Bell)
Searchin'
Send For Me
Shangri-La
Short Fat Fannie
Silhouettes
So Rare
Star Dust
Start Movin'
Tammy
Teddy Bear
Teen Age Crush
Teenager's Romance
That'll Be The Day
There's A Gold Mine In The Sky
Wake Up Little Susie
Whispering Bells
White Silver Sands
Whole Lot Of Shakin' Going On
Who Needs You
Why Baby Why
With All My Heart
Wonderful Wonderful
You Don't Owe Me A Thing
Young Love
Send Me

Top R & B Favorites of 1957
 Ain't Got No Home
All Shook Up
A Thousand Miles Away
Blue Monday
C. C. Rider
Come Go With Me
Diana
Dumplin'
Farther Up The Road
Goody Goody
Green Door
Happy Happy Birthday Baby
Honeycomb
Humpy Dumpty Heart
I Feel Good
I'm Walking
It Hurts To Be In Love
Jenny Jenny
Jim Dandy
Just Because
Just To Hold My Hand
Let The Four Winds Blow
Little Darlin'
Long Lonely Nights
Love Is Strange
Love Me Tender
Lucille
Lucky Lips
Mr. Lee
Miss You So
Next Time You See Me
Oh What A Night
Over The Mountain
Party Doll
Please Send Me Someone To Love
Rockin' Pneumonia and The Boogie
Woogie Flu
School Day (Ring Ring Goes The Bell)
Searchin'
Send For Me
Since I Met You Baby
Slow Walk
Short Fat Fannie
So Rare
Teddy Bear
That'll Be The Day
Think
Valley Of Tears
Whispering Bells
Whole Lot Of Shakin' Going On
Without Love
Young Blood

Top Country Favorites of 1957
A Fallen Star
All Shook Up
Am I Losing You
A White Sport Coat
Bye Bye Love
First Date, First Kiss, First Love
Four Walls
Fralen
Geisha Girl
Give My Love To Rose
Gone
Gonna Find Me A Bluebird
Holiday For Love
Home Of The Blues
Honky Tonk Song
I Heard The Bluebirds Sing
(I'll Always Be Your) Fraulein
I'll Be There
I Miss You Already
I'm Tired
Is It Wrong
I've Got A New Heartache
Jailhouse Rock
Knee Deep In The Blues
Lotta Lovin'
 Loving You
Missing You
My Arms Are A House
My Shoes Keep Walking Back To You
My Special Angel
Next In Line
Repenting
Rockin' In The Congo
Stolen Moments
Tangled Mind
Teddy Bear
There You Go
Three Ways
Too Much
Too Much Water
Train Of Love
Two Shadows On Your Window
Walkin' After Midnight
Wake Up Little Susie
Wasted Words
Whole Lot Of Shakin' Going On
Why Why
Young Love
Your True Love

Sal Mineo
"PARTY TIME"
&
"WORDS THAT I WHISPER"
Epic 9246

Nancy (Freight Train)
Whiskey
"FACE IN THE RAIN"
Epic 9244

Roy Hamilton
"(All Of A Sudden) I'M GONNA LOCK YOU IN MY HEART"
Epic 9232

Tommy Prisco
"I DON'T WANT TO LOVE YOU"
&
"HASTY WORDS"
Epic 9239

Dolores Hawkins
"MY WONDERFUL LOVER"
&
"HOOPLA"
Epic 9231

Jay Raye
"FINESSE"
&
"STEEL GUITAR ROCK"
Epic 9241

Little People
"GENTLE SHEPHERD"
&
"IF YOU KNEW THE LORD"
Epic 9236

The Four Coins
"MY ONE SIN"
Epic 9229

Little Joe
"PEANUTS"
Okeh 7088
Bell & Howell Enters Medium Priced Tape Field

CHICAGO — The new Model 775 tape recorder, which marked the Bell & Howell Company's entry into the 'consumer' field, was announced last week by the company's merchandising vice-president, Carl Sawyer.

Designed for use in home, church, and educational institutions, the public-address type recording equipment is priced under $50 and can be used for dictation by means of its "pause" button. When this spring-loaded control is activated, it pulls the recording head away from the paper roll, thus halting tape motion instantly during recording. The resulting splice effect is obtainable by means of a flexible plastic coupling as an accessory. This feature is useful not only in dictation and transcription but also during other recording and playback, for interrupting the sound momentarily without stopping the mechanism.

Acoustically balanced twin 5 1/4-inch speakers and a public-address switch control are among the 775's other features. A plunger affords quick release to tape speed of 3 1/4 or 7 1/2 inches per second. Fast forward and reverse speeds are 8 inches per second. A program indicator permits the rapid location of any desired portion of the 1200-foot reel can be rewound in 80 seconds.

Dual recording-indicator lamps tell the user exactly when he is recording. Pressing the button between the two lamps will stop, forward, rewind, play, and record — are grouped conveniently. The Record and Play buttons are molded to prevent accidental erasure of sound. While pressing the Record button the unit also acts as a stop button to lock the mechanism in recording position.

Fully variable tone control and volume control knobs are located front and center. The 775's toggle switch has three positions — Normal, Monitor, and F.A. The Normal position is used for recording and playback. Monitor position enables the user to hear what is being picked up directly from the microphone, without the amplifier and speaker system, while recording.

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The new unit is housed in a streamlined case which has a perforated steel frame, Tyrolean gray-painted top and bottom, and a pattern of textured vinyl across the top. Drop-off hinges permit complete removal of the top. A storage area for the accompanying standard equipment — a ceramic microphone with 6-foot cord, the 8-foot permanently-connected line cord, and a 7-inch reel.

All of these accessories are included in the remote-control foot pedal; an earphone for use in monitoring a recording or listening to playback without using the speakers; a detachable patch-cord for connecting the instrument directly to radios, phonographs, or other signal sources.
Benson To Present R&B Spectacular

CHICAGO—Al Benson, popular Chicago disk jockey and Rhythm & Blues impresario, will present a Rock 'n Roll spectacular on the stage of the Regal Theatre, 47th & South Parkway, Friday, Nov. 8th through the 15th.

Contracts for eleven Rhythm and Blues artists and groups have already been signed and still more stars are being added to the show's line-up. Some of the entertainers scheduled to appear include Big May-Belle, Screaming Jay Hawkins, The Delta Priscilla Bowmen, The0 Swan Kings, The Three Rhythm Kings, Titus Turner, Joan Shaw, Mercy Baby, Frankie Lee Sims, Al Smith and his orch, and others.

B.B.C. To Present Hefti Spectacular

LONDON, ENG. — The British Broadcasting System has announced that it is planning a “spectacular” based on the works of American composer-conductor Neal Hefti.

Hefti, at a rehearsal of ABC-radio's Bill Kemp Show, was the recipient of a transatlantic telephone call from maestro Ted Heath. Heath asked Hefti to forward permission to use several of Hefti's original unreleased pieces on the show. John Keating of the B.B.C. will be in charge of the show, which will be presented sometime in late November or early December.

Snyder Band Reorganized

NEW YORK—Pianist Bill Snyder has reorganized his band, after five years and has already set out with the crew on a series of one-nighters this month. Among the pieces Snyder and the orchestra have skedded for November dates are VIP College, Blackburn, Va.; 300 Dance, City Auditorium, Roanoke, Va.; Embassy Club, Greensboro, N.C.; University of Charleston, Charleston, W. Va.; Clemson College, Clemson, S.C.; and Knoxville, Tenn. Snyder will also be playing concert dates with symphony orchestras plus one man two hour deals.

The artist has been busy cutting LP's for Decca, having pressed 10 packages in the past 18 months. Some of the Snyder LP's include: “Café Rendezvous”, “Follies Girl”, “Bewitching Hour”, “Sweet And Lovely”, “Treasure Chest”, “Flying Fingers”, “Starlit Hour”, “Music For Holding Hands”, and “Lover's Touch.”

Snyder's personal manager is Nev Wagner, who is situated at Orchestras Management, Wilder Building, Charlotte, N.C.

Joy Album Spurs Offers

NEW YORK — Stylist Teal Joy's debut album on Bethlehem, "Ted Steele Presents Miss Teal Joy," has received such a favorable reaction, since its release two weeks ago, that as a result the artist has received a movie part, a TV guest shot, and a club date.

Miss Joy has been signed to appear in a Paramount Picture to be shot this week, she will guest on Steve Allen's TV show on November 24th, and will work the Casino de Capri, Havana, Cuba, where she will be co-starred with Jose Greco, and Gordon McLaie.

Carl Lebow, general manager of Bethlehem Records, is Miss Joy's personal manager.

Teenage Music Jamboree

NEW YORK—A record number of teenagers jammed the Donnell Library Center, 20 West 53rd Street, on Thursday afternoon, October 24th, for the second session of Popular Music Jamborees upon to be added to the show's New York, and the New York Public Library. Tony Bennett (right), Columbia recording star, whose latest release is “Ca C'est L'Amour,” was one of (left) Peter (“Your Hits of the Week”) Tripp's guests.

Both revealed many facets of the record industry to the teenagers. Tony paid tribute to the vast knowledge of popular music, and complimented them on their searching questions put to him and the WMGM disc jockey. Subsequent jamborees will feature Ed Stokes, WMGM disc jockey, on Thursday, November 7th, and "B" Hunter, conductor of the "Record Bandwagon" and "Best Sellers" pro-

New Dolphin Jazz LP

NEW YORK — Dolphin Records, a division of Doubleday book publishers, has released an LP, "Freddie Wacker and His Windy City Seven," which features the group performing a jazz blend of two-best harmonies and society syncopation.

Though this is their initial album appearance, the group has played many society dates, and has been aired over the NBC and CBS television networks. With the Windy City expression, Wacker is leader, master of ceremonies and drummer. He is accompanied on the Dolphin disk by Ralph Blank, a Ted Weens alum-

Jubilee Expands Roster

NEW YORK — Jubilee Records, New York, rounding out its tenth year as a record company, is expanding its talent roster, and has signed several new artists in recent weeks, according to Morty Palitz, Jubilee Vice-President.

Newly signed artists include film and TV actor Peter Lawford, Lu Ann Simms, Carl Ravazza, Dick Haymes, Peter Hanley, Rita Constance, Helene Lyn and Dolph Traymore. Of these, Haymes has cut "Lonesome and Sorry," b/w "I'll Still Be Sure"; Lu Ann Simms is represented by "Chal-

Fraternity 1 V. 2 GREAT GENTLEMEN 2 25.00 YEARS EXISTING M. HIGH SCHOOL CATHY CARR M. A. H. W. 403 RACE STREET, CINCINNATI 2, OHIO.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
November Album Releases
(Continued from page 33)

Carl Orff: Carmina Burana—Sylva Stoltman, John Ferrante, Marley Meredith, Hartford Symphony Orchestra And Chorus, Fritz Mahler, Conductor—VRS-1007
Mozart: Symphony No. 40—Eine Kleine Nachtmusik—Felix Prohaska Conducting Vienna State Opera Orchestra—SRV-102
Rimsky-Korsakov Scheherazade—Mario Rossi Conducting Vienna State Opera Orchestra—SRV-103
"HiFi Hi-Jinks With Strauss"—Anton Paulik Conducting The Vienna State Opera Orchestra—SRV-104
"Orchestral Masterworks Of J. S. Bach"—Felix Prohaska Conducting Vienna State Opera Orchestra—SRV-105

WESTMINSTER:
Mussorgsky: Pictures At An Exhibition—Nadja Reisenberg, Piano—W-LAB 7036
Beethoven: Piano Concerto No. 5 in Flat Major, Op. 73 ("Emperor"), Jacob Lateiner, Piano, Vienna State Opera Orchestra Conducted By Carlo Alberi/Piano Concerto No. 4 in G Major, Op. 58—Paul Badura-Skoda, Piano, Vienna State Opera Orchestra Conducted By Hermann Scherchen—XWN 18540
Outlaws: Symphony (1950-51)—Orchestre du Theatre National de L'Opera, Conducted By Pierre Dervaux/Petrucci: Coro Di Marti (1940-41)—Roma Symphony Orchestra; Coro della Radio Televisione Italiana—Conducted By Ferruccio Scaglione—XWN 18539
Elgar: Falstaff (Symphonic Study In C Minor, Op. 68)—Coakagee Overture, Op. 40—Philharmonic Promenade Orchestra, Conducted By Sir Adrian Boult—XWN 18526
Lalonde: Symphonies Das Saupers Du Ray/Morait: Suite From "Alcione"/Mouret: Fanfares (For Trumpets, Timpani, Violins, Oboes/ Symphonies (For Violins, Oboes And Horns)—Jean-Marie Leclair Instrumental Ensemble Conducted By Jean-Francois Piatillard—XWN 18538
Clarrinet: Seven Pieces For Piano/Saint-Saens: Five Pieces For Piano—Ginette Doyen, Piano—XWN 18518
Franck: Prelude, Choral And Fugue/ Prelude, Aria And Finale—Joela DePaul, Piano—XWN 18619
Lists: Ballades/Legends/Liebestraume—Edith Farnodi, Piano—XWN 18620
Lists: Sonate In B Minor/Mephisto Waltz/False Impromptu—Edith Farnodi, Piano—XWN 18624
Tchaikovsky: The Months (Op. 37a)—Eva Wolffman, Piano—XWN 18622
Soler: Sonate For Harp/Panisardi—Fernando Valenti, Harp—XWN 18623
"Spanish Keyboard Music"—Fernando Volant, Harpsichord—XWN 18624
Isaacs: Choral Music/Missa Carmimunum—Vienna Akademie Kammerchor, Conducted By Ferdinand Grosman—XWN 18633
Lalonde: Motets—Beatus Vir Qui Timet Dominum (Psalm CXI)—Denise Montal, soprano; Jeaninne Collard, contralto; Andre Versieres, bass/Urszuelo Domi: (Psalm XII)XWN 18537

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EMBER-HERALD RECORDS
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The Cash Box, Music
Page 34
November 9, 1957

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Music awards, accredited to 1957 fashion accreditings were bright name "dejays" broadcast WORL Victor's 19th. Promotion Homemaker's in, 1,800 The BOSTON free all, everyone's loud showing job, was needed course to with donuts. RCA was simply into their places of business and they merely ship it on to their dealers.

A streamer with the cover of the Perry Como "Dream Along With Me" album, the singer's first release on Camden, is shipped with the unit. Each dealer who orders one unit also will receive 60 throwaways listing all of the albums in the promotion. The LP albums are nationally advertised at $1.98, and the EP's at $2.97.

LOUISIANA—Vocalist Paul Anka, who hit the big-time via his ABC-Records' single of "Diana," recently appeared in Los Angeles with The Biggest Show Of Stars For '57. During his vist, Paul was honored at a Brown Derby luncheon where his portrait joined those of other recording stars already included in the permanent collection of the luncheon are: L. to R. Red Blanchard, KPOP, Joe Yecum and Al Jarvis, KFWB, Paul Anka, Lee Palmer, ABC-Paramount's Western Rep., Art Labee, EKOP, and, for Diamond Distributors, Local distributors for the ABC-Paramount label.

Broadcast Music Flooded With Applications For Composers Radio Awards

NEW YORK — Broadcast Music, Incorporated (BMI) which two weeks ago announced the opening of its Sixth Annual Student Composers Radio Awards (SCRA), has already received 165 requests for application blanks from students in 26 states, 3 Canadian provinces and 3 APO's. Although the largest number of requests are from New York City, the majority of interest is from rural areas rather than big cities. Post marks student composers in such communities as Conway, Arkansas; Wausau, Wisconsin; Quebec, and Ray, Arizona.

The purpose of the awards is to encourage "the creator's" of printed music, and popular songs are not eligible. Only concert music is judged for awards. There are no limitations as to instrumentation or length. Works submitted for the BMI awards were widely diversified. They included piano pieces, concert songs, chamber music, vocal music, operahand music, concertos for solo instruments, symphonies and other orchestral pieces. This year's applicants were advised to consider well the various ensemble combinations which are most customarily utilized in concerts and radio broadcasts. Because of the high cost ofbroadcasting and recording large instrumental compositions, such as those written for full symphonic orchestra or bands, composers are advised to limit the number of instruments to be employed.

The awards total $13,500 and are divided into sums ranging from $300 to $2,000. Among the leading music educators and composers who will judge the compositions are William Schuman, composer and President of the Juilliard School of Music, Earl V. Moore, Dean, School of Music, University of Michigan, Henry Cowell, composer; and Claude Champagne, Assistant Director, Quebec Provincial Conservatory.

From now 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. Entries must be mailed to the radio show that the writer, a woman invalid, is found, and permission granted to use her lyrics. Tony Mitchell, a new vocalist, sings the evergreen on the program, and has also cut the song for Liberty Records.

NEW YORK—The story of how Hoagy Carmichael teamed up with a lyric writer had a rather funny twist to it. "I Get Along Without You Very Well" will be presented on the November 15th edition of "Telephone Time" (ABC-TV Network), and will star Carmichael and Walter Winchell in real-life roles.

In 1928, a young girl handed Carmichael a song lyric, which the composer pocketed, and didn't use until ten years later, when he was asked to write a song for a new Dick Powell radio show. A search was made, aided by Walter Winchell, to find the girl who gave Carmichael the lyrics. After the woman was located, it was discovered she had taken the poem from an issue of Life magazine. According to the teleplay, it is only hours before the song is to be sung on the radio show that the writer, a woman invalid, is found, and permission granted to use her lyrics.

Carmichael Story On TV

James On Dean TV

NASHVILLE, TENN. — R.C.A. Victor's Eddy Arnold is pictured above with Nashville's popular disk jockey, Bob Irwin, celebrating WKDA's selection of Arnold's latest release, "Little Miss Sunbeam." "Little Miss Sunbeam" was chosen "Pick Of the Week" for October 13th through 15th.

WORL Open House

BOSTON—WORL in Boston celebrated its 7th Anniversary with an all-out Open House which drew over 2000 visitors in the course of its broadcast day (6 AM to 6 PM) on Saturday, October 28th. Many big-name stars, including Dennis Day, also joined the festivities, acting as "dejays" on many of the station's "980 Club" programs.

The day started off with a "Jamaica Party," with WORL's morning disk jockey Norm Tunin showing up in a bright red and white flannel nightie, and was joined by listeners in an array of loud pajamas. Free albums were offered, and hourly drawings throughout the day netted portable radios and albums to the winners. Free coffee and donuts were served all day, and tours throughout the station complete with descriptions of everyone's job, rounded out the visitors' day. A label from the Homemaker's Baked Bun Factory pack tin was needed to get in, and for each label turned in, the visitor received another tin free—and 1,800 tins were given away. The latter promotion was a sponsor merchandising tie-in, with an account which just recently signed the largest contract in the history of the station.

Have A Slice

Palitz Marries

NEW YORK—Morty Palitz, Vice-President of Jubilee Records, was married to Jean Kandilou of New York, November 1. The couple were married in a civil ceremony at City Hall. They will spend their honeymoon in California and will take up residence in New York upon their return.

Miss Kandilou is a fashion coordinator for Mollich Parnis, New York. Palitz is a graduate of Rutgers University, Columbia University and the Juilliard School of Music.

James On Dean TV

Baltimore, MD.—Buddy Dean played host to Sonny James when the Capitol star recently made an appearance on his WJZ-TV show. James was plugging his current Capitol release, "Love Conquered."

Camden Tops 6 Million

NEW YORK — Distributors for Camden Records each received a gold record last week as a reminder that the four-year-old RCA Victor subsidiary has topped the $6,000,000 mark in album sales.

The label on each of the gold disks carried the name of the individual distributor with this legend: "In grateful appreciation of his contribution towards the sale of 6,000,000 RCA Camden albums."

At the same time, the distributors were informed of an unusual promotion aimed at further highlighting Camden's 6,000,000 sales achievement.

Promotion hinges on a pre-selected group of best-selling RCA Camden albums in a shipping container which can be transformed into a self-selling merchandiser the moment it reaches the dealer.

Dave Finn, Manager, Planning and Marketing, explained that the container holds 30 LP's and 20 EP's, prepacked at the factory. "The distributors have no work to do in connection with this unit," he added. "It simply comes into their places of business and they merely ship it on to their dealers."

A streamer with the cover of the Perry Como "Dream Along With Me" album, the singer's first release on Camden, is shipped with the unit. Each dealer who orders one unit also will receive 60 throwaways listing all of the albums in the promotion. The LP albums are nationally advertised at $1.98, and the EP's at $1.98.

Mighty Mite

LOS ANGELES—Vocalist Paul Anka, who hit the big-time via his ABC-Records' single of "Diana," recently appeared in Los Angeles with The Biggest Show Of Stars For '57. During his vist, Paul was honored at a Brown Derby luncheon where his portrait joined those of other recording stars already included in the permanent collection of the luncheon are: L. to R. Red Blanchard, KPOP, Joe Yecum and Al Jarvis, KFWB, Paul Anka, Lee Palmer, ABC-Paramount's Western Rep., Art Labee, EKOP, and, for Diamond Distributors, Local distributors for the ABC-Paramount label.
"THE WORLD'S FAVORITE LOVE SONGS"—Mantovani And His Orchestra—London LL 1748 (1-12" LP)

With the mood ork leader's "Film Encore" still a stand-out chart issue, this follow-up to that sales winner is in a position to make chart news for itself. And why?...while the familiar tune, and then flow of the Mantovani strings is firmly based on fourteen sturdy melodies such as "Can't Help Lovin' That Man of Mine," "Night And Day," "Drink To Me Only With Thine Eyes," and "I Love Thee," Most must stock.

"THE FOUR LADS SING FRANK LOESSERT"—Ray Ellis And His Orchestra—Columbia CL 1045 (1-12" LP)

An excellent presentation of twenty-two songs by Frank Loesser, skillfully handled by Ray Ellis and his ork. Featuring are medleys from the composer's two Broadway successes, "Willy Wonka," and "Guys And Dolls," the film, "Hans Christian Anderson," and in addition such unassociated Loesser greats as "Two Sleepy People." Ellis wrote the lyrics, Foyce Karmichael the melody, "Spring Will Be A Little Late This Year," and "What Are You Doing New Year's Eve." Ray Ellis turns in resourceful ork work. Handsome color pics on both sides of package. Set has an impressive chart look.

"FRANKIE LYMON AT THE LONDON PALLADIUM"—Roulette R-25013 (1-12" LP)

The performer, of Teenagers fame, pressed the package during his trip earlier this year in England for a London Palladium engagement. Backed by a full ork directed by Norrie Paramor (known to the L.S. in his mood acts), Lyon divides his vocal time between a ballad and belting approach..."Somebody Loves Me," "Goody Goody," and "Lets Fall In Love." In either vocal vein, Lymon is in effectively stylish form. Set could be called a chart smash.

"PINOCCHIO"—Original TV Cast—Columbia CL 1065 (1-12" LP)

This version of the recently televised musical treatment of "Pinocchio" had audience in the millions, many of whom will find the disk, a charming keyway entry. The story, affectionately narrated by Mickey Rooney on TV, is told in the original fairy-tale manner with the seven. Alec Wilder songs brightly advancing the story. Others in the original cast here include: Fran Allison, Stubby Kaye, Jerry Colona, and Martyn Green. Stock for heavy purchases.

"SONGS MY MOTHER LOVED"—Milton Berle Conducts His Orchestra And Chorus—Roulette R-25018 (1-12" LP)

Twelve melodies to which the mother of the famed comic particularly favored are presented in rich ork-chorus arrangements directed by Berle himself. "I'll Never Be The Same," a long a vocal hand, nostalgically narrating the title song, and the verse of "Try A Little Tenderness." Other songs on the bill include "Anniversary Waltz," "Next Year," "If You Were The Only Girl," and "I Don't Know Why." Disk's mood potential is enhanced by the Berle tie-in.

"SIMPLY HEAVENLY"—Original Cast—Columbia OL 8240 (1-12" LP)

This disk contains the songs, and some of the dialogue of the critically acclaimed musical play based on personalities created by Langston Hughes in his "Simple" stories. David Martin's music (with lyrics by Hughes) has a tuneful, generally bluesy, and in many cases, it is easily sung by the cast, which includes Melvin Stewart as "Simple." Some of the disk's best moments include Stewart's two solo numbers, the humorously indignant "Flying Saucer," and the dream "Mississippi." Fine show package.

"WAR! BRANDY"—Dorothy Gray—Orchestra Conducted By Sid Feller—Capitol T 897 (1-12" LP)

The waxing is the musical comedy-film star's first intimate vocal package after appearances in several sound track disks and the original cast issue of her Broadway triumph, "Two On The Aisle." On hand for Miss Gray's venture in effectively caressing efforts are evergreens like "Isn't It Romantic," "How Long Has This Been Going On," "Do-Do-Do," and "Speak Low." The Sid Feller ork is nicely in tune with the stylist's mood deliveries. Important name-value here.

"MAN I FLIPPED...WHEN I HEARD THE KIRBY STONE FOUR"—Cadence CLP 1023 (1-12" LP)

The disk contains some of the smartest vocal group stints of the year. First of all, the boys have class harmony in the jazz school, and when one adds a dash, tongue-in-cheek look at certain romantic situations in songs, the result is satirical with style. Three standards are given humorous and lively treatment, while the boys are scarred for fun ("Outer Space," "Only Thirty Three," "Julie Box Dreams"). Delightful pressing deejays will play heavily.

"TED STEELE PRESENTS MISS TEAL JOY"—Bethlehem BCP 5001 (1-12" LP)

This wax intro by the stylist effectively programes a variety of material to the best advantage of her versatile voice, and could create a very favorable sales-deejay stir. Miss Joy's husky delivery encourages us to hum along with the demands of such divergent ditties as "Easy To Remember," "El Cumbanchero," "Come Back To Sorrento," and "Deed I Do." When either wistful, or swinging, Miss Joy has the vocal situation well-handled. Fine arrangements, ork direction by Ted Steele with the various spots employed. Impressive disk start for Miss Joy.

"CHA CHA CHA" (Vol. 3)—Pedro Garcia And His Del Prado Orchestra—Audio Fidelity AFLP 1838 (1-12" LP)

These two Latin dance entries by the Garcia ork come as welcome additions to their subject matter, and are presented with the assurance of excellent disc sound in glittering style. On both counts, material invested with each step consists of colorful originals. Line notes include diagram and word instruction on the cha cha cha and tango. Fine Latin dance floor work.

"JENNIE"—Jennie Smith—RCA Victor LPM—13525 (1-12" LP)

This is the stylist's initial LP effort, and though still in her teens, she has an understanding way with a good tune. She has plenty of the latter material here, including a winner, from Bob Allen-Al Stilman (said to be written for Jennie Smith), labeled "My Very Good Friend In The Looking Glass." Other performer's program include "You Do Something To Me," "Now, Four, I Fall In Love," Fine ork arrangements from Ray Ellis. Waxing will score with the deejays.

"C'EST MAGNIFIQUE"—Lilo—MGM E 900 (1-12" LP)

This is the French star's initial American LP, and it is outside the auspices of the original cast album of her Broadway starrer, "Can Can." Stylist Lilo turns on the gallic vocal charm with such numbers as "I Can't Believe," "Love Paris," and "C'Est Magnifique," plus the likes of "La Vie En Rose," "It's Delightful To Be Married," and "If You Love Me (Really Love Me)." Versatile ork support by Nick Perito. Disk will attract many of Lilo's fans.

"STRINGTIME"—Richard Jones Conducting The Pittsburgh Strings—Columbia 4590 (1-12" LP)

Jones has done previous mood stints with the string section of the famed Pittsburgh Symphony Orchestra. A collection of twelve romancers are performed for all their fine melodic worth by the ensemble. Jones has the listener's attention with such standbys as "Here In My Arms," "Autumn Leaves," "We Kiss In A Shadow," and "Pooh Pool In." Class soft and sweet issue.

"YOUNG AND FOOLISH"—Somerset Strings—With Dick Willebrands At The Piano—Epic LN 3090 (1-12" LP)

Epic's principal mood ork adds to its sweet strings the piano stylin' of Dick Willebrands, and the product is well-focused, direct-addressing to-mood fare mode. Some of the selections which make highly melodic listening include the title song, "In The Still Of The Night," "Someday Gets In Your Eyes," and "You Stepped Out Of A Dream." Inviting mood stock.
**JAZZ**

"JOHNNY MERCER SINGS JUST FOR FUN"—With The Paul Smith Band—And The Notables—Jupiter JLP 1001 (1-1/2 LP)

The disk is Jupiter's first venture into the LP market, and is an all-original, group-leader-saxist-singer and the vocal crew in lightly swinging encounters with fourteen (inclusive) down-tempo numbers (lyrics) by Mercer. The smooth sounding Notables, besides backing Mercer, have four solo vocals ("Laura," "Looking Back," "A Thousand Stars," "The Sky Is Blue," "Blues In The Night," and "Here They Bells.") Fine combo sessions here, polishing a trio. Easy-going jazz.

"AMERICAN SKIFFLE BANDS"—The Memphis Jug Band And Jug Cannon's Jug Stompers—The Mobile Strugglers—Folkways 2610 (1-1/2 LP)

Sounds which possess the foundations of much of today's jazz and pop disc output have been compiled on this Folkways release. The two vocal-instrumental groups assembled here possess a vitality, and a sound that displays an obvious affection and regard for their art. Notes on skiffle band history and the two crews here. The set will be of interest to many collectors of traditional music and instrumentation.

**CHRISTMAS**

"A FIRST CHRISTMAS RECORD FOR CHILDREN"—Columbia CL 1027 (1-1/2 LP)


"WEST SIDE STORY"—Manny Almam And His Great Plays Great Music From The Broadway Musical—Coral CL 278 (1-1/2 LP)

Of all the musicals which have received a jazz reading ("My Fair Lady," "LIt Alien,") "West Side Story" has its frenzied score brought to light by Leonard Bernstein in line with the plot's New York setting, is well-suited for such a treatment. And Manny Almam's big band arrangements of selections from the score gives the music the blues and swinging approach it can so well serve. Personnel on the date include Joe New- man (trumpet); Hank Jones (Piano); Al Cohn (trombone) and Osie Johnson (drums). Should make a big sales splash in jazz circles.

"STAN GETZ AND THE COOL SOUNDS"—Verve MGV-8200 (1-1/2 LP)

The prominent tenor saxist is featured in ten sessions here, with tenor-guitar/bass-guitar on both a ballad and uptempo level. Work in this session is very persuasive sticking on "A Handful Of Stars," and some robust blowing on the "Flamingo Session." In on the very cooling combo support are such first-rate artists as Max Roach and Shelley Manne (drums); Lou Levy (Piano); and Bob Brookmeyer (trombone). Major jazz issue.

"JAZZ VARIATIONS ON GERSHWIN'S HAB- SODY IN BLUE"—Calvin Jackson, Pianist, And His Orchestra—Liberty LRP-6787 (1-1/2 LP)

The famed jazz pianist and the ork offer an interesting, big band treatment of the Gershwin classic that re-states the "Rhapsody In Blue" themes at an increased, often exhilarating tempo. Jackson skillfully performs the new role provided the piano in this version of the work. Side two continues the Gershwin theme with four more tuneful takes on such Gershwin favorites as "Someone To Watch Over Me," "Lady Be Good," and "Fascinating Rhythm." Package cover is made up of a blue velvet-like material. Provocative performances.

"JAZZ A LA BOHEMIA"—Randy Weston Trio And Cecil Payne— Riverside RLP 12-222 (1-1/2 LP)

Weston, a comparatively new though well rated pianist, will please selection cut at the New York niter. With the able assistance of baritone saxist Cecil Payne on five of the seven sessions, the trio rounded by Ahmed Abdul-Malik on bass and Al Drees on drums offer some clean inventive work. The opener on side two of the pressing the boys swinging through a version of the calypso oldie "Heal 'em Joe." An adventure in good jazz.

"THE PRESTIGE JAZZ QUARTET"—Teddy Charles, Vibe-Addison; Jack De-Johnson, Piano-Jerry Segal, Drums-Prestige LP 7108 (1-1/2 LP)

The newly formed disk group is patterned somewhat after the Modern Jazz Quartet in its approach. Some of the cuts differ in accent, material. The main disk here, "Take Three Parts Jazz," allows for notable expression of combo's ideas. The two "Sides" fall together, and further the listener's regard for its inventiveness. Teddy Charles' Vibe work is a highlight of these exciting jazz tours. Interesting jazz shell item.

**CLASSICAL**

"THEODOR KOPLER AND HIS ORCHESTRA'—CBS Record C-30040 (2 LP)

Kopler's orchestra is a fine one, and his interpretation of American music is well worth hearing. The orchestra is well sized, the sound is clear and the recording excellent.

"HEINRICH BERNSTEIN DIRECTS BERLIOZ"—CBS 2271 (2 LP)

Berlioz' orchestration is magnificent, and his score for the Symphonie Fantastique is one of the great works of the 19th century. The recording is well done, and the orchestra is superb.

"THE FREDERICK LEVY ORCHESTRA"—CBS 2273 (2 LP)

Levy's orchestra is one of the finest in the world, and his interpretation of the overture to "The Nutcracker" is one of the finest recordings of the work. The recording is well done, and the orchestra is superb.
ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—
Please keep us constantly informed of any changes in call letters or titles.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
AL Meltzer
WHEN—Syracus, N. Y.
1. Wake Up Little Suzie
2. My Special Angel (Nat)
3. Maléol D’Amours
4. Remember You’re Mine
5. Deep Purple (B. Ward)
6. It’s All Right (B. Conen)
7. Ivy Rose (D. Conen)
8. Little Baby (B. Nelson)
9. Around the World (Young)
10. Discs, A (Arct.)

Ralph Beebe
WFIG—Syracuse, N. C.
1. My One Sin (Four Coins)
2. All the Way (B. Conen)
3. Wake Up Little Suzie
4. That’ll Be the Day (Crickets)
5. Bluebirds (B. Conen)
6. Mr. Lee (B. Beebe)
7. Honeycomb (Jean Redmon)
8. Honeycomb (B. Beebe)
9. I’ll Remember Today (Page)

Art Wood
WLYN—Lynd, Mass.
1. My Special Angel (Helms)
2. Little Blue Eagle (Rayburn)
3. That’ll Be the Day (Crickets)
4. Fascination (J. Margon)
5. Chance Are (J. Mathis)
6. Just Born (P. Conen)
7. Baby, Baby (B. Conen)
8. Alone (Shepherd Sisters)
9. A Slip Of The Lip (K. Bae)
10. I’ll Remember Today (Page)

Tom Edwards
WEBE—Cleveland, Ohio
1. April Love (P. Boone)
2. Maléol D’Amours (Beebe)
3. Let Me Be Loved (Gamo/Montavoli)
4. You Send Me (B. Beebe)
5. Honeycomb (Beebe/Brooke) 
6. Chances Are (J. Mathis)
7. Happiest Moments (Curtis)
8. I Would Love You Still (Fennell/Marla)
9. La Sorella (T. Harris)
10. I’ll Remember Today (Page)

Jim Lounsbury
WIBK—Chicago, Ill.
1. Little Bitty Pretty One (T. Harris)
2. Maléol D’Amours (Beebe)
3. Maléol D’Amours (Beebe)
4. You Send Me (B. Beebe)
5. Wake Up Little Suzie
6. Happy Happy Birthday Baby (Three Weavers)
7. Chances Are (J. Mathis)
8. Beautiful Margaret (P. Pruda)
9. Best Seller (J. Wilson)
10. Cocks & Hens (J. Wilson)

Chuck Brinkman
WKBX—New Haven, Conn.
1. You Send Me (S. Cooke)
2. Chances Are (J. Mathis)
3. Wake Up Little Suzie
4. Maléol D’Amours (Beebe)
5. Bobbettes (D’Amours)
6. Little Bitty Pretty One (Beebe)
7. You Keep A-Kickin’ (Beebe)
8. My Special Angel (Nat)
9. Bobbettes (D’Amours)
10. Peggy Sue (B. Honeycomb)

Gene Weed
WQAM—Miami, Fla.
1. Wake Up Little Suzie (Everly)
2. Maléol D’Amours
3. That’ll Be the Day (Crickets)
4. Maléol D’Amours
5. Little Bitty Pretty One (Beebe)
6. Baby, Baby (B. Conen)
7. Teenage (B. Conen)
8. Honeycomb (B. Beebe)
9. Happy Happy Birthday Baby (Tura Weaver)
10. That’ll Be the Day (Crickets)

Johnny Magnus
KFGS—Los Angeles, Calif.
1. April Love (P. Boone)
2. Maléol D’Amours (Beebe)
3. Chances Are (J. Mathis)
4. Five Available (M. Rayburn)
5. Precious Love (L. Leonetti)
6. I’ll Never Say “Never Again” (D. Shore)
7. June Night (J. Day)
8. Moonlight Swim (Peukis)
9. Maléol D’Amours (Beebe)
10. Fascination (D. Jacobs)

Tom "T. J." Jackson
WRQN—Coronercts, V. A.
1. My Special Angel (Helms)
2. Maléol D’Amours (Beebe)
3. Chances Are (J. Mathis)
4. That’ll Be the Day (Crickets)
5. Maléol D’Amours (Beebe)
6. Little Bitty Pretty One (Beebe)
7. All the Way (B. Conen)
8. Wake Up Little Suzie
9. Mr. Lee (B. Beebe)
10. I’ll Remember Today (Page)

Jerry "Razzle Dazzle" Rosco
KCLV—Cloris, N. M.
1. Wake Up Little Suzie
2. Maléol D’Amours (Beebe)
3. Chances Are (J. Mathis)
4. That’ll Be the Day (Crickets)
5. Maléol D’Amours (Beebe)
6. Bluebirds (Sparkletons)
7. Be Bop Baby (B. Nelson)
8. Honeycomb (B. Beebe)
9. Wake Up Little Suzie
10. Maléol D’Amours (Beebe)

Stanley Mack
WGDY—Minneapolis, Minn.
1. Maléol D’Amours (Beebe)
2. Maléol D’Amours (Beebe)
3. Maléol D’Amours (Beebe)
4. Maléol D’Amours (Beebe)
5. April Love (P. Boone)
6. Maléol D’Amours (Beebe)
7. Teenage (B. Conen)
8. Alone (Shepherd Sisters)
9. Wake Up Little Suzie (Everly)
10. My Special Angel (Nat)

Bob Bassett
WHIM—Merrimac, I. I.
1. All the Way (F. Sinatra)
2. Chances Are (J. Mathis)
3. Wake Up Little Suzie (Everly)
4. In Times Like These (Sarina)
5. I’ll Never Say “Never Again” (D. Shore)
6. Honeycomb (B. Beebe)
7. Headin’ North (T. Hark)
8. All About Remember (D’Amours)
9. My Girl (P. Evers)
10. Chicago (F. Sinatra)

Gene Weed
WQAM—Miami, Fla.
1. Wake Up Little Suzie (Everly)
2. Maléol D’Amours
3. That’ll Be the Day (Crickets)
4. Maléol D’Amours
5. Little Bitty Pretty One (Beebe)
6. Baby, Baby (B. Conen)
7. Teenage (B. Conen)
8. Honeycomb (B. Beebe)
9. Happy Happy Birthday Baby (Tura Weaver)
10. That’ll Be the Day (Crickets)

Ernie Forrester
KALV—Alva, Okla.
1. Wake Up Little Suzie (Everly)
2. Maléol D’Amours (Everly)
3. Chances Are (J. Mathis)
4. Five Available (M. Rayburn)
5. Honeycomb (D. Jacobs)
6. Maléol D’Amours (Beebe)
7. That’ll Be the Day (Crickets)
8. April Love (P. Boone)
9. Maléol D’Amours (Beebe)
10. KISSING SWEETER THAN MUSIC

Eddie Dillon
KCON—Colorado Spgs, Colo.
1. Wake Up Little Suzie
2. Maléol D’Amours (Everly)
3. Chances Are (J. Mathis)
4. Five Available (M. Rayburn)
5. Honeycomb (D. Jacobs)
6. That Ain’t Right (Rayburns)
7. Honeycomb (B. Beebe)
8. That’ll Be the Day (Crickets)
9. April Love (P. Boone)
10. I’ll Remember Today (Page)

Jimmie Rodgers
WYOU—Banger, Mo.
1. Wake Up Little Suzie
2. Maléol D’Amours (Everly)
3. Chances Are (J. Mathis)
4. Five Available (M. Rayburn)
5. Precious Love (L. Leonetti)
6. I’ll Never Say “Never Again” (D. Shore)
7. Juke Night (J. Day)
8. Moonlight Swim (Peukis)
9. Honeycomb (B. Beebe)
10. Happy Happy Birthday Baby (Tura Weaver)

LARRY WILLIAMS
"YOU BUG ME BABY"
"KATSUMI LOVE THEME"
"KATSUMI LOVE THEME"
"KATSUMI LOVE THEME"
"KATSUMI LOVE THEME"
"KATSUMI LOVE THEME"
"KATSUMI LOVE THEME"
"KATSUMI LOVE THEME"
"KATSUMI LOVE THEME"
"KATSUMI LOVE THEME"

Fritz Woman's beautiful theme from the Warner Bros. production "Superbaby"

Sure Shots
The Cash Box
The Cash Box
The Cash Box
The Cash Box
The Cash Box
The Cash Box
The Cash Box
The Cash Box
The Cash Box
The Cash Box

"GOLD MINE IN THE SKY" Pat Boone
"LOVE LETTERS IN THE SAND" Pat Boone
"MY CABIN OF DREAMS" Pat Boone
"CECELIA" Music of David Shire
"CARELESS" Mary Small
"CATHEDRAL IN THE PINES" Pat Boone
"I'M FOLLOWING YOU" Pat Boone (E)
"BOURNE-ABEC MUSIC"
136 W. 52 St., N. Y.
Nov. 11—Tri County Juke Box Operators’ Association
Place: Elm Music Offices, Massillon, Ohio

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

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

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

13—New York State Operators Guild
Place: Nelson House, Poughkeepsie, N. Y.

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

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

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

Inc., Indiana
Place: Room 24, 550 Broadway, Gary, Ind.

Place: Bungalow Inn, Norristown, Pa.

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

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

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

Dec. 2—California Music Merchants’ Association
Place: 311 Broadway, Oakland, Calif.

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

5—Phonograph Merchants Association, Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)

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

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

HOLLYWOOD, CALIF.—In an unusual and effective promotion stunt in the Los Angeles area, Mode records introduced its hand painted album jackets to LA’s DJs by having artist Eva Diana sketch the platter spinners right in the studio. KFWB’s Milch Beed poses above while Eva adds finishing touches.

Jockeys were doubly impressed with Eva’s charcoal work and with her four-color portraits of Mode artists which represent strong visual impact for the new line. The Czechoslovakian born artist has completed twenty covers for the label. Her creations are about equally divided between formal portraits and action paintings lifted from candid studio shots. Future Mode releases will feature “free form” art designs by leading American modernists.

Mills Returns From Coast
Confabs With Ed Dept.

NEW YORK—Jack Mills, president of Mills Music, recently returned from the west coast where he held conferences with Harry Holden of the firm’s Educational Office in Los Angeles and the staff of the Hollywood Office.

Mills noted the upsurge of interest by the record firms in works from the Standard and Educational Catalog of Mills as evidenced by the recent releases of such compositions as: Padre Antonio Soler’s Sonatas as discovered, edited, transcribed and recorded by Frederick Marvin on Decca; Dohnanyi’s 2nd Piano Concerto on Angel; “Disguised God” by Sweden’s Lars-Eric Larson on Westminster; Carlos Chavez’ Toccata for Percussion Instruments and Sinfonia No. 5 on M-G-M, and Ernest Toch’s Pulitzer Prize Winning composition — Symphonic No. 3 on Capitol.

Tony Piano Joins Columbia

NEW YORK—Columbia Records this week announced the addition of Tony Piano to the a & r pop staff. Negotiations were conducted by Mitch Miller, a & r top man.

Piano comes to Columbia from the American Broadcasting Company, where he was staff director since 1946. He was best known for his association with “Your Dancing Party”, a musical show featuring six bands, which he produced and directed.

W. C. Handy Week

NEW YORK — Mayor Robert F. Wagner issued a proclamation on Monday morning, October 28, making the week of November 15-22 W. C. Handy Week.

Handy, writer of the “St. Louis Blues” and known as the “Father of the Blues,” will be honored on November 17 with a dinner at the Waldorf.

Domme Records Formed

NEW YORK—The formation of a new discery, Domme Records, 1050 Broadway, was announced last week by the firm’s presby, Johnny Matthews. Distribution of the firm’s disks has been set-up in most of the major eastern seaboard states, and Matthews is currently negotiating with distributors in other parts of the country.

Domme’s first release is by a former RCA Victor artist, Vallil Hilton. Prior to forming the label, Matthews had been in personal management, working exclusively with pop singers, and will therefore, deal mostly with pop music.
A Sailor At Heart

MIAMI, FLA.—Criteria Recording Company of Miami, Florida, has announced the formation of a new record label, entitled “Gold Coast Jazz,” which is a jazz laboratory type group made up of some musicians in the Gold Coast area. Lon Norman, now featured with Herbie Fields’ Sextet, is musical director of Criteria and wrote all of the arrangements.

The second release also available on stereo tape, is entitled “Herbie’s Room” featuring the Herbie Brock Trio and is an on the spot recording right in the Miami after hours room. The third release is Gold Coast Jazz, Volume 2, with the “Lon Norman Sextet” featuring John Williams and Vinnie Tanno. This album features the writing of Lon Norman; the trumpet of Vinnie Tanno, fresh from Woody Herman’s band, now with the Herbie Fields’ Sextet, and John Williams’ piano. Williams has worked with the Stan Getz quartet.

The above albums will retail for $4.98. The tapes are now being played on one mill thickness and will retail for $11.98.

Chat With Crew-Cuts

LITTLE ROCK, ARK.—During the Crew-Cuts recent visit to Little Rock for the Hospitality Week show at the Robinson Auditorium, the boys dropped in to chat with dee Jay Lee Rodgers of station KTHS-KTHV. Rodgers, along with Dick Lanfield and Earl Davis, two other KTHS jockeys, did a TV show recently—an hour-long musical affair on behalf of the Community Chest carried by KTHV and another local TV’er, KATV.

McGUIRES SET FOR TOP TV SHOWS AND WALDORF DATE

NEW YORK—The McGuire Sisters, the vocal trio which first rose to national prominence via television, will be seen on several of the medium’s top shows during the next few months. The McGuire, Coral recording artists, return to the Arthur Godfrey morning show on November 13th. On November 15th they are scheduled for a guest shot on The Frank Sinatra Show over the ABC network. On December 21st they will appear on the Perry Como Show, and on January 26th on the Dinah Shore Show. Both of these are on NBC.

In addition to these TV appearances, the trio is also kept busy with club engagements. On February 10th they return to the New York night club scene, when they open for four weeks at the Waldorf-Astoria.

Jan Arden Inks Safari Pact

NEW YORK—Jan Arden has signed with Safari Records, it was announced here last week by Safari President John M. Zeffiro. Arden is the brother of Jack Toni Arden and had previously recorded for Columbia. He has been featured on many TV shows and has made night club appearances. Currently, plans are to cut some singles with Arden, and later, an LP.

Victor’s 45-EP Mail Bag Report

NEW YORK—RCA Victor, in a “45-EP Mail Bag” report to its distributor record managers, has made note of the increased sales importance of EP disks.

Entitled “What Do EP’s Mean To You And Your Dealer Organization” and written by John G. Trifero, Victor’s Administrator of EP Planning and Marketing, the report indicates two EP facts uncovered by Victor: Of a distributor’s total album business, EP’s are responsible for 25% to 50% of every sales dollar, and for every dollar in single record sales, EP’s correspondingly brings in 50c.

Happy Anniversary

LORAIN, OHIO—Kenny Vincent, WEOL, this city, is at his usual spot (on the air and on the phone) as he celebrates his first anniversary of broadcasting his remote nite-time show from Gartner’s Supper Club on Route 20 in Elyria, Ohio.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
Tired Golfer

HOLLYWOOD — Joe Ferrer, one of the ardent golfers of the movie colony, is shown being presented with the MGM record album "Music For Tired Golfers" which features Larry Clinton and His Orchestra, by Jesse Kaye, MGM Records west coast A&R representative.

Scherco Gets Audiofile

MILWAUKEE, WIS. — Vernon Sherrow of Scherco Distributing, Mil- waukee's newest independent distributor announced last week that the company has taken on the audiophile label for distribution in the area. The label was formerly covered in this ter- ritory by manufacturer's representa- tives.

Scherco is currently seeking other lines for distribution.

Mercury Adds To A & R Staff

CHICAGO—Art Talmadge, Vice-President of Mercury Records announced last week, additional appointment line with Mercury's recent expansion program.

Pete Rugolo, formerly one of the company's top west coast recording artists, has been added to Mercury's Artists and Repertoire department. Rugolo will handle all west coast dates for the firm.

Another addition in the home office during the recent shift was Charles Stevens, who will head up the singles operation for the Midwest.

Mercury's A & R set-up now includes David Carroll, as head of the album department, assisted by Hal Mooney, in the east, and Pete Rugolo, on the west coast. Bob Shad, who heads the eastern singles department, is now joined by Morty Kraft there, and Charles Stevens in the middle- west. All department heads will report un- der direct supervision of Art Tal- mage, Mercury A & R Director.

Cooperstein Joins Chess

CHICAGO—Leonard Chess, presi- dent Chess Producing Company, an- nounced the appointment of Max Cooperstein to the position of Eastern divisional sales manager, October 29.

Cooperstein, who resides in Phila- delphia, stated that as of now he will base out of Philadelphia and call on the trade throughout the east and sections of Ohio.

Cooperstein formerly handled sales for David Rosen, Incorporated, Philip- delphia.

Chess, discussing the selection of Cooperstein said, "We feel that it is vital to our operation to have an energetic aggressive man in the eastern territory at all times to head up our sales.

Len Chess and Cooperstein departed for New York, October 29, to set up the eastern division.

Vicor's "Tell-Tale" Contest

SAN FRANCISCO — A "tell-tale" contest for radio listeners built around Eddie Heywood's RCA Victor recording of "Lies," was launched last week by six West Coast disk jock- eys.

Each djsay will pick a winner from entries submitted to him, the number of which will reach the top in order to win a RCA Victor record or box set.

The contest is managed by C. J. Foster, Manager of the Record Division for Lao J. Mayenberg Co., RCA distribu- tors. It will end Nov. 4th.

Songs involved are: Bob Colvig, KSFO, Jim Hawthorne, KBAP, Ernie Simon, KGO, all of San Fran- cisco; Bill Clark of KOAT, Albuquerque, New Mexico; Harold White, KXO, both of Sacramento; and Frank Darlen, KSFO, San Jose.

Mary Martin TV's "Annie"

NEW YORK—Decca Records is re- leasing a new high over the weekend when a RCA Vic- tor set was presented to DJ Al Nobel in his flagship perch at the Great Southern Shopping Center at Bridge- ville, Pa. Nobel, sitting out the United Fund campaign 50 feet in the air, won the TV set in a national contest for DJ's sponsored by RCA Victor Rec-ords in conjunction with Renee's "What's That" platter. It was given to him by Morton Locker, manager of the record division of Hamburg Bros., RCA Victor distributors, who was provided with a helping hand and a ladder by Aet. Chief Joseph Kiszelly, of the Bridgeville Fire Department.

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

A New High

"Television reached a new high over the weekend when an RCA Vic- tor set was presented to DJ Al Nobel in his flagship perch at the Great Southern Shopping Center at Bridge- ville, Pa. Nobel, sitting out the United Fund campaign 50 feet in the air, won the TV set in a national contest for DJ's sponsored by RCA Victor Rec-ords in conjunction with Renee's "What's That" platter. It was given to him by Morton Locker, manager of the record division of Hamburg Bros., RCA Victor distributors, who was provided with a helping hand and a ladder by Aet. Chief Joseph Kiszelly, of the Bridgeville Fire Department."
TRENTON, N. J.—Delaware Valley and New Jersey teenage night club will be opened in Trenton and Newark, and the first discotheque has been operated by the Station WTTM.

The high school night spot, formal known as The Castle Rock, will be located at 6 W. Hanover St., and will be open to teenage evenings Friday evening, November 15.

Prior to the teenage opening on Friday night, November 14, all adult public will be invited to inspect the luxurious night spot. The adult showing will be Thursday evening, November 14, from 7:00 to 10:00 P.M. A special line-up for this evening will be held Wednesday evening, November 13, from 7:00 to 9:00 P.M.

The Castle Rock will be styled after the leading night clubs in the country. The pattern of teenage night clubs has been taken as a basis to put out over the country, and the project for Trenton is designed to follow similar endeavours in other cities like Detroit, Chicago, Indianapolis and Buffalo.

The Castle Rock will be open to teenagers Tuesday, Wednesday, and Thursday, from 3:00 to 10:00 P.M., Friday, from 3:00 to Midnight and Saturday, from Noon to Midnight. It will be closed all Sunday and Monday. Admission will be $1.00 per student and 50¢ for other members of the same family.

The growth of Radio Station WTTM's broadcasts this summer from their studios located at the Seaside Casino, Seaside Heights, N.J. The summer operation, as is The Castle Rock, is under the general direction of Don Beebe, President of Lance Public Relations.

WTTM, the music of the "Dance" partying Jim Rodio, will originate from the night club. A live band will be on hand to disseminate for Friday and Saturday evenings.

The purpose of the night spot, according to Fred E. Walker, WTTM's General Manager, is to "give high school students, from freshmen to Seniors, an opportunity to hear and dance with the rise and phatic group-ups atmosphere."".

Walker went on to say, "It is one of our main goals to help cut down to records and the serious after school and after week-end movie dates.

The location of The Castle Rock is only one block from State Street, where the 313 Trenton Transit busses stop, and a half-block from the Rich mond Bus Terminal, which serves the Morristown and Yardley areas.

Students from as far away as Levittown, Bristol and other Pennsylvania communities, as well as South Jersey communities, can reach the location by bus within a block of the various transportation lines serving these areas.

The Castle Rock will be open to students only, and identification cards will be required. There are no club dues or membership dues of any kind.

This project has been endorsed by the WTTM Community Program Committee. Dave Smith, Chairman of the Committee, announced the following Resolution, which was passed at the October 28 meeting: "The Committee on Community Program endorses the establishment of the first teenage night club in the Delaware Valley under the sponsorship of Radio Station WTTM, in conjunction with Lance Public Relations."
R & B Ramblings

NEW YORK:
Lester Leeds, national sales manager of the Atlantic-Atco-East West combo, in the Detroit-Cleveland areas visiting distris. With the three labels plus KRC Records Leeds has deal with practically every distr in the country. Right now the four labels are working on about twenty disks—and that's a lot of wax. Atlantic has a definite smasheroo in Lavern Baker's newest, “St. Louis Blues”. Gary Kramer tells us East-West has started out in great style with three solid selling numbers, one of which is making like a hit. “Ping Pong” by The Gophers has a lot of it. S. Dot is handling “Tell Me Why” by Jay Holiday and “Hula Hands” by Johnny Huston. Kramer also tells us the Bobbettes will be out shortly with an item, “Speedy”, that looks every bit as promising as their “Mr. Lee”. Over at the Atco set-up, Bill Spitzaksky advises there will be a double release in a week. The Coasters plan to zoom again with “Sweet Georgia Brown” and “What Is The Secret of Your Success?”. Bobby Daris looks to paydirt with “Don't Call My Name” and “Pretty Betty”. Bill advises Bette McLAurin’s “Autumn Leaves” is building very nicely. Charlie Newlon says the two LPs, reports his feel billing very well on the Collos “Be Bop Nose” and two solid LP attractions, “In The Upper Room With Mahalia Jackson” and “Jewish Comedy Songs”, the latter by The Barton Brothers. Al Silver, Herald and Ember Records, feeling mighty strong as “The Joker” by Billy Myles steps out with orders and re-orders that make him predict, “It's gonna go a million”. Al has released four albums and two EPs for the Christmas season. A best seller of last year, “Christmas Time” by Larry Caton, has already been received with open arms by the distris. A second LP is another Larry Caton, titled “Beloved Christmas”, for the r & f field there will be an Ember titled “The 5 Satins Sing” and on Herald, “Herald The Beat”, a compilation of fourteen all time Herald hits beginning with the famous “Shake A Hand” by Faye Adams. The two EPs will be a “5 Satins and a Christmas Item... The Christmas Song”... “Sometimes Tomorrow”... “We Got A Hit Parade all my own.” says Rodey, as he lists “Farther Up The Road”... “Tell Me Why” by the Rob Roes; “I'll Give Love To You” by Doug and Josie; “Zola” by Tic and Tod; “Peaches”, by Little Junior Parker; Rodey reports that jockies now are beginning to work on the flip side of Bobby Blue Bland’s “Farther Up The Road”... “Sometimes Tomorrow”, “We Got A Hit Parade all my own.” says Rodey, as he lists “Farther Up The Road”... “Tell Me Why” by the Rob Roes; “I'll Give Love To You” by Doug and Josie; “Zola” by Tic and Tod; “Peaches”, by Little Junior Parker; “Morning Train” by Chuck Edwards, and a couple of others. Rodey is busy with his new trio of spiritual releases featuring The Spirits of Memphis, The Dixie Hummingbirds, and The Sensational Nightingales. It never rains but it pours, Jerry Winston, currently hot with The Velours “This Could Be The Night” and The Impressors “No No No” is now working on his second LP for A&M. Jerry Winston just came out of session with a new Pearls’ two sider that has him bugged and he is very anxious to get it into the hands of the buyer. It’s Love Love Love and “Wheel of Love” and should make great deejay material. Jerry, the only one who “knows” about the contest on Al Castellanos LP on Mardi Gras, “Cha Cha Cha At The Sahara”, reports he is now being called “The Nose” by his friends... Evelyn Robinson, pretty WOV deejay, will make a stage show at the Apollo Theatre in New York starting November 1st. The line-up includes Little Willie John, Arnett Cobb and his band, Linda Hopkins, Donny Elbert, The Channah, The Sentimentals, The Heartbeats, and The Dubs... The Del Vikings advise they have the exclusive use of the title Fee Bee Music from December 1 on. The fellas are pretty well booked up through the remainder of the year and are in the process of closing a deal that will take them to Australia for two weeks. Larry Dean (WCHL-Infister, Mich.) says in an open letter to record companies, “Why in the world do you guys have to put out one song after another which does not have any definite ending? Instead of your records having a definite beginning and a definite end, they simply fade away — leaving a blank spot for the deejay to fill up by chattering about something or nothing.”... Bill Doggett signed exclusively with Shaw Artists for an additional long term deal... Fats Domino has accepted Australian promoter Lee Gordon’s offer of a two week stint in Austrlas to open on January 30. In addition to $2000, Fats will also receive for the second, Domino will also receive a completely paid transportation for himself and his entourage. This amounts to $1700 per man... Walter Powell (WBVL-Barbourville, Ky.) recently did a radio commercial for a local shoe store, he also did an eleven minute film for the local’s Men’s Department Store. The film is a witness account of the annual Daniel Boone Festival Parade... Lee Sprung, Glory Records, with gleam in eye says, “Watch out for the next release. A new form taken signed exclusively for Glory and can also sing.”... Sol Rahavinson, Boston Records, has gotten a great deejay reaction to his “Hard Times (The Slop)”. Is keenly excited about its prospects.

CHICAGO:
Mike Oury, All-State Distrubes promo man, making the rounds with versatile young Bobby Dean with Bobby's debut waxing on the Chess label, “Dime Store Piano Tail” b/w “Just Go Wild Over Rock And Roll”, Bobby, just 17 years old, writes, scores and sings his own tunes. He was backed by Tommy Sheridan and his Quartette Plus Four. Mike says that the deck is rapidly taking hold in the midwest... Jerry Forber buzzing around town with Betty McLAurin’s “Autumn Leaves” (an R&B treatment) on the Esh label and the Teen Queen’s “I Miss You”. Congrats to Jack Solinger for his Music Distrubes having been appointed midwest reps for Stephney Records and Atlantic’s new R&B label, East West. Bill Doggett opens at Robert’s Show Club this week... Lester “Pree” Young coming into the Stage Lounge where Gene Ammons and his Orch hold sway... Ralph Cex, Coral Records, signed Jackie Wilson around the town promoting Jackie’s new release on the Brunswick label “Reet Petite”. Len Chess enture to NYC with eastern sales and promo manager, Max Cooperstein... Jack Weiner, Sheldon Records, cutting 2 sides with Penny Smith and 2 instrumentals with Jim Lounsbury's WIBK Teen Hop band The Satellites, Jim tells us that the band was named by his teen visitor in a “name the band” contest... Auber of Vee Jay-Falcon reports that Dee Chas, who “24 Boyfriends” is beginning to show all over the nation, was recently signed by Show Artists. Gene Allison, formerly on the Decca label, now records for Vee Jay, and has what Auber believes is a smash hit in his debut disc, “You Can Make It If You Try”. The Dells currently in Frisco, long-distance to tell Ab that all the jocks are wailing on their new deck “Time Makes You Change”. The Spaniels recently appeared on Wally Phillips' Bandstand Matinee via WGN-TV. A new distrub was formed in New York, Record Sales. Two of the initial labels acquired were Vee Jay and Falcon... Roulette's Stan Pat enacting Roulette's new national sales manager, Don Carter, in Chicago and Milwaukee visiting deejays and dealers... Carter very high on line of 12 albums Roulette is promoting... Elie Tosoano, Cobra Records, reports that his new recording star, Duke Jenkins has a terrific two-sided deck “Where Can My Loved One Be” b/w “Shake It”.

LOS ANGELES:
Imperial Records have one of the fastest breaking hits of the year in Ernie Freeman's instrumental recording, “Raunchee”. Jim Warren of Central Record Sales reported 15,000 sold in five days and Eddie Ray of Imperial says that the action is actually going on throughout the country... Ruben Grundy, who was the lead singer of the original Colts singing group, now recording as a single for Mike grady's Spyro Records. On his first release for the new label, he is backed by the Deville Sisters who recently covered “Alone” for Spyro... Sid Talmadge of Record Merchandising reports that “Wake Up Little Susie” by The Everly Brothers—now the number one pop record in the country—is just as big for him in the rhythm and blues field... Lou Russell is the new disk jockey broadcasting from Dolpins of Hollywood, airing over radio station KFJZ from 10:30 P.M. to 1 A.M. nightly... Dootsie Williams expecting a big hit from Don Julian and the Meadows' new version of the oldie, Blue Moon”, which continues the trend of dressing up the standards with new up-to-date treatments... Curly Wiggins making a tour of the West Coast to visit the disk jockeys with his current Antler Records release of “Nobody To Love”. Aladdin Records and Class Records running neck and neck with their respective versions of the big hit tune, “Little Bitty Pretty One”. Both the Thurston Harris and Bobby Day versions getting top airplay and selling throughout the country... The latest record business success story to come out of the West Coast is the story of Keen Records. New label came up with a smash hit in their very first recording of “You Send Me” by Sam Cooke, with the disk currently in the top ten nationally... The Platters, with their manager, Rock Ran arrived in town Sunday for recording sessions with Bobby Shad of Mercury Records.

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

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I Just A Lonely CLOWN&quot;</td>
<td>25 Scy</td>
<td>Mercury (71167)</td>
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<tr>
<td>LADDER OF LOVE</td>
<td>25 1235</td>
<td>Dot (30315)</td>
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<tr>
<td>LEAVIN' IT ALL UP TO YOU</td>
<td>25 255</td>
<td>Don &amp; Dewey (Specialty 610)</td>
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<tr>
<td>LET 'EM ROLL</td>
<td>25 12305</td>
<td>Midtowners (Federal 12305)</td>
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<tr>
<td>LITTLE WHEEL</td>
<td>25 255</td>
<td>Joe Morello (Vee-Jay 255)</td>
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<tr>
<td>ONLY BECAUSE</td>
<td>25 12305</td>
<td>Platters (Merrymount 12305)</td>
</tr>
<tr>
<td>NEVROUS BOOGE</td>
<td>25 255</td>
<td>Paul Gaye (Argo 255)</td>
</tr>
<tr>
<td>PEACHES</td>
<td>25 255</td>
<td>Little Jr. Parker (Duke 255)</td>
</tr>
<tr>
<td>PEGGY SUE</td>
<td>25 255</td>
<td>Buddy Holly (Coral 61885)</td>
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<tr>
<td>PLAYTHING</td>
<td>25 255</td>
<td>Ted Howard (Rev 2550)</td>
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<tr>
<td>RAINBOW</td>
<td>25 255</td>
<td>Russ Hamilton (Kapp 255)</td>
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<tr>
<td>RAUNCHY</td>
<td>25 255</td>
<td>Bill Justice (Phillips 2559)</td>
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<tr>
<td>ROCK THE ROAD</td>
<td>25 255</td>
<td>Chuck berry (Chess 255)</td>
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<tr>
<td>SICK AND TIRED</td>
<td>25 255</td>
<td>Chris Kenner (Imperial 255)</td>
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<tr>
<td>SILHOUETTES</td>
<td>25 255</td>
<td>Diamonds (Mercury 255)</td>
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<tr>
<td>SOFT</td>
<td>25 255</td>
<td>Bill Duquette (King 2550)</td>
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<tr>
<td>SUMMERTIME</td>
<td>25 255</td>
<td>Sam Cooke (Keen 2550)</td>
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<tr>
<td>I WANNA LITTLE GIRL</td>
<td>25 255</td>
<td>Ray Charles (Atlantic 2554)</td>
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<tr>
<td>SWANEE RIVER ROCK</td>
<td>25 255</td>
<td>Red Top (Sky)</td>
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<tr>
<td>SWEETEST ONE</td>
<td>25 255</td>
<td>Crest (Mayo)</td>
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<tr>
<td>TAKE THE KEY</td>
<td>25 255</td>
<td>Richard Berry (Flip 255)</td>
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<tr>
<td>TEARS ON MY Pillow</td>
<td>25 255</td>
<td>Eddy Harris (Vee-Jay 255)</td>
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<tr>
<td>TELL ME SO</td>
<td>25 255</td>
<td>Donnie Elbert (DeLuxe 6143)</td>
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<tr>
<td>TELL ME WHY</td>
<td>25 255</td>
<td>Ike &amp; Evelyn (Class 255)</td>
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<td>THAT'S MY DESIRE</td>
<td>25 255</td>
<td>Chants (Glen 2553)</td>
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<td>THE BIG QUESTION</td>
<td>25 255</td>
<td>Ike Turner (Federal 12204)</td>
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<td>THE JOKER</td>
<td>25 255</td>
<td>Billy Myles (Ember 2554)</td>
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<tr>
<td>THERE GOES A PRETTY GIRL</td>
<td>25 255</td>
<td>Frankie Laine (Coral 2555)</td>
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<tr>
<td>THIS COULD BE THE NIGHT</td>
<td>25 255</td>
<td>Yvonne Fair (Okeh 2555)</td>
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<tr>
<td>THREE MINUS ONE</td>
<td>25 255</td>
<td>Tommy Lomax (Fib 2556)</td>
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<tr>
<td>THUNDERBIRD</td>
<td>25 255</td>
<td>Nat &quot;King&quot; Cole (Capitol 2557)</td>
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<td>TONIGHT TONIGHT</td>
<td>25 255</td>
<td>Mello-Kings (Herald 2558)</td>
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<tr>
<td>WALKIN' WITH FRANKIE</td>
<td>25 255</td>
<td>Frankie Laine (Aren 2559)</td>
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<tr>
<td>WHEN I MEET MY GIRL</td>
<td>25 255</td>
<td>Tommy Ridgley (Herald 2559)</td>
</tr>
<tr>
<td>YOU'RE GONNA CRY</td>
<td>25 255</td>
<td>Yvonne Fair (Okeh 2559)</td>
</tr>
<tr>
<td>YOU WANNA DO EVERYTHING FOR YOU</td>
<td>25 255</td>
<td>Brook Benton (Vee 2559)</td>
</tr>
<tr>
<td>I WANNA LITTLE GIRL</td>
<td>25 255</td>
<td>Ray Charles (Atlantic 2554)</td>
</tr>
</tbody>
</table>

* indicates first appearance on Territorial Tips

**Notes:**
- Listed Alphabetically
- "D" indicates an alphabetical listing of the key.

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;YOU SEND ME&quot;</td>
<td>Sommie Cooke</td>
<td>Keen 34013</td>
</tr>
<tr>
<td>&quot;LITTLE BITTY PRETTY ONE&quot;</td>
<td>Thurston Harris</td>
<td>Aladdin 3399</td>
</tr>
<tr>
<td>KEEP A KNOCKIN' ME</td>
<td>Little Richard</td>
<td>Specialty 611</td>
</tr>
<tr>
<td>&quot;HAPPY HAPPY BIRTHDAY BABY&quot;</td>
<td>Tana Weather</td>
<td>RCA Victor 7035</td>
</tr>
<tr>
<td>WAKE UP</td>
<td>LITTLE SUE</td>
<td>Everly Bros. (Cedence 1237)</td>
</tr>
<tr>
<td>HONEST I DO</td>
<td>Jimmy Reed</td>
<td>Vee-Jay 225</td>
</tr>
<tr>
<td>MR. LEE</td>
<td>Bubbettes</td>
<td>Atlantic 1144</td>
</tr>
<tr>
<td>THAT I'LL BE THE DAY</td>
<td>Swampers</td>
<td>Brunswick 55009</td>
</tr>
<tr>
<td>SWANEE RIVER ROCK</td>
<td>Ray Charles</td>
<td>Atlantic 1154</td>
</tr>
<tr>
<td>PEANUTS</td>
<td>Little Joe &amp; Thrillers</td>
<td>Okeh 7088</td>
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<tr>
<td>HONEYCOMB</td>
<td>Jimmie Rodgers</td>
<td>Roulette 4015</td>
</tr>
<tr>
<td>DIANA</td>
<td>Paul Anka</td>
<td>ABC-Paramount 9381</td>
</tr>
<tr>
<td>BE BO BOP</td>
<td>Ricky Nelson</td>
<td>Imperial 5465</td>
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<tr>
<td>WITH YOU ON MY MIND</td>
<td>Nat &quot;King&quot; Cole</td>
<td>Capitol 3782</td>
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<tr>
<td>THINK</td>
<td>&quot;S&quot; Royal</td>
<td>King 3053</td>
</tr>
<tr>
<td>LOTTA LOVIN'</td>
<td>Gene Vincent</td>
<td>Capitol 3763</td>
</tr>
</tbody>
</table>

**CASH BOX**

- "It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
Berle On Tour With First Roulette LP

NEW YORK — Milton Berle, who has been out on a ten city tour since Oct. 21st promoting his new Roulette album "Songs My Mother Loved," has had some curious experiences in his new role as recording star.

On the flight from San Francisco to Chicago last week, Berle who is being accompanied on this tour by Hugo Peretti and Luigi Creatore, A&R chauffeurs for Roulette, sat next to an elderly woman all during the seven hour trip. Berle, in his usual affable manner, entertained the woman and by the end of the flight, had become quite friendly. Just before they de-planed, the woman quoted Uncle Mitti, "Young man, you must be in show-business, your manners lead me to believe this, and besides you look familiar." Milton Berle did a switch, played straight man and answered, "You're right ma'am, I was in show-business". The tour continued last week with Berle covering Boston and New York. He will be feted at a cocktail party at the Skylark Country Club in Boston, and a party at Danny's Hide-A-Way in New York. The great comic turned choral and orchestral conductor for his album, will also appear on "Wide Wide World" over NBC-TV, Nov. 19th.

Prestige Adds Distribrs

NEW YORK—Pop Weinstock, Prestige sales manager recently arranged to have the Morris Distributing Company of Canada handle the Prestige line in that country. The new distributor is located at 1580 Queen Street West, Toronto, Canada.

The Indiana State Record Dist. of 1325 North Capital, Indianapolis Indiana has also obtained a Prestige distributorship.

It's DYNASTY!

"PEACHES" and "PRETTY LITTLE DOLL"

Little Junior Parker

Duke # 177

Duke Records, Inc.
2809 ERASTUS STREET
HOUSTON 26
TEXAS

ENDING RECORDS
1650 BROADWAY, N. Y., N. Y.

BREAKING IN N. Y. & N. J.

"HEY BABY, HEY"

by "I KNOW"

JAMES CARTER

TUXEDO RECORDS
132 NASSAU STREET
N. Y. 38

NEW YORK

YOU SEND ME
Sam Cooke (Koen 34013)

1. YOU SEND ME
Sam Cooke (Koen 34013)

2. HONEST I DO
Jimmy Reed (Vee-Joy 253)

3. SILHOUETTES
Rays (Checker 872)

4. BACK TO SCHOOL AGAIN
Timmie Rodgers (Keen 34013)

5. KEEP A-KNOCKIN'
Little Richard (Specialty 611)

6. LITTLE BITTY PRETTY ONE
Bobby Day (Checker 872)

7. HAPPY HAPPY BIRTHDAY BABY
Tune Weavers (Checker 872)

8. JAILHOUSE ROCK
Elvis Presley (RCA Victor 7035)

9. CHANCES ARE
Johnny Mathis (Columbia 40993)

10. I NEED YOU SO BAD
b. b. King (RPM 408)

NEW ORLEANS

YOU SEND ME
Sam Cooke (Koen 34013)

1. KEEP A-KNOCKIN'
Little Richard (Specialty 611)

2. BONY MORONIE
Larry Williams (Specialty 615)

3. LITTLE BITTY PRETTY ONE
Thornton Harris (Aladdin 3398)

4. SWANEE RIVER ROCK
Ray Charles (Atlantic 1514)

5. HAPPY HAPPY BIRTHDAY BABY
Tune Weavers (Checker 872)

6. EMMETT LEE
Coral Fran (Excelsior 2118)

7. SILHOUETTES
Rays (Checker 872)

8. WAIT AND SEE
Fats Domino (Imperial 5667)

9. HONEST I DO
Jimmy Reed (Vee-Joy 253)

ST. LOUIS

YOU SEND ME
Sam Cooke (Koen 34013)

1. LITTLE BITTY PRETTY ONE
Thornton Harris (Aladdin 3398)

2. SWANEE RIVER ROCK
Ray Charles (Atlantic 1514)

3. COULD THIS BE MAGIC
Ducks (Gee 5011)

4. HAPPY HAPPY BIRTHDAY BABY
Tune Weavers (Checker 872)

5. FARTHER UP THE ROAD
Bobby Blue Bland (Duke 170)

6. CHANCES ARE
Johnny Mathis (Columbia 40993)

7. WAKE UP LITTLE SUSIE
Everly Brothers (Cadenza 1337)

8. I NEED YOU SO BAD
b. b. King (RPM 408)

NEWARK

YOU SEND ME
Sam Cooke (Koen 34013)

1. LITTLE BITTY PRETTY ONE
Thornton Harris (Aladdin 3398)

2. SWANEE RIVER ROCK
Ray Charles (Atlantic 1514)

3. COULD THIS BE MAGIC
Ducks (Gee 5011)

4. HAPPY HAPPY BIRTHDAY BABY
Tune Weavers (Checker 872)

5. FARTHER UP THE ROAD
Bobby Blue Bland (Duke 170)

6. CHANCES ARE
Johnny Mathis (Columbia 40993)

7. WAKE UP LITTLE SUSIE
Everly Brothers (Cadenza 1337)

8. I NEED YOU SO BAD
b. b. King (RPM 408)

DALLAS

YOU SEND ME
Sam Cooke (Koen 34013)

1. LITTLE BITTY PRETTY ONE
Thornton Harris (Aladdin 3398)

2. SWANEE RIVER ROCK
Ray Charles (Atlantic 1514)

3. COULD THIS BE MAGIC
Ducks (Gee 5011)

4. HAPPY HAPPY BIRTHDAY BABY
Tune Weavers (Checker 872)

5. FARTHER UP THE ROAD
Bobby Blue Bland (Duke 170)

6. CHANCES ARE
Johnny Mathis (Columbia 40993)

7. WAKE UP LITTLE SUSIE
Everly Brothers (Cadenza 1337)

8. I NEED YOU SO BAD
b. b. King (RPM 408)
### R & B Sure Shots

**"RAUNCHY" The Cash Box R&B Sleeper of the Week**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label</th>
<th>Number</th>
</tr>
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<tbody>
<tr>
<td>Bill Justis</td>
<td>Phillips</td>
<td>3519</td>
</tr>
<tr>
<td>Ernie Freeman</td>
<td>Imperial</td>
<td>5474</td>
</tr>
</tbody>
</table>

**"BUZZ, BUZZ, BUZZ"**

Hollywood Flames

Ebb 119

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### Our Own Sputnik Way Up There!

**Thurston Harris**

**"LITTLE BITTY PRETTY ONE"**

Aladdin 3398

---

### The Cash Box

**PHILADELPHIA**

1. **LITTLE BITTY PRETTY ONE**
   - Thurban Harris
   - Aladdin 3398

2. **KEEP A-KNOCKIN'**
   - Little Richard
   - Specialty 611

3. **YOU SEND ME**
   - Sam Cooke
   - Keen 34013

**LOS ANGELES**

4. **SILHOUETTES**
   - Rays
   - Cameo 117

5. **HAPPY HAPPY BIRTHDAY BABY**
   - Teen Weavers
   - Checker 472

6. **LITTLE BITTY PRETTY ONE**
   - Bobby Day (Class 211)

7. **KEEP A-KNOCKIN'**
   - Little Richard
   - Specialty 611

8. **JAILHOUSE ROCK**
   - Elvis Presley
   - RCA Victor 7055

9. **HAPPY HAPPY BIRTHDAY BABY**
   - Teen Weavers
   - Checker 472

10. **YOU SEND ME**
    - Sam Cooke
    - Keen 34013

**DETROIT**

11. **YOU SEND ME**
    - Sam Cooke
    - Keen 34013

12. **SILHOUETTES**
    - Rays
    - Cameo 117

13. **HAPPY HAPPY BIRTHDAY BABY**
    - Teen Weavers
    - Checker 472

14. **LITTLE BITTY PRETTY ONE**
    - Bobby Day (Class 211)

15. **KEEP A-KNOCKIN'**
    - Little Richard
    - Specialty 611

16. **JAILHOUSE ROCK**
    - Elvis Presley
    - RCA Victor 7055

17. **LITTLE BITTY PRETTY ONE**
    - Bobby Day (Class 211)

18. **WAKE UP**
    - Little Susie
    - Frank Brothers
    - Cadence 1337

19. **SOFT**
    - Bill Doggett
    - King 5080

20. **HAPPY HAPPY BIRTHDAY BABY**
    - Teen Weavers
    - Checker 472

21. **SILHOUETTES**
    - Rays
    - Cameo 117

22. **THINK**
    - "S" Rebels
    - King 5013

23. **HONEST I DO**
    - Jimmy Reed
    - "V"-Jay 253

24. **BE BOP BABY**
    - Red Nelson
    - Imperial 5483

**ATLANTA**

1. **YOU SEND ME**
   - Sam Cooke
   - Keen 34013

2. **KEEP A-KNOCKIN'**
   - Little Richard
   - Specialty 611

3. **JAILHOUSE ROCK**
   - Elvis Presley
   - RCA Victor 7055

4. **HONEST I DO**
   - Jimmy Reed
   - "V"-Jay 253

5. **WAKE UP**
   - Little Susie
   - Frank Brothers
   - Cadence 1337

6. **SILHOUETTES**
   - Rays
   - Cameo 117

7. **HAPPY HAPPY BIRTHDAY BABY**
   - Teen Weavers
   - Checker 472

8. **MY GIRL**
   - Frankie Lymon
   - "V"-Jay 253

9. **ALONE**
   - Shephed Sisters
   - Lea 725

10. **PEANUTS**
    - Little Joe & Thrillers
    - Okean 2668

**BOSTON**

11. **YOU SEND ME**
    - Sam Cooke
    - Keen 34013

12. **HONEST I DO**
    - Jimmy Reed
    - "V"-Jay 253

13. **SILHOUETTES**
    - Rays
    - Cameo 117

14. **THINK**
    - "S" Rebels
    - King 5013

15. **HAPPY HAPPY BIRTHDAY BABY**
    - Teen Weavers
    - Checker 472

16. **KEEP A-KNOCKIN'**
    - Little Richard
    - Specialty 611

17. **LITTLE BITTY PRETTY ONE**
    - Bobby Day (Class 211)

**SAN FRANCISCO**

18. **YOU SEND ME**
    - Sam Cooke
    - Keen 34013

19. **HONEST I DO**
    - Jimmy Reed
    - "V"-Jay 253

20. **SILHOUETTES**
    - Rays
    - Cameo 117

21. **THINK**
    - "S" Rebels
    - King 5013

22. **HAPPY HAPPY BIRTHDAY BABY**
    - Teen Weavers
    - Checker 472

23. **KEEP A-KNOCKIN'**
    - Little Richard
    - Specialty 611

24. **LITTLE BITTY PRETTY ONE**
    - Bobby Day (Class 211)

---

**Aladdin 3398**

For That Magic Touch

LOS ANGELES, CALIF.

---

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
OTIS WILLIAMS (Deluxe 6149)
B+ "DYNAHITE DARLING" (2:32) [Jay & Cee BMI—McCoy, Glover, Innis] Otis Williams lends his expert styling to a quick beat bouncer and the result is a very strong stinger. Williams swings out with a gay feeling. That beat bouncer should be watched. It could break out big.


IKE TURNER (Federal 12307)
B+ "YOU'VE CHANGED MY LIFE" (2:15) [Arno BMI—Ike Turner] Clayton Love handles the vocaling on this Turner deck. A swingy, slow beat shuffle, with Love turning in a very effective tonsil job against the torrid ork support of Ike Turner. Excited deck.

B+ "TRAIL BLAZER" (2:35) [Arno BMI—Ike Turner] Turner back with a middle beat instrument. Excellent sound, and instrumentation. Strong wax that should intrigue instrumental buyers.

THE BLUE TONES (King 5058)
B+ "OH YEAH!" (2:14) [Canada BMI—Fred Coupland] Fred Coupland, writer of the quick beat jumper, is the lead of the Blue Tones on this racing deck. Hard hitting ex- citer that will knock out the kids.

B+ "SHAKE SHAKA" (2:03) [Canada BMI—Arthur Lock] The lads rock out again with another bluster. Of a slightly slower tempo, a quick beat jump, the Blue Notes team for another teen-er-ball wax.

PROFESSOR LONGHAIR (Fri 121)
B+ "BABY LET ME HOLD YOUR HAND" (2:48) [Ebb BMI—R. Byrd] Professor Longhair delivers a slow, rhythmical Latin flavored lilt with a smooth and intriguing per- formance. Light, airy, happy and melodic product that should find a ready market.

B+ "LOOKA, NO HAIR!" (2:07) [Ebb BMI—R. Byrd] Professor Longhair turns in a comic novelty set to a middle beat bouncer. Delightful done to a turn by the practiced vocal chords of the Professor. Cutie that bears close watching.

THE HIGHLANDERS (Ray 36)
B+ "SUNDAY KIND OF LOVE" (2:47) [Maurice ASCAP—Leon- ard, Bell, Rhodes, Priya] The Highlanders blend softly on a tender, slow beat romance. The lads insert lots of feeling into their rendition of the melodic tune. The tune was a hit several years ago.

B+ "BEG AND STEAL" (2:33) [Spark BMI] The Highlanders back with a middle beat jump. Ok sound, arrangement, and teamwork. Good dance deck.

Bobby Dean (Chord 5020)
B+ "DIME STORE PONY TAIL" (2:29) [Ouray ASCAP—Bullock] Bobby Dean rocks out a quick beat tempo with a high spirited vocal. Deck rides merrily and Dean comes out in solid style. Excellent for the high potency, younger.

B+ "JUST GO WILD OVER ROCK AND ROLL" (2:15) [Ouray ASCAP] Another side of another beat that hits on another quick beat exciter. This lad has lots of talent and certainly raises the blood level on this swinging side. Two hard hitting sides the teen- ers will swing out to.

LEFTY BATES BAND (States 164)
B+ "LOOK ME STRAIGHT IN THE EYE" (2:23) [Pamlee BMI—Stidham] Middle beat effort told with an eye toward the southern picture. Easy, swingy reading that should ap- peal. Good combination of vocal and instrumental talents.

C+ "I STAYED AWAY TOO LONG" (2:18) [Pamlee BMI—Stidham] The Lefty Bates Band delivers a slow, sorrowful waxer that comes off an ok deck. Deep voiced vocalist conveys the heart-rending feeling embodied in the lyric.

DUKE JENKINS (Cobra 5020)
B+ "SHAKE IT" (2:09) [Arnel BMI—Duke Jenkins] Duke Jenkins comes up with a Latin flavored middle beat that could attract the buyer. It is an instrumental with comments inter- jected that give it a light and airy effect. Cutie that should grab off some attention.

C+ "WHERE CAN MY LOVED ONE BE" (2:42) [Arnel BMI—Jenkins, Spencer] The Jenkins aggregation is in a moving performance, led by a dramatic slow beat ballad, Mov- ing vocal of a melodic sentimental.

BETTY EVERETT (Cobra 5019)
B+ "MY LIFE DEPENDS ON YOU!" (2:06) [Arnel BMI—Everett] Betty Everett sings with sincerity as she proclaims her love. Slow blues that comes off a moving and devarning wax.

B+ "MY LOVE" (2:13) [Arnel BMI—Dixon] The lass turns dramatic on this middle beat shuffle and turns up the full power. Exciting produc- tion.

JOE MORRIS (Atlantic 1160)
B+ "SINNER WOMAN" (2:11) [Progressive BMI—Morris] Joe Morris and his orchestra offer a slow beat delectable that has the qualities necessary to lift it into the hit cate- gory. Louis Madison handles the mel- odic haunter with a strong effort. Super wax that deserves your close attention.

B+ "GOING GOING GONE!" (2:29) [Progressive BMI—Morris] Louis Madison swings out on the flip with a quick beat bounce cutie. Excellent teamwork on the romantic novelty between Joe Morris ork and the vocal- ing of Louis Madison gets the most out of this delighter. Happy jump tune.

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

**R & B Reviews**

**AWARD & SLEEPER**

**B+ EXCELLENT B VERY GOOD**

**C+ GOOD C FAIR D MEDIocre**

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**R & B Sleeper of the Week**

**"PAIN IN MY HEART"** (2:52)  {Gladeson ASCAP—Junior, Pincus}

**"TIME MAKES YOU CHANGE"** (2:25)  {Conrad BMI—M. McGill}

**THE DELLS**  (Vee-Jay 258)

- The Dells have an entry to be reckoned with on each side of their new release. The ballad side, a slow beat rhythm effort, is "Pain In My Heart," a lyrical romance handled with delicacy and sincerity. The coupling, "Time Makes You Change," is a middle beat boner done with spring, vivacity and polish. Deck swings out and entertains both the listener and the dancer. Two solid waxes that can happen.

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**"WHEN I GET YOU BACK"** (2:05)  {Ebb BMI—O. H. Harris}

**"TRY THIS LIL' OLE HEART"** (1:54)  {Ebb BMI—O. H. Harris}

**TONY HARRIS**  (Ebb 120)

- Tony Harris offers a tender slow ballad, "When I Get You Back," with a haunting treatment that makes the deck stickout. Harris follows in front of a fine soprano chant and simple, sincere instrumental support. Moving deck that should be watched carefully. It could happen in a big way. The flip, "Try This L'il Ole Heart," presents a complete change of pace in which Harris walls a middle beat jumper with raucous shock. Good couple, but for the asked for side, it'll be "When I Get You Back."

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**"WHAT'S THE WORD? THUNDERBIRD!"** (2:40)  {Warner BMI}

**"SATELLITE"** (2:47)  {Kempno BMI}

**RED FRYSOCK**  (Mercury 71214)

- Red Frysock throws his hat into the ring with a two sider that looks good. "Satellite" is a middle beat instrumental that intrigues with sound, beat and arrangement. Of course the Frysock horn fronts and the effect is powerful. Swingy wax for listening and dancing. "What's The Word? Thunderbird!" is a quick beat rocker with novelty effects. Interjected comments and a wild ork reading make this an etching that could win friends. Watch both decks for action.

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**PLAS JOHNSON**  (Capitol Records 3833)

**B**+

**"SWANE RIVER ROCK"**  {Progressive Music BMI}

Plas Johnson lends his strong sax talents to an instrumental treatment of the current Ray Charles hit. Johnson follows the original arrangement very closely and the effect is good. Followers of the sax should find this most appealing.

**B**+

**"YOU SEND ME"** (2:19)  {Hi-Lo Music}

Similar comments on the coupling. Johnson picks up the Sam Cooke national beat seller and turns it into a moving sax treatment. Two excellent sides for sax fans.

**JIMMY WITHERSPOON**  (RCA Victor 7017)

**B**+

**"ALL RIGHT MISS MOORE"** (2:15)  {Abbott Music BMI—Jesse Stone}  {Wither Spoon}

WITHERSPOON wails from out of space on this quick beat jumper. This is meat for the kids and Witherspoon is with it on this side. Roomy with lots of excitement and gimmicks. Watch this deck.

**B**

**"WHEN I START TO THINKING"** (2:20)  {Sylvia Music BMI—Joe Thomas}  {Jimmy Witherspoon}

Witherspoon sings a relaxed slow beat tune with a moody and earnest reading. The smooth voiced chanter turns in an impressive performance of a very listenable item. Good wax.

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**SPIRITUAL**

**SPIRIT OF MEMPHIS**  (Peacock 1779)

**B**+

**"LOST IN SIN"** (2:34)  {Lion BMI—R. Mack}  {The Spirit of Memphis turns in a most convincing performance as he wails a slow, moving gospel tune. Dramatic arrangement and impressive in its simplicity.}

**B**+

**"WHEN"** (2:30)  {Lion BMI—R. Reed}  {Similar sentiment. An exciting quick beat jubilee item in which the excitement builds. Staccato answer to the lead helps create the stirring feeling engendered in the wax. Two terrific religious waxes.}

**DIXIE HUMMING BIRDS**  (Peacock 1780)

**B**+

**"CHRISTIANS AUTOMOBILE"** (2:12)  {Lion BMI—J. Archie}  {The Dixie Humming Birds blend on a middle beat rhythm gospel item with their usual fine teamwork. The lyric bases a message on the workings of an automobile. Solid religious offering.}

**B**

**"STOP BY HERE"** (2:18)  {Lion BMI—R. Morning}  {The Dixie Humming Birds collaborate on a quick beat rocking effort that generates excitement. Delivered in excellent voice and with stirring effect. Two excellent religious etchings.}

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**DEE CLARK**

**"24 BOYFRIENDS"**  b/w

**"7 NIGHTS"**  {Falcon 1005}

**GENE ALLISON**

**"YOU CAN MAKE IT IF YOU TRY"**  {Vee-Jay 256}

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**NEW RELEASE!!**

**GUS JENKINS**

**"Copper Tan"**  b/w  "Stand By Me"  {Flash #126}

**"Crying Over You"**  b/w  "Tango Moon"  {Phil's Boogie}

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**COMING UP!!**

**BLUE MOON**

**Don Julians Meadowlarks #424**  {L. A. Rocker's Prayer}

**PHIL'S BOOGIE**  Phil Goodman Trio #423

**DOOTO RECORDS**


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**LITTLE WALLY STRIKES AGAIN!!**

**"PAYDAY POLKA"**  c/w  "MOUNTAINEER'S POLKA"  {Jay-Jay #181}

**JAY-JAY POLKA RECORD CO.**

2452 S. Kedzie Ave., Chicago 23, Illinois

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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**1957 Top Selling Records**

**R & B Retail Outlets**

**Greenline Records**

**Tozli Music Store**

**Linna's Music Shop**

**Sutter Music Co.**

**Harmony Record Shop**

**R & B Records**

**L. H. Green**

**Jimmie Byrd**
Everything Set For WSM's 6th Annual National Disk Jockey Festival

NASHVILLE, TENN.—Everything but sleep seems to be on the agenda for WSM's Sixth Annual National Disk Jockey Festival. Planned by Royal McCullough, WSM Promotions Director, the meeting of 1,200 record spinners, country music artists, record people, publishers, and song writers will conform to a rigid timetable in order to complete all business in the short and quickly passing three day span they will spend together in Nashville, Tenn.

The festival will officially begin Friday morning, November 15 at 8:30 in the lobby of the Andrew Jackson Hotel where members of the WSM staff will undertake the tasks of registration and the fair stream of country music enthusiasts.

WSM officials will welcome the group at 10:00 a.m. in the War Memorial Auditorium, which is located right in the middle of the WSM Studios and the Andrew Jackson and Hermitage Hotels. During this meeting special awards will be given by The Cash Box, Billboard, BMI, and Country Song Roundup.

Delegates will be the guests of Dot Records at 12 noon for a luncheon in the Andrew Jackson Hotel Ballroom, then back to the War Memorial Auditorium to convene for the Disk Jockey Clinic which will begin at 2:00. Here the visiting deejays will be informed of the "International Aspects of Country Music", "How Country Music Has Helped Army and Air Force Recruiting", "The Advertising Agency and Country Music", "Programming Country Music in a Small Market", and many other topics.

On Friday night the Convention, apporper, "Friday Night Frolics" at 7:00 in WSM's Studio A, "Mr. Dee Jay, Use Me" in Studio A, then back to the Andrew Jackson Ballroom for a big hoedown hosted by Decca Records. On Saturday morning in the Maxwell House, the folks will be treated to "Breakfast At The Opry" Bright Market Broadcast, Incorporated (BMI). This will be a broadcast over WSM featuring Grand Ole Opry talent.

Columbia Records will be host for the 12:00 Luncheon at the Maxwell House, and around 4:00, WSM will host a reception and buffet for visitors, this also will be held at the Maxwell House.

From then until midnight the attendance will view the 32nd anniversary performance of the Grand Ole Opry. Arrangements have been made with the WSM Artist Service Bureau to have all Grand Ole Opry talent in town to appear.

The day will conclude with a big midnight Party given by Roulette Records in the ballroom of the Hermitage Hotel.

Sunday morning will find everyone bidding farewells over a cup of coffee at the closing event of the Festival. Columbia Records will once again pull the curtain for the finale of the Festival when they bid the Conventionaires a warm adieu at a Coffee Party in the Andrew Jackson Room.

There will also be many receptions given by record companies, publishing firms, publications and other persons in the country music field.

"Country America" Producer Plans Expansion

LOS ANGELES, CALIF. — Nat Nigberg, producer of "Country America" (KABC—Saturdays 9:00 P.M.) under the Surrey Productions banner, has announced that the company has completed plans for extensive expansion.

According to Nigberg, the organization is gearing to a full motion picture, live theater and radio production in the near future. Plans are also underway to present additional television formats.

In line with the new policy of program production, featured personalities on "Country America" have been signed to long-term contracts by Surrey. Among them are Dolly Parton, Liberace, Betsy Gay, vocalists; Joe Allison, ences of "Country America", and composer of such hit tunes as "Teenage Crush," "Swingin' Romance," and others. Lefty Frizzell, Freddie Hart and other well known names in country music categories.

Nigberg and his director Donald Whitman, are screening stories and outside talent for their four-play production program, which is expected to get underway immediately.

Offices are located at 4151 Prospect Avenue, Los Angeles, Calif.

The Country Records Disk Jockeys Played Most

1. WAKE UP LITTLE SUSIE Everly Brothers (Cadence)
2. MY SHOES KEEP WALKING BACK TO YOU Ray Price (Columbia)
3. FRAULEIN Bobby Helms (Decca)
4. I HEARD THE BLUEBIRDS SING Browns (RCA Victor)
5. HOME OF THE BLUES Carl Smith (Columbia)
6. WHY WHY
7. HOLIDAY FOR LOVE Webb Pierce (Decca)
8. MY SPECIAL ANGEL Bobby Helms (Decca)
9. TANGLED ARMS AND MIND Hank Locklin (RCA Victor)
10. BYE BYE LOVE Everly Brothers (Cadence 1315)

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

1. WAKE UP LITTLE SUSIE Everly Brothers (Cadence)
2. MY SHOES KEEP WALKING BACK TO YOU Ray Price (Columbia)
3. FRAULEIN Bobby Helms (Decca)
4. I HEARD THE BLUEBIRDS SING Browns (RCA Victor)
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9. TANGLED ARMS AND MIND Hank Locklin (RCA Victor)
10. BYE BYE LOVE Everly Brothers (Cadence 1315)

It's What's in THE CASH BOX That Counts—INTERNATIONALLY
BY POPULAR DEMAND!
Two More Gospel Songs
By The One And Only...

GEORGE JONES
“TAKE THE DEVIL OUT OF ME”
AND
“CUP OF LONELINESS”

MERCURY-STARDAY 71224

Country music's most versatile artist scores again. These songs are in George's new album MG - 20306 and the requests have resulted in a rush release as a single record.

CURRENT HOT SELLERS!

JIMMIE SKINNER
“I FOUND MY GIRL IN THE USA”

AND

CARROLL COUNTY BLUES

MERCURY-STARDAY 71192

BENNY BARNES
“YOUR OLD STANDBY”

AND

“KING FOR A DAY”

MERCURY-STARDAY 71166

The Country Hits are ON
Johnny Thompson Named General Sales Manager Of Challenge Records

HOLLYWOOD—Johnny Thompson, divisional sales manager here for Coral Records, this week was named a vice-president and general sales manager of Challenge Records. Announcement was made by the label's president, Gene Autry.

In revamping Challenge's national distribution set-up, Thompson has boosted the firm's number of distributors to 94. On November 12, he will embark on a national tour to visit distributors and disk jockeys, presenting the label's new releases and outlining the firm's new plans and policies.

Challenge Records, formed by Autry six months ago, immediately scored with a good-selling record in several markets, the Jerry Wallace platter, "Blue Jean Baby". Autry, who also waxes for the diskjockey, has cut its first album, "Christmastime with Gene Autry", featuring standards so closely associated with him, such as "Rudolph the Red-Nosed Reindeer", "Here Comes Santa Claus", etc.

Thompson joined Coral six years ago and has served in various sales, promotional and A & R capacities. He has helped form several of Coral's factory-owned branches, most recently of which were Detroit and Los Angeles, both this year.

Prior to Coral, he was branch manager for Gramophone Enterprises, an independent record distributor in the South.

It was also announced that Joe Johnson will continue as vice-president in charge of Artists and Repertoire for Challenge. Formerly with the A & R department of Columbia Records and for the past three years with Autry Enterprises, Johnson is a graduate of Vanderbilt U. Law School and a member of the Bar in Tennessee.

First artists inked by the label were Jerry Wallace, Dave Burgess and The Commodores. Burgess has written and recorded the current hit, "I'm Available".

New talent added to the Challenge roster include Bobby Milano, West Coast TV and night club star; Huelyn Duvall, Rockabiity artist from Texas; and Johnny Mosby, another Coast product.

Stogner at Decca Party

NEW YORK—Decca Records has announced that Dave Stogner and his New Western Swing Band will play at the Dance, the company will hold at the Andrew Jackson Hotel in Nashville on November 15th. The dance will be in conjunction with the WSM Disk Jockey Convention being held in Nashville at that time.

Stogner, a native Texan, has just been signed to Decca by Country Recording chief, Paul Cohen. He is currently working in Fresno, California, but will bring his band to Nashville especially for the Convention festivities, which will also be attended by many other Decca Country artists.

Canadian Capers

Canada's own Diamonds (Mercury) of "Little Darlin'" fame are currently headlining the show at the Bellevue Casino. . . . The Falsan Blau which did record business with its recent booking of the Four Aces (Decca), are presenting this week, the Morrison Sisters (Decca) to be followed on November the 9th by the Ames Bros. (RCA Victor). . . . "The Biggest Show of Stars" which did so well when it played here in September at the Montreal Forum, is returning for a one day engagement on November the 17th in same location. The show will feature Pats Domino, Lavern Baker, the Everly Bros., Paul Anka and many other top stars. . . . Marking their first appearance in this town are Billy Ward and his Dominoes (Liberty) who are headlining one week engagement, and of all things, at the Cafe Domino. . . . Anamorena, shaped singer from Argentina, headlines the new show at the Ritz Cafe of the Ritz Carlton Hotel. . . . Ted Heath (London) and his orchestra were very well received by enthusiasts when they played a one-nighter here recently. Co-starring were the Hi-Lo's (Columbia) and Carmen McRae (Decca). . . . Nightly at the Embassy Room of the Windsor Hotel is Max Chambot and his orchestra. . . . Currently featured at the recently opened Latin Quarter is Europe's sophisticated chanteuse Felicia Dore. . . . At the El Morocco this week is Coral recording artist Alan Dale, very well liked around these parts.

Country Gathering

HOLLYWOOD—"Scuakin' Deacons" Moore (KXLA), Charlie Williams (KXLA), Jolly Joe Nixon (KKRD), Joe Allynson, host of 'Country America' and diskar (KKRD KABC-TV), Tom Brennan (KKRDK) and Texas Tiny (KFOX-KTTV).

Correct Liberty Address

NEW YORK—In the Liberty Records advertisement for Margie Bayburn's waxing of "I'm Available", an in last week's issue of The Cash Box, an incorrect address was inadvertently used.

Liberty Records' correct address is 1556 North La Brea, Hollywood.

Air Mail Subscription To The Cash Box S30

JIMMIE WILLIAMS sings on MGM "AGAIN" b/w "YOU CAN'T MAKE ME CRY" White Oak Music—BMI Cincinnati 39, Ohio

"It's What's In THE CASH BOX That Counts—INTERNATIONALLY"
AL TERRY
(Hickory 1071)
B+ "COCONUT GIRL" (2:06) [Cedarwood BMI—B. Terry] Al Terry, who did nicely with his previous All-Star B. Terry offering, follows it with a capital, quick- beat, husl-davored offering. Captivating vocals by Terry, accompanied by a very musical guitar and chorus, disks up in charming style. Could catch and bust wide open.

B+ "BRING ME SOME RAIN" (1:55) [Armstrong BMI—B. Gordon] And Terry's equally at home on the flip as he is the gorgeous rockin', pop-oriented romantic piece. Watch 'em both, pop and country-wise.

BILL AND MARY REID
(Starday 325)
B+ "IN THE VALLEY" (2:04) [Starrite BMI—B. Reid, G. Martin B. Reid and Mary Reid] This is a highly effective lead reading as they groove this strong piece of sentiments-love material. Melodie Mountaineers supply the fine 'pore country' musical backdrop on a quick paced affair that can develop into deejay chart contender.

B+ "SHE CAN'T STAND THE LIGHT OF DAY" (2:28) [Starrit BMI—E. Nowak] Ably backed up by Bill and the crew, Mary grabs the solo spotlight and handles it impressively as she respectfully piles this touching, palo tempo moralizer. Top notch coupling.

WAYNE WALKER
(Columbia 4209)
B+ "BO-BO SKA DIDDLE DADDLE WALKER" (2:17) [Cedarwood BMI—W. Walker, Pierce] Chances are that Wayne Walker's gonna break into the 'magic circle of hits' with one or both ends of his latest Columbia hit. This half is a contemptuous novelty rocker that Wayne knocks around the studio with unusual musicality. The laid-back lyrics combine with a tantalizing vocal and instrumental backdrop.

B+ "COME AWAY FROM HIS ARMS" (1:54) [Cedarwood BMI—W. Walker, Sowine, Sherry] This tune is packed with warmth and sincerity by the smooth-voiced Walker. Very lovely style. Watch 'em both in the pop and country departments.

JAE RICHARDSON
(Mercury-Standard 71219)
B+ "BEGGAR TO A KING" (2:25) [Columbia BMI—J. Richardson] Newcomer Jae Richardson bids fair to walk away with top honors with either end of his Mercury-Standard debut. This end the artist tenderly relates how the gal's love gave him a bluesy downer. With rockin' chord and instrumental support surrounding the tune, an 'ooga' to watch closely.

B+ "CRAZY BLUES" (2:05) [Starrite BMI — Richardson] Here ups the tempo as he colorfully rocks out a real inviting, romantic blues item that can also take and hand us down one. Great jazz material. Should keep the boxes hoppin' day and night.

ALVIS WAYNE
(Westport 523)
B+ "DON'T MEAN MAYBE, BABY" (2:17) [Westport BMI—A. Wayne] The Westport label could have a hit on its hands with this terrific rock and roll that Alvis Wayne drives out in dynamic fashion. Side has the sound that the kids in all markets ought to go for. Good dealers and deejays take note.

C+ "RATHER BE WITH YOU" (2:10) [Drambuie BMI—T. Wayne] On the lower slicing the chart baner with an expressive reading, this moving, r&B-flavored romantic piece.

THE FARMER BOYS
(Chappell 11-2128)
B+ "FAMILY REUNION" (2:40) [Starrite BMI—Gab- lard, Holt] Cuts like a Rainbow. Here in the listener's favorites, among the favored customers, etch one for all country buy who are convincingly render this emotion-packed, religious-flavored spiritual alert. Should garner loads of sales and spins.

C+ "BANJOLINA" (1:58) [Star- rite BMI—G.E. Thompson] On the bottom portion Story and the crew 'pull out all the stops' as they rapidly rise, this jet-speed instrumental item.

THE CHUCK WAGON
(Columbia 4128)
B+ "I'M HEADED FOR THE PROMISED LAND" (2:28) [Stamps Baxter, Stamps Carson] Here is an excellent piece of sacred material that should find an enthusiastic reception in the 'bible belt' areas. It's an inspiring, quick moving affair that the Chuck Wagon Gang treats to a stirring performance.

B+ "THERE'S GONNA BE SINGING IN THE VALLEY" (1:50) [Stamps Quartet Music SESAC—Jolly] Flipside features another outstanding, up tempo gospel tune by the artists which get their message across with the utmost sincerity.

BIL MUNROE
(Decca 49)
B+ "I'M SITTING ON TOP OF THE WORLD" (2:19) [Warlock Measure ASCAP—A. Munroe, W. Westerson, J. Young, S. Lewis] For the fans of southern country music straight Bill Monroe and his crew turn in another outstanding, back mountain performance with head to toe performance. It's an engaging, fast paced opus that sounds nothing like the stories and songs. The early mountain. WOULY AND THE TREN- DROPPERS (Peer Intl BMI—Monroe) On this side Monroe and the group fly over a trigger-quick, self-confidence folk item that he cut a while back. First quality programming for the discs.
Barbara McCool writes that KWEM-Memphis, Tenn. deejay, Fred Byler has just cut his 1st disk for S.G.B., Inc. Records. The song is titled “Give Me Your Love” and “Blue Roses.” Fred, affectionately known as the “Country Boy From Spring Creek” on the KWEM “All-Parade” show, 3 times daily, Mon. thru Fri., as well as other shows throughout the day. Also, adds Barbara, KWEM’s Eddie Bond, has started a new 2 1/2 hour morning, 6:00 A.M. to 8:30 daily deejaying artists in the Memphis area to drop in and visit with him. His other KWEM programs include a daily, Mon. to Fri., 2:30 to 4:30 show and a Sat. 11:30 to 1:30 P.M. show. He does his show every other week from Memphis’ Sample Furniture. \* \* \* 

The news-packed, Chuck Carson Official Fan Club booklet reached the offices this week. The booklet, of the night, is Millie Cox, who can be contacted at 712 E. 14th St., Minneapolis, Minn. Apt. 138. \* \* \* 

“Texas” Bill Strength info’s that in addition to his KEYE-Minneapolis, radio and TV shows, he’s also appearing at Minneapols’ “Flame Theatre Cafe’,” 5 nights a week. Bill adds that he’ll be at the DJ convention and while there will be cut session. \* \* \* 

Ernie Bashford, who has moved over to M.C. a recent “Opry” show that appeared in town at the Fort William Gar- rison, has started a new show, “The U.S.A.” which he takes to Bluff, Kansas, with great success. Jimmy Rodgers Snow, Cowboy Cosgrove and Wilma Lee & Stone Cooper & The Chuck Mains went to the “Pickin’ Chicken” Restaurant to have dinner with the stars.

In addition to the 2nd date in November, the Jackson Falls the Hank Snow outfit will be playing in Vt., Miss., and then will head west early that the 15th, Hank reports that he has more reaction on his newest release, “Splendid Juggin’ Ground”, than any of his other hits, “I Don’t Hurt Anymore”, He’ll also be in Nashville for the trip.

MGW’s Don Reynolds sends word that he did the WWWA-Wheeling, W. Va., “Jamboree” show on Nov. 2nd and then then followed his personal appearance date for Smokey Warren in Lakewood, N. J., on the 16th.

Ken Parsons types that he’s now back home in Pine Bluff, Arkansas, the new station, KPBA, a “top fifty” operation. He’s planning to get his station, under the name, “Hank’s sugar Daddy,” show on to other stations around the 1st of the month. He’s been hearing from artists, pub, men, interested stations, etc., at his old station, KVFL, Arkansas. Ken says that Gene Davis, country songwriter and singer formerly with King is part-time at KPBA as staffer.

Elider Snodgrass, WGG-A-Gainesville, Ga., info’s that the station will be celebrating its anniversary soon and that he’d appreciate tapes from the artists congratulating the station. Notes should not be mentioned so that the tape can be used year after year. He’ll also be glad to have the tape, so congratulations for Elder Snodgrass Day and Xmas and New Year’s greetings.

The October guest list for “Red River Jamboree”, Paris, Texas, includes The Plaismen Quartet from WFAA-Dallas, Texas, The Melody Boys Qt, with Don Randol, Jackie Miller, femi rockabilly vocalist, and East Texas’ singing Davall Sisters, May Ray, Smiley Barlowe (Faye Millhouse), will guestar on a special midweek performance of Roy Glenn & Pee Wee Reid’s “Jamboree” show, on the regular three hour show, and will appear on KRTV for an interview. RCA’s Nana Cast, who headlines the “Jamboree”, was an October visitor to Nashville where she appeared in the film Little Joe. She will appear with Hank Snow and the Rainbow Ranch Boys, and M.C. Charlie Applewhite.

Fred Maddox, KOKS-Ontario, Calif., will open his own station, the “Mozaic” on or about Nov. 15th at 6:00 P.M. The station will operate on Saturdays in addition to playing at the “Copa Club” in Pomona, Calif. He wishes that the managers would be as consistent as they are in Pomona.

His address is 20035 East Gladstone, Covina, Calif.

Cathie Taylor, 12-year-old sound stylist has been given her own radio show over KPER-Gilroy, Calif. that in the air every Sat. morning from 8:45 to 10:00 A.M.

The guest roster list for Jimmie Dean’s week day and Sat. noon, CBS-TV shows included Betty McGuire, Delores Hawkins, George Hamilton IV, Eileen Rodgers with Dorothy Collins and Mel Torme.

Due in on Sat., Nov. 9th, Dean made his own guest appearance on Patti Page’s Wed. Nine, CBS-TV, “The Big Record” on Oct. 25th.

Fanus Husky and Faron Young are currently mailing over scripts for “The Boys From Tennessee” (new title) for their forthcoming feature co-starring the two boys with Zsa Zsa Gabor, which goes before the cameras by the end of November. Heed to the plans are being finalized for Husky to appear on Steve Allen’s show November 17th, the night before Christmas. Both Young and manager, Hubert Long, planed to the Coast Sunday, October 27th to visit publicity people and bandleader show will appear in November with regard to Faron’s next Capitol release.

The Sat. Oct. 19th audience at KWKH-Sharev- port’s “Louisiana Hayride” were treated to a terrific show turned in by guest star Warren Smith, Joe Carson, Billy Jack Hale, Dalton & Lula Joe and the “Hayride” regulars. On Nov. 2nd, the entire crew journeyed to Robinson Memorial Aid. In Little Rock, Ark. a big show consisting of Jim Edward, Maxine & Bonnie Brown, Tommy Trent, Earl Davis, John Herdon, Maxine-Maxine’s wife of Little One, Ladda Brannon, Wally Fairburn, The Delta Boys, Carl von Reisert, and others has been breaking his daily TV show all week long from the Louisiana State Fair while Linda Brannon just closed a very successful run at Texas State Fair.

Zeko Clements is now located at the ‘all country’ music station, WENQ-Madison, Tenn., is spinning all the c&w and doing the news, 6 hours a day, as well as a column, for Webb Pierce, coming out soon, also expects to sign a major recording contract in the near future.

George Popkins of “Pop’s Country Store”, WXXI-Richmond, Va., notes that that recent visitors to the store received complimentary tickets to the Country Music show, who repeated their earlier packed house records and Mercury-Starday’s Don Pierce who was excited with the reaction of Jimmie Skinner’s “I Found My Girl” in The U.S.A.”

A brief glimpse of some of the country music activity in Springfield will be incorporated into Saturday’s 16th “Wild West World” program on TV, via local station KTVY, Several “jubilee” performers who will be part of the show, along with the “Jubilee” tour floor doctor, Freddie Rains.

Bonnie Brown, affectionately kidded about hunting for a man by her cohorts on the “Jubilee” and the Red Foley Show, on which she frequently appears with brother Jim Edward and sister Maxine, was hunting for a 14-point deer during Arkansas’ current bow-and-arrow season, but instead shot a 25-pound hog, with a bow and arrow, according to her attorney Tommy Russell—is expecting. Bobby Helms recently appeared in a negative at 5:00 PM. November 23rd. Dow Chemical Company’s Saturday noon-time Red Foley Show on NBC Radio has as Saturday’s- day’s Nov. 9th guest Eddie Hill. Active once again, in Missouri’s March of Dimes campaign, Don Rich- ardson will serve as Public Information Director for the organization’s 1962 drive next January.

Crossroads TV, Radio/Orak and Earl Barton Music will be represented at the upcoming WJM Disk Jockey Festival by “Sis” Simon; who is partnered with John Mahafey in the management of these firms.

Tom T. J. Thompson, who owns the country wax, daily, Mon. thru Sat., from 6:30 to 7:30 A.M. over WRQN-Encoreville, W. Va., sends out his plan for all the diskjockeys, and artists to send along the new c&w cassettes.

Sporadically word now, Thurston Moore, owner of the “Verona Lake Ranch”, Verona, Ky., and publisher of the famous yearly Hillbilly Scrapbooks, will have his new 1962 edition ready at the decency convention. Notes and artists want a free copy should write to Thurston at the above address. This is the 8th annual Scrapbook and these annuals find their way everywhere. Georgia, Moore’s wife, will accompany him to Nashville.

Norman Martin, Program Director for WMLL-Milwaukee, Wis., tells us that his station is the only one in town with a c&w program. The show, tagged “Ranchhouse Round Up”, run by deejay Cur- lby, is popular with the youth of the city and is aired 5 1/2 hours per day.

Joe Leher, owner of the “Rainbow Ballroom” and popular Colorado promoter, who has realized many successes with his eleven programs in Denver, says he has Leon McAuliffe and His Cimarron Boys into the Ballroom on Thurs., November 7th and Hank Thompson and His Brats during Thurs., November 12th. This will be the first appearance in the Denver area for Leon and has been scheduled to mark the 10th appear- ance at the “rainbow” for Hank and his crew. Hank was the 1st Western band ever to play in the Rainbow Ballroom whether or not, generally started playing with bringing Western entertainment into Denver in 1958.

Mrs. Antoinette Kangas proud to report that hub- by Les, who penned “Paul Bunyon Love” has just achieved another chart contender on the wax scene. The tune, “Something To Talk About” by Al Jacobson on Capitol, is already attracting loads of attention according to Antoinette. “Bunyon”, inden- titally, was cut by Tex Ritter on Capitol. The Maddox Bros. & Rose on Columbia and Smiley Monroe on Viva.

The Cash Box, Music
Page 55 November 9, 1957
Country Round Up
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.

DUAL PRICING
DOUBLES THE OPPORTUNITY 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 semi-classics on EP album records (2 tunes per side) at a proportionately higher price.
COLUMBUS, O.—Rumblings have been received here in recent months regarding the efforts of local communities to increase coin machines taxes and license fees. Coin firms, like all other citizens, while disliking the idea of taxes, acknowledge that if a condition is in existence where taxes are necessary, they are willing to pay their share. But, in the main, taxes and licenses on coin operated equipment have been away out of line in comparison with those assessed other businesses. Associations and individuals must be continually on the alert to fight unfair and confiscatory taxes and license fees. Pressures for added and higher taxes will really become a vital problem in the very near future. In an address before the 60th annual meeting of the National Tax Assn., here, J. Cameron Thomsen, vice chairman of the Committee for Economic Development and chairman of the board of Northwest Corporation of Minneapolis, said that despite heavy tax increases since the end of World War II, state and local governments have been forced to go heavily into debt to meet their service obligations. He predicted that by 1965 state and local revenue needed will increase by 35 per cent. "Our object," he said, "must be to find ways for the states and local governments to raise the funds they need, thru their own tax systems, without hindering economic growth, and in ways that will distribute the burden equitably." With this in mind, it's well to remember that coin machines of all kinds are prime objects of the legislative bodies—and all in the industry should watch developments in their communities at all times.

NEW YORK.—One of the operators of bottle drink vendors, while attending the recent NAMA convention in Philadelphia, returned here with a "tall tale" picked up from the Coca-Cola bottler. Here's the story—and we might say we got a chuckle out of it. For nearly four long years two American sailors had been lonely castaways on a desert island in the middle of the Pacific. One day, as they stood on the island shore looking out across the horizon, one of them saw a small king-size washboard. He ran out into the surf and brought the bottle in. It was one of the new king-size Coca-Cola bottles. For a long time he just stared at it, then, a sudden, frightening realization came to him. "Harry!" he shrieked, "We've shrunk!"

The operator who thinks that he has "put one over" on any of his competitors by offering a loan, bonus or cash advance to some location, and because of this has taken that location away from his competitor, is only adding to a tremendous number of overhead expense problems and future troubles onto himself and his business. The fact remains that other of his locations very quickly learn all about this loan, bonus or cash advance and, very rightfully, demand the same for themselves. It eventually becomes a very vicious circle whereby the operator, who started it all "just to outmaneuver a competitor and take away a good location," finds that he has to become a banker to meet the demands of all the other good and even mediocre locations on his route. In short, loans, bonuses or cash advances actually add a heavy load to the already heavy and constantly increasing overhead expense load the operator is weighed down with.

When a loan, bonus or cash advance is made, the operator must realize that he has that much more investment to amortize, and that it will take him that much longer to break even. Where, at first, he may think that he stole a march on his competitor by making the loan, or offering the bonus or cash advance, he will find, in the long run, that his competitor is much better off than he is because his competitor will amortize his investment much faster.

That means that his competitor will be able to present new equipment to his locations with greater constancy than the operator who has made the loan, bonus or cash advance.

This also means that the operator who offers loans, bonuses or cash advances, now has to come up with new machines to match his competitor, regardless of the fact that his competitor is not making loans, bonuses or cash advance offers to locations.

The result is that many operators who, at first, believed that this was the one and the best way to obtain the better spots, find that because of the tremendously increased investment and the longer time required for amortization, they are losing money.

Under present day conditions, when inflation driving up overhead expense at a steady rate, the overhead expense load has become a very, very serious problem for every operator everywhere. To irritate and even complicate that problem by offering loans, bonuses and cash advances is absolutely ridiculous as well as extremely foolish in the eyes of any intelligent businessman.

In any territory where an operator claims that he "simply must" use such horribly foolish tactics, it has been found that, by the operators getting together into a meeting and discussing this problem they can, of themselves, bring it to a halt. At the very least it can be minimized to such an extent that it reverts upon the one who offers the loan or bonus or cash advance with costs affecting the majority.

It is one thing to have to battle constantly creeping, increasing inflated overhead expenses. But, it is absolutely silly to add to such expenses loans, bonuses or cash advances. Every retail merchant in the nation knows that no service firm will do any such thing for him.

It is especially surprising to hear that loans, bonuses and cash advance offers are increasing at this time. Especially when all the world realizes that what this industry offers locations is "business stimulating" equipment.

Certainly the merchandise on the average merchant's shelves doesn't actually stimulate business. Merchandise, today, has to be sold. And, many times, can only be sold through deep price cut bargain sales.

The equipment of this industry costs the merchant absolutely nothing. It holds his patrons in his place of business. It brings them back again and again and again. It earns him more money for the space occupied than for any other similar sized space occupied by his own merchandise.

What's most important, it earns him this money without a single penny's investment on his part.

Servicing costs him nothing. Repairs cost him nothing. In fact, all he enjoys is profit from the coin operated equipment in his place of business.

"Why, then," asks one outstanding operator, "should supposedly intelligent businessmen who are offering such an unusual, superior and unique service to the nation's merchants have to make loans, cash advances or offer bonuses for something for which every storekeeper should thank them for installing in his place of business?"

Have you the answer?

This is actually adding an extra load on top of the heavy and constantly increasing overhead expense load with which the operator is already weighed down.
Year Old Suggestion Of The Cash Box Widely Accepted As Manufacturers Ship Games With “Two Play-Two Bits” Coin Chutes. Ops Report No Opposition From Locations Or Players. Claim This is “Most Profitable Play Action Yet.”

CHICAGO—“Two Plays Two-Bits” has now become an accepted method for enjoying better income from the large bowlers of all the manufacturers.

Over a year ago, this publication printed editorials suggesting “Two Plays Two-Bits” concerning these and similar much higher, priced games.

The fact that the manufacturers quickly adapted “Two Plays Two-Bits” to their bowlers, and are shipping these with such coin chutes, has allowed a great many operators, everywhere in the nation, to place the games on location with great success.

We have had no opposition from either location owners or players on our 2 plays for 25c bowlers”, reports a well known Chicago operator.

“In fact”, he says, “many welcomed this new play action for its stimulated the players as well as the location owners.

“Telling more and so is the location owner”, he concluded, “and that”, he says, “is about the best reason for 2 plays for 25c in any man’s country.”

But this isn’t all there is to it. The fact that the operators could feature big bowlers at 2 plays for 25¢ gave them a sharper edge for selling the idea of such games to the public.

The location owners were willing to make the test. The results have been so promising, as well as the most profitable of the big bowlers are those featuring 2 plays for 25c.

In fact, some operators claim that these bowlers have actually “stolen” the play away from straight dime action games.

Two this may sound strange to some operators, a quick test in any location, operators claim, will convince them that, for some reason or other, many players as well as location owners believe there is more enthusiasm and more excitement to the bowler featuring 2 for 25¢ play.

In the meantime manufacturers find that the demand for the “Two Plays Two-Bits” bowlers grows greater right along.

“Yet”, said one well known bowler manufacturer, “we are shipping more bowlers on 2 plays for 25c than on 10c play.”

CHICAGO — Even the export business is becoming even more important, many U.S. exporters are now asking whether exports to Europe, especially, have reached their apex.

Those who haven’t visited the European continent these past few years may be laboring in the belief that, “This just can’t go on forever.”

One well known distributor asked, “How long can they keep calling for more and more used machines?”

The trouble with this distributor, as well as with many others who have entered into the export business, is that they haven’t made a first hand study of the export situation in Europe or, for that matter, of any other area where they are exporting machines.

As an example of the future possibilities for continued high exports to Europe, the fact remains that the largest cities are, as yet, without sufficient numbers of games or phonos.

London, Paris and Rome, those three largest cities, haven’t even had the surface of their sales potential even mildly scratched.

Regardless of the fact that ‘phonos’ are being manufactured in the U.S. and imported to London, Paris and Rome, these three cities can use many, many more times the numbers of machines they now feature.

The reason is that these three cities aren’t as yet even scratched as far as amusement games are concerned.

London has only prewar games and whatever few other amusements have been placed on location. This city is actually bare of new type amusements. When it does reopen to export it will again become one of the very biggest markets for U.S. exporters.

The Paris has games and phonos in operation, the number is so small compared to what this beautiful city can use that, should export become free, the numbers of both phonos and games that will be called for will probably astonish manufacturers and distributors in the U.S.

Rome, as has already been published here, hasn’t any games to speak of. Here and there a game can be found in operation. But as yet there hasn’t been a concentrated effort to export games to Rome, even though all admit that this city would respond well to games and new games of all kinds.

The same is true of music, at least as far as Rome is concerned. There are phonos here and there throughout Rome, but the actual number which this city can accommodate hasn’t as yet been reached.

Rome is wide open and the Romans, themselves, are eager to enjoy games as well as phonos in the greater number which this city will eventually feature.

No, the European market is far from glutted. It is far from its apex. The exporters to Europe know this. The manufacturers of phonos and games find that Europe is using as much as is any other export area.

And regardless of all the import problems which Europeans face they are, somehow, obtaining more equipment, while continuing to call for still more and more to be shipped to them.

Gottlieb Chalks Up Record Breaking Sales Year

Deductive Plus Foreign Biz Sets New High Sales Mark For Firm.

CHICAGO — The Gottlieb organization was highly elated this past week to learn, after a complete check had been made, that the firm had chalked up a record breaking sales year.

“Our continuing, big domestic business”, Alvin Gottlieb reported, “plus the great export business which we have built up, was responsible for setting this new sales record.

“Believe me”, Alvin stated, “this wasn’t done overnight. We have been working on the export field for the past six to seven years.”

“In addition”, he reported, “we have been constantly at work, without a moment’s halt, developing our domestic business to the greatest possible extent.

“We certainly are very happy to be able to report a record breaking sales year, which is the result of hard work, tireless effort and a constant search for better products to earn the operators more money in every way.”

As is well known throughout the industry, export business of D. Gottlieb & Company has been very outstanding. Gottlieb games can be found in practically every country on the globe.

“We do want to take this opportunity to thank all of our distributors everywhere in the world for the very great job they have done to make possible this record breaking sales year”, Alvin said.

“What’s more”, he added, “we also want to commend all of our employees, engineers and everyone else here at our factory for their efforts in helping us to chalk up a new high sales mark.”
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Model UPA 100

Demand Surges For Keeney Vendors, Reports Huebsch

CHICAGO — Paul Huebsch, vice president, J. H. Keeney & Company, this city, reported this past week that demand on the part of operators all over the nation for the firm's line of vending machines has stepped up sharply.

"Repeat business and the large number of orders we received at the NAMA show", Huebsch stated, "have created a terrific backlog of orders, which we are trying our utmost to fill as quickly as possible.

"Our only problem", Huebsch revealed, "is production. As the number of orders for the various types of vending machines increase, we find that we need faster and bigger deliveries of component parts from our suppliers.

"Another thing", he added, "is the time it takes for each and every machine to be put through our thorough and exhaustive tests at every stage of production, so that all operators may be assured of dependable machines and profitable operation for years to come."

Huebsch noted that volume orders are coming in from coinmen who are adding vending to their phonograph and amusement operations.

"The old-timers in this business know", he said, "that vending affords them some splendid opportunities for future growth, expansion and steady income."

Coinmen who attended the vending convention recently, according to Huebsch, were especially interested in the firm's "Riviera" 22 column cigarette vendor, not only because it fitted in with their immediate expansion and diversification plans, but also because this model was best designed to merchandise cigarettes.

"Everyone liked the package-size selector buttons conveniently located on top of the cabinet", Huebsch said, "and we were also complimented on the simplicity of the mechanism."

Paul Huebsch also stated that some new model vending machines are being added to the Keeney line and that further announcements would be made in the very near future.

Sidney H. Levine Memorial Fund

To perpetuate the memory of his name and his accomplishments in the coin machine industry by providing assistance to individuals seeking a college education, or to further their education in any other manner.

Send Contributions to:

HARRY ROSEN
250 WEST 57TH STREET
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Phono Accessories Promote Play

CHICAGO—Nate Feinstein, Atlas Music Company, this city, stated this past week that, in a great many locations, the addition of a remote volume control, a wall box and a speaker will do more to promote play on the juke boxes than other methods sometimes used by the average operator.

"These accessories", Feinstein said, "remain to increase collections for the mutual benefit of both operator and location. They will do more lasting good than a few dollars spent in the location by the operator from time to time.

"Many operators have also learned", Feinstein advised, "that locations prefer a personal visit to talk things over and come up with ideas for promoting more play for the phonograph.

"It is surprising to find that a great many locations could easily increase collections by merely installing one or two extra inexpensive accessories", Feinstein concluded.

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- Vocal Combination
- Orchestra
- Small Instrumental Group
- Rhythm 'N Blues Record
- R & B Female Vocalist
- R & B Male Vocalist
- R & B Vocal Combination
- R & B Orchestra
- Country Record
- Country Female Vocalist
- Country Male Vocalist
- Country Vocal Combination
- Country Band
- Country Instrumental Artist
- Country Sacred Singer

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- Male Vocalist
- Vocal Combination
- Orchestra
- R & B Female Vocalist
- R & B Male Vocalist
- R & B Vocal Combination
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Kentiver Automatic will handle all types of coin-operated equipment, Including Music. We invite our customers around the globe to write to Kentiver Automatic for advice and information in all their needs. Our home offices in Philadelphia and Scratchen will, of course, continue to serve you in the manner in which you have been accustomed to doing business with us.

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**Through The Coin Chute**

**PHILA. FILBERTS**

Poor Nat Selow! The Atlantic Penna exec had organized a tremendous social event for the Bar Miztvah of his son Norman this past week—religious services and bruschetta followed by a big party. Friday night came down with the flu. There wasn’t time to advise invited guests, and many came in from out of town. The Bar Miztvah was held—but without the bruschetta boy. Saturday night, Nat Selow told us that John Butale of McDadoo Vending expanded his biz by adding the Hausman route to his operations. Another expansion move by Butale was increasing his family. The Selows are now parents of twins, a boy, 10 oz. girl, to their brood. . . Talk about being busy! Abe Witzen, International Scott-Crosse Sales manager, phoned with some leads and wire calls, we couldn’t even wave “hello” to him. . . Dave Rosen gave a great honor this week. Allied Jewish Appeal presented him with a medal for “outstanding service” during trade show drive. And in the trade show, Dave hosted Milton Berle at his offices and later attended a cocktail party at the Warwick Hotel, where Berle met with all music people promoting his Broadway album. Rosen is distributor for this label. . . Moe Bayer, Banner, back from an extended road trip, reports his biggest sales on United “Jumbo” bowling alley, at Robins, another busy Banner exec, concentrating on United’s phonos. States collection reports very satisfactory. . . Fred Walters says that with the advent of cooler weather, operators are again getting very interested in coin-operated machines. He tells us that Harry Genet’s daughter, Ruth, married Gerald Rappaport. Joe Ash happy over the volume delivery of Gottlieb’s new five ball “Silver” this week, so that he could fill 50 orders. . . Paul Cinimo, of the record department of Atlantic Penna, married Saturday and planning a two week vacation in Florida. . . Harry Asells, Columbia, away for a month is expected any day.

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**“Business Good” Advises United Music Corp. Also Reports Firm Planning Ahead To Bring New Ideas To World’s Music Operators**

CHICAGO—“Business is good”, reported Jack Mitnick, sales director of United Music Corporation, this week.

“Regardless of all the headaches and heartaches of getting a new automatic phonograph under way”, Mitnick stated, “we, at United Music, have found business to be very good, as well as with all our customers.”

Mitnick pointed to the growing production lines.

He also advised that the firm is planning far ahead and will bring many new and better ideas to help the world’s music business.

“Building phonographs”, Mitnick said, “isn’t just a one time or one year business. Its main import is to be able to plan far ahead and to meet whatever conditions will arise in the music industry.”

“We believe”, Mitnick claims, “that we have set out plans that we will also be able to meet whatever problems the music operators will encounter throughout the world.”

“We also feel that the nation’s operators realize that United Music Corporation is here to help them to enjoy better returns on their investment in United’s new phonographs.”

“The operators also realize that we have had many years of experience in the coin-operated business. We know their problems. We know what they require.”

“We are planning ahead to offset and neutralize any of the operators’ problems while, at the same time, bringing them an automatic musical instrument that will assure them of the most outstanding operational possibilities with better profits and a finer future.”

“The big reason”, he adds, “that we find business good here at United Music, is because the operators realize that by using an automatic musical instrument, they can improve their turnover and increase the extra speed required to bring in extra money.”

“In this way”, Mitnick says, “the operator is assured the maximum income from his machine on an hourly basis without the worry of extending the peak play hours. When the operator has a phonograph that does not conform to one order of all possible play capacity, he then realizes he has assured a finer return in every fashion.”

“Business will always be good for those who build good machines. We of United are building great machines. The operators know this. We shall continue to build great machines for the operators so that they will always win with United.”

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**Through The Coin Chute**

**SAN FRANCISCO SPOTLIGHT**

Huber Distributing Co., AMI distributor, suffered severe flood damage in June, but is going strong in the midst of severing its stock and warehouse operations.

Mrs. Walter Huber tells us that Gerald Pearl of Reinert Music Co., Marysville, and his family is in town to attend the International Livestock Exposition scheduled here by the Livestock Exposition committee.

Walter Huber and wife have returned from a brief stopover at the local office will be heading back to the plant in their home after completing his tour of livestock and horse shows. . . Bill Baxter of Susanville visited with J. D. Cox at Advance Automatic Sales Co. before leaving the district to see his daughter who is attending college in Pasadena. . . Ken Tythe of Opera- tion Sells is in town enjoying his time in San Francisco. . . Bill Farley and wife are visiting in Portland, Ore. . . Mr. and Mrs. Lou Krentz of Inyo County, were visiting in Reno, Washington. . . Mr. and Mrs. Al Giolomotti of J. & A. Sales, are enjoying an extended vacation in Mexico city while partner Everett FArdig is working in the city. . . United Music Corp. office has been moved to Wyoming. . . John Ruggiero of R. E. Jones Co., Seeburg distributor, away on a four day business trip. . . Mr. and Mrs. Lou Krentz, visiting in Phoenix, Ariz. . . Each bagging their limit on a deer hunt at Portola. . . Another good marksmen, Larry Marini of L. & M. Sales, Petaluma, also bagged his limit of deer.

James P. White, national sales manager for Columbia Phonographs, was joined here by Merrill Klein, West Coast district manager, during his visit at H. R. Basford Company, Columbia Records distributor. . . Out-of-towners signed along the way included Lee Oulton of Lee Oulton Music, Frank Van Alphen, Melody Music in Bakersfield; Al Hiland from Dumasville. . . Mel Bacigalupi, owner of Universal Music Company, just returned from the Vendors Show in Philadelphia. . . Much excitement at A. B. M. Music Company of this city when Angelo Martini bagged his black bear in Humbolt County after a five-year try. . . Big doings with Elvis Presley on hand at the Civic Auditorium. . . Eric Distributing Company hosted a party for Milton Berle marking the release of his new album. . . Mr. and Mrs. Jerry Barron of Barron Music, Belmont, left for a two week holiday in Honolulu.

Cleveland, Ohio—Morris Gisser, president of Cleveland Coin Exchange, reports from Europe where he has just returned from a one month visit to Europe for the bash of his famous name. . . He attended the opening of the Amusement Division of the Cleveland Israel Bond Committee and Miss Pat McCarthy, administrator, announced by Nathan Shafran, Committee Chairman.

This committee has been organized to sell $18,000 in Israel Development Bonds to the American Jewish community in the City of Cleveland as their share of the $1,000,000 in Bonds to be sold by the Israel Bonds Corporation. . . They have reported sales of $2,000.

Dave Liebling, of Cleveland Coin Exchange, reports from Europe where he attended the Amusement Division drive; and the committee members overseas. . . Max Goldstein of Monroe Coin, Milton Horowitz, Cleveland Coin; Joe Solomon of J. B. Music, and Sam Solomon of Samco.

**It’s What’s IN THE CASH BOX That Counts—INTERNATIONALLY**
Hamburg, Germany — When Bill and Cissie Gersh of the Cash Box visited in this city several weeks ago, they spent some time with Alfred W. Adickes in his home. But Bill Gersh, being the omission of business man, had to visit the offices Adickes’ Nova Apparate Gesellschaft. And, of course, to visit a few pictures, some of which we reproduce here.

The top photo shows a line-up of some of the Volkswagens with their servicemen alongside who cover Western Germany. A larger truck can also be spotted on the left. The firm has many, but it wasn’t possible to call them all in for the picture. Under this photo, on the left, is Adickes and Gersh in Adickes’ private office, and on the right is the front of the Nova headquarters at Semperstrasse, 24. Where the trucks and service cars of the firm are seen is the side of the building where the factory, repair, and assembly departments are located.

According to Adickes, the firm expects to move soon to its new building. Construction plans have been prepared and the location in the City of Hamburg has been selected. Excavation of the site is expected to start in the near future, with the erection of the building to follow as soon as possible.

In explaining the success of Nova, Adickes stated: “The continued growth of our organization is due to the understanding of the coin machine business and our determination to give all of our customers the very finest service and co-operation in every and all instances. I believe it is this principle which has been in a great part responsible for our outstanding progress and success.”

Adickes is one of the most experienced men in the world, having put some thirty years into the business. At one time he headed one of the largest wholesaling firms in England. Recently he arranged to supply the English music operators with the latest model Rock-ola phonographs. He is a confirmed traveler, and at the present time is in the United States.

Adickes Visits Gersh in Chicago, U. S. A.

CHICAGO—Returning the courtesy, Alfred W. Adickes of Nova, Hamburg, Germany, who is visiting coin factories in this coin center, spent an evening with the Gershes.

“One of my greatest pleasures, when I visit Chicago,” stated Adickes, “is to spend an evening at home with Cissie and Bill Gersh and their charming daughter, Gall. This is just the same kind of evenings we spend at home in Hamburg with the Gershes when they visit us.”

And to mark the visit for posterity, Bill Gersh once again took out his trusty camera.

Top, left photo, “Freddie” poses with Gall, who is wearing a pair of Bavarian leather shorts sent to her from Germany. Top, right: Gall and Cissie Gersh listen to Adickes as he relates some of his experiences during his trip. Bottom, left: Eating dinner in a very relaxed mood. Bottom, right: Adickes present Cissie with a gift from his wife, Karla.

Evening was spent at the Cash Box.

MONY Officers and Board Nominated

Denver, Connors, Wasserman, Chicofsky

Assured of Re-election

NEW YORK—Members of Music Operators of New York met at the Park Sheraton Hotel, Tuesday night, October 29, and nominated a slate of officers and board of directors, prior to elections to be held next month.

All incumbent officers were nominated: Al Denver, president; Joe Connors, vice president; Harry Wasmann, treasurer; and Ben Chicofsky, secretary. As these were the only men nominated, there will be no contest for the offices, and these men are assured of election.

Nominated for the Board of Directors were: Lou Herman, “Doc” Shapiro, Mac Pollay, Lou Levy, Joe Basile, George Holtzman, Leonard Block, Ray Knoss, Irv Fenichel, Al Arnold, and Al Goldberg. Five of the nominees will be chosen by the membership at election.

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
through The Coin Chute

CALIFORNIA CLIPPINGS

Business along Pico Boulevard is as fluctuating as the weather with business booming one day and slowing the next, but the overall picture remains on the bright side. . . . The new Rock-Ola "1400" phonograph was received at Paul A. Laymon, Inc. and is on display in the showroom. Lucille and Paul Laymon are pleased with the enthusiasm shown by the operators that have viewed the new machine in the showroom. The Laymons are planning for a long-week end in Las Vegas. Ed Wilkes reports Bally's ABC "Champion" Bowler is going to remain at his position in the store and will not make re-ordering. Jimmy Wilkins busy handling the orders for used equipment in both the game and music line. . . . Lou Bennett, Seal Beach, operator, has his store all cleaned up and is planning a big display of the distributable . . . . 

While on the West Coast to record for RCA-Victor, Johnny Camacho paid a visit to the Rock-Ola Music Company for a gay-fest of bowling and fun with the Rock-Ola personnel at the Richfield. The mail order business increased to such an extent at California the past week, Gabe Orland pitched in to help his staff fill the mounting orders. Gloria LaPortche, the attractive blond cashier, returned to register after a ten day bout with the flu-bug. Betty Williams says her big seller Little Richard's "Keep-A-Knockin'" on Specialty. Martha Delgado believes Buddy Robinson predicts The Sprouts' "Goodbye, She's Gone" on RCA-Victor will catch on with the operators.

Walter Murra, Barstow operator, passing out cigars in honor of his wife, Georgis, presenting him with a baby boy, Stanley William Murra. . . . His many friends happy to see Phil and Harriett Mote back and after his recent illness. Phil says he is very pleased with the increasing demand by the operators for Chicago Coin's "Classic Bowling League." . . . At C. A. Robinson & Company, Barstow, the play in United's "Jumbo" Bowling Alley is a great aid in filling the orders. Al Bettelmen reports all equipment is in good shape. The termination of the Operators' Bowling Content has been prolonged due to a number of operators falling victims to the Asian Flu, so Hank Tromack will announce the winners in all leagues in the coming weeks. The "H-200" phonograph continues very popular with the operators at Beldner Sales Company, Inc. Jack Leaner, Beldner, announces new tool lines to enable him to maintain one of the most complete Parts Departments in the West. Marshall Ames received Gene's new "Motonama" game, and Games, Incorporated's new "Hole-In-One" game is in the showroom and both are receiving very good operator reaction. Don Amos reports new and used phonographs the big items in the San Diego area.

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

The Cash Box
CHICAGO—A suggestion of great interest to operators in the Chicago area, as well as everywhere in the nation, was submitted this past week by Ben Polonsky of Hy Polo Amusements, Inc., this city.

Polonsky writes to The Cash Box as the publication that has continually urged "Schools For Mechanics" ever since its inception.

"To the fact that there is such a tremendous shortage of trained mechanics in the Amusement Game field, both new and old operators in the industry are experiencing difficulties in finding and employing men capable of maintaining and servicing these machines.

"Because of the complex electrical mechanism of amusement equipment, many games now on location are bringing in very little revenue to the operators due to lack of men for servicing them when they break down.

"Having spoken to many operators and distributors, I believe it would be a good policy for the manufacturers and distributors to try and set up a rotating school, where both operators and mechanics can learn the latest mechanics of maintenance and repair.

"Electrical Schools in the Chicago area do not teach the service and repair of the type of equipment used in our industry.

"If you can't get the manufacturers or distributors to set up schools, may be you can interest them to help the Electrical Schools in setting up a program for mechanics in our line. There is a genuine need in this line of endeavor. We believe that this industry can absorb a great number of men, well trained and service this type of equipment.

"Cordially yours,

BEN POLONSKY, SEC'TY."

Young Grandmother Joins "20 Year Club"

WINSTON-SALEM, N.C.—"Thanks very much for the membership in our '20 Year Club'", writes Mrs. R. R. Styers of T. R. Styers Coin Machine Company, this city, one of the original members.

"I have taken care of this office all these years", continues Mrs. Styers, "besides my home, two wonderful sons and my husband.

"One son is now an attorney in our home town, Winston-Salem. He is married and we have the most beautiful two year old granddaughter, as well as a very, very lovely daughter-in-law.

"Our other son is a sophomore at Duke University."

"Thanks again", concludes Mrs. Styers, "for membership in The Cash Box '20 Year Club!'"
Second Cycle of Chicago "School For Mechanics" Continues

CHICAGO — The second session of the second cycle of Chicago's "School For Mechanics" was held Wednesday evening, October 30, at Automatic Phonograph Distributing Company, distributors for AMI.

Rotating monthly classes are being sponsored by four phonograph distributors and participated in by 12 local operators in a progressive effort to train servicemen in the mechanics and models of phonographs. Mike Spagnola, manager of Automatic Phonograph Distributing, was on hand during the four-hour class to act as host, as were Ray Grier and John Havilla, service representatives for the distributing firm.

Cliff Bitting, AMI supervisor of field service, conducted the class. Bitting also trains servicemen from all over the world at the schools held one week each month in Grand Rapids.

In this second session on the AMI phonograph, the credit and selection system was completely covered. The 16 servicemen who attended were very much interested. Many reported that they now completely understood the operations and methods of servicing these units. It has been disclosed that the distributors and participating operators in this "School For Mechanics" are discussing the possibility of holding future classes in the daytime.

The fact that one-day-long class can completely cover each phonograph, and that a new group of servicemen can attend the following session, at the present time, this matter is in the discussion stage.

Next week’s schedule is set for November 6, starting at 7:00 p.m., at the showrooms of Atlas Music Company (Seeburg).

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

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Wurlitzer Export Names Otto Bader To European Sales Post

NORTH TONAWANDA, N. Y. — The Wurlitzer Export Department, through sales manager Arthur C. Rutzen, has announced the appointment of Otto Bader as a European sales and service representative effective November 1, 1957. Bader and his family reside at Rankstrasse in Zurich, Switzerland. He will represent Wurlitzer on much of the European Continent and North Africa in distributor contacts and the sales of automatic phonographs, organs and pianos.

An electronics engineer, Bader is a graduate of the Wielon Colleges at Winterthur, Switzerland. He has an excellent background of field experience which should serve him well in working with Wurlitzer distributors, dealers and representatives who handle the electronic products manufactured by the company.

Hans Schiederger of 33 Stadelhofstrasse, Zurich, Switzerland, has been directing Wurlitzer's European sales and service for some time and will continue in that post. His efforts will be augmented through the appointment of Bader.

Mr. Rutzen made known his new Export Sales Department assignment, Rutzen said, "The ever-increasing business emanating from Europe and Africa calls for the assignment of two men. Those familiar with the export business realize that the company's exports of musical instruments have been steadily increasing and it is necessary that we in sales keep pace with this progress and give the companies who represent us throughout Europe and technical assistance possible. We have followed this same plan with regards to Central and South American and the Caribbean Islands, Wurlitzer men regularly make calls on our distributors and retail store customers to render them every possible assistance in their sales and service programs."

Miller To Stop Over In Chi., N. Y., And Wash. On Way To Miami

GRAND RAPIDS, Mich. — The first woman music operator to attend the AMI "Factory Service School" was graduated October 25 at a hotel banquet which concluded a week-long course at the AMI "Little Red Schoolhouse" in the theory and practice of AMI's box servicing and maintenance. The feminine music operator, Esther May of the National Specialty Company, Eau Claire, Wisconsin, is one of a class of 17 music operators and servicemen to take the course.

Informal classes were held throughout the week from Monday morning until Friday afternoon with the banquet at which Award Certificates were presented to the "students." Sessions included bench work, classroom discussions, slide film maintenance procedures, and a plant tour covering the manufacture, assembly and inspection of AMI Juke boxes. The course stressed material that will be of immediate practical value back home in the shop or on the route, with emphasis on the new model "H" Juke boxes. Throughout the week's study all members of the group were guests of AMI, with meals and hotel accommodations paid for by the company.


Clifford Bitting of the AMI service engineering staff is in charge of the school, assisted for the week by Monty West, Midwestern regional field service engineer. Field school will be held regularly one week each month throughout the year. Operators and servicemen are invited to write for details on enrollment.

Seventeen Graduate Latest AMI "Little Red Schoolhouse"

George Miller

George A. Miller, president and managing director of Music Operators of America (MOA), left headquarters of this city on Thursday, Oct. 31, for a trip which will culminate at the MOA Board of Directors meeting in Miami Beach, Florida, starting Monday night, November 11.

Miller’s first stop is Chicago, where he will attend the Association’s board meeting on Monday, November 4. He will arrive in Washington, D. C., on Tuesday, November 5, and remain there three days. Miller then goes on to New York on November 7, where he will stay thru the Music Operators of New England banquet and tour the next day night, November 9. Miami Beach is the next stop, where he will preside over the MOA Board of Directors meeting from Monday night, November 11, thru the balance of the week.

Bader's departure has been made possible by the appointment of John Rutzen as manager of the Export Sales Department and the addition of Otto Bader, formerly of Lederle, Germany, to the AMI organization.

The MOA Board of Directors will meet Monday night, November 11, at the Miami Beach Sheraton Hotel. At this meeting, Bader will be formally introduced to the members of the American Music Operators Association.
Chicago North Side Phone Bowl News

CHICAGO — Western Automatic started off the evening by taking two from Gillette Distributors. Frank Lantz was high for Western with 498. Gillette's Frank Dalton was high with 467.

Decca Records swept three from ABC. Deccan's Tony Ignizio was high for the team and for men with a 588 score. Also high for Decca was Ray Albamonte's 529. Les Taylor's 546 was high for ABC.

Amber Music took all three from Singer One-Stop. Johnny Oomens was high for Amber with 542. Singer's Red Losasso was high with 464.

Paschke Phone swept three from Brown's Camp. Ray Gallet's 512 and Bane Gallet's 506 were high for Paschke. Dick Larson was high for Brown's with 456.

Mercury won two from Coven Music. Mercury's E. Kapucinski was high with 537. Roy Bauer was high for Coven with 485 along with Bonnie Bauer, whose 459 score was also high for women.

B & B took two from Phono Service. High for B & B was Fred Driscoll's 590 and Marino Piero's 619. Bunk Parsons was high for Phono Service with 476.

Galgano won two from Garnisa Distributors. Tony Galgano was high man with his 544 score. Hank Schack was high for Garnisa with 472.

Star Music swept all three from Gateway Distribs. Hank Schack was high for Star with 845. Bob Holzman and Phil Bianchi were both high for Gateway with the same 415 score.

CHICAGO — "Production of our penny scales and counter games has never been better than it is right now", declared John Frantz, president, J. P. Frantz Manufacturing Company, this city.

"Increased demand for penny machines has been most marked since Labor Day", Frantz stated. "After a good many years of lagging behind the bigger games, the small counter games have staged a comeback in popularity.

"This is due to tight money and the fact that there are a lot more pennies in circulation", he added.

Frantz pointed out that sales taxes have put more coins in the hands of the public than ever before. Placing a penny counter game or scale right near the cash register, he said, proves profitable to operators under present-day conditions.

"Grown men and women", Frantz continued, "don't hesitate to spend the pennies for their own amusement, as well as for their youngsters. Playing a small counter game or dropping the coin into a weighing scale has become such a habit that many operators are waking up to the profit possibilities.

"Last week, for example", Frantz reported, "an eastern operator called to tell us that he hasn't bought a single scale for ten years. Now he's ordering a large quantity because he finds he needs added and stable income."

Frantz also said that operators all over the U.S. are ordering more of the firm's "Challenger" and "Kicker & Catcher" counter games.

Kaye Appoints Katz

BROOKLYN, N.Y. — Irving Kaye, Irving Kaye Company, Inc., this city, announced this week the appointment of Charles Katz as sales manager. Katz, who is well known throughout the country, has been associated with a number of firms in a sales capacity covering a period of more than 25 years. He advises he is leaving on a country-wide trip to visit with distributors and operators.

The Kaye company has made great strides this past year as manufacturers of pool tables, pool table covers, and supplies of balls, cues, sticks and other accessories for the operation of pool tables.

The firm is currently in production of "El Dorado" a 6-pocket table; "DeLuxe Bumper Pool", and "Competition" super deluxe 6-hole table.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
NOW AVAILABLE!
NEW STYLE HEAVIER PENNY, NICKEL AND DIME DISPENSERS
$13.95 COIN CHANGE QUICKLY MADE TO SATISFY CUSTOMERS, AND DELAYS IN COUNTING COINS OR JAMMING OF OLD DISPENSERS.
TOUCH THE LEVER AND FIVE COINS DROP IN YOUR HAND.
THE MOST DURABLE AND ACCURATE COIN DISPOSER ON THE COIN MARKET.
AVAILABLE IN 1c, 5c, 10c, 25c Models
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WANT TO BUY ALL TYPE BINGO GAMES
BASEBALL GAMES WILL PAY HIGHEST CASH DOLLAR!

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Membership Cards Mailed
"International Coin Machine Export-Import Council" Members Receive Membership Cards and Certificates. Membership Card Will Act As Identification and Only Means For Admission To Council Meetings. Members To Indicate Whether First Meet Will Take Place During MOA Convention
In Chi, May, 1958

CHICAGO—Membership cards in the "International Coin Machine Export-Import Council" have been mailed to those who have applied for membership.

In addition, a very handsome certificate has also been mailed which, when framed and hung on the office wall of each importer or exporter, will bring into being closer and better relations with all other importers and exporters who may visit the firm.

The membership card will act as the identification and the only means for admittance to all meetings of the "International Coin Machine Export-Import Council."

With the mailing of the membership cards and certificates, members have been asked to indicate whether or not they would like to meet in Chicago during the MOA (Music Operators of America) convention, May 6, 7 and 8, 1958, which is being held in Chicago.

Those members who will be here will be also be able to visit with theading manufacturers who are based in Chicago.

They will also be able to see new games and phones which will, in all probabilities, be introduced during the MOA convention. Several of the phones were introduced during the past MOA convention.

The first meeting will probably be one of introductions among the members of the "Cash Box" "International Coin Machine Export-Import Council" and, there is no doubt, will bring into being Executive Committees for Europe, Central and South America, North America as well as for the Pacific.

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

Through The Coin Chute

EASTERN FLASHES

Further study of the slump in collections definitely points the finger to the flu bug. Operators from all over the area advise us that, instead of earing through the past few weeks, the volume is now at a low. In some cities in the East, conditions are so bad, schools have been closed. Doctors are so busy, that they can't even visit the card game store owners to order the phones. Under the present conditions, of course, reflects in the business being done by the wholesalers, but surprisingly enough, exes of these firms report steady sales of both, new and reconditioned.

Last minute warming to music ops. Music Operators of N.Y. bureau, Nov. 16, expected to draw largest crowd of all time. As a result, it has a few tickets which they've been holding for the usual last minute requests. If you haven't ordered yet, get moving. ... Nominations meet of MOY, held at Elks Club, Dec. 1, will feature the major award going to the year's best coin game. The award will be decided on by a panel of judges.

BALLY.

...to hold meeting.

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**Calling New England!**

Check into these terrific machines

**Bally Sun Valley**
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**PHONE! WRITE! WRITE! WRITE!**

**Phil Weinberg**

sales manager of Bally games.

Who remembers the famous Bally Pinball Kings?

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Ever heard of them?

**Happy Birthday This Week To:**

George Eckhardt, Alma, Neb.
William Martin, Cincinnati, O.
William Embir, Lebanon, Pa.
Abraham Dolins, Hyannis, Mass.
Robert M. Bender, Charleston, W. Va.
J. Schenck, Chicago.

**Kurt Klever**

Says Paul, "I've got too much work

To stay home and celebrate."
Roto-Targets Mean More Play!

GOTTLEIB'S
SILVER
Means More Coins! More Profit!

Whenever you talk to the stories are the same ... Roto-Targets have been acclaimed as the outstanding New feature in amusement pinball machines! Location owners and operators report important New earnings and profits attracted by Roto-Targets. They are fun for all and present an irresistible New challenge to the skill and timing of every player.

Silver has an exclusive Lite-A-Name feature that holds over from game to game until $1-LV-E-R is lit; then, complete name lights for specials. Silver also includes: Rolvers and spot button that complete numbers 1-2-3-4 to lite holes for specials; super-powered flippers that shoot ball upfield of Roto-Targets; cyclonic kickers; twin chutes and on all steel door and door frame for lifetime service. Match feature.

See your distributor today!

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IMPORTERS
We have the Music Machines and Amusement Games you want ... at THE PRICE YOU CAN PAY.
We save you money as all equipment is shipped from New York. Perfectly reconditioned by skilled mechanics.

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231 Windsor St., Hartford, Conn., J.A-4670

CHICAGO—Bill DeSelm, sales manager, United Manufacturing Company, this city, announced this past week that the firm is delivering to its distributors a new, puck type shuffle game, "6 Star Shuffle Alley".

Game is 6½ feet long, has jumbo pins and scores up to 300 according to regulation bowling scoring. DeSelm stated that many refinements have been added in the new "6 Star Shuffle Alley", including a beautifully designed, streamlined cabinet, with entire mechanism in the back box.

There's a National slug rejector coin chute fitted into an all-metal in-

WALL SPEAKER $11.95
True high fidelity tone. Limited stock. 8 ohms. 8 inch speaker. Packed 2 to car-

MARVEL MANUFACTURING CO.
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“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
WANT—Photograph Records—made before 1940. Deal only in box or private collections. Will pay $150 to $300 per thousand. Sounds or albums wanted are: Brunswick, Vocalion, Paramount, Gennett, Melotone, National, Victor and others. John J. K, SCHNEIDER, 599 W. 83rd St., NEW YORK, N. Y. (Tel: TR 7-9147).

WANT—Broadways, TOLEDO COIN MACHINE EXCHANGE, 814 SUMMIT, TOLEDO, OHIO.

WANT—To Buy: Mighty Mikes, any condition; Bally Champion & Ex- hibit Bronco Bears; Bert's Puffer Engines; Quizzar & Quizzar Flippers; Standard Metal Tippers; & 8 Select in line Roll Down Games; Gottlieb Games from 1954 to 1957; Gum- smokes; Big Horn and Skeet Shoot — All late Shuffle Alleys with large pins. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029 PROSPECT, CLEVELAND, OHIO (Tel: TOWER 1-6715).

WANT—Used records, 45's or 78's. All types—Pop, Hillbilly, Blues. We buy record year round, any quantity. You can consign records on hand. Tony Caliano, CALANO SALES LTD., ST. THOMAS, ONT, CANADA (Tel: 2649).

WANT—AMO 81, 120, 200 selection Wahns, 2 or 4 line Rheda Flipper Pho- tographs. Late 2 Player Pinballs. Write stating condition, number and best cash price you will accept if needed. Write or phone. JALEN AMO MFG. CO., INC., 14 E. 21ST STREET, BALTIMORE 18, MD. (Tel: BElmont 5-2881).

WANT—Round The World Trainers—Drivers of your Arcade Equip- ment. Quote lowest price and con- dition. 41st DISTRICT, 26 9th N. KEDZIE AVE., CHICAGO 25, ILL. (Tel: JU 5-3211).

WANT—A European Buyer Interested In Absorbing Approximately Fifty Used Seeburg, Wurlitzer And AMI Phonographs Monthly. We Guarantee Consistent Delivery, Good Qual- ity. And Satisfaction. CHICAGO SALES, INC., 831 MAIN ST., BUFFALO, NEW YORK. Tel: LINcoln 9106.

WANT—Keeley Mainliners Shuffle Alleys. Write, wire, phone lowest possible prices. SUNNY SALES, INC., 501 TENTH AVE., NEW YORK 36, N.Y. (Tel: 1-8189).

WANT—To Buy Seeburg 100 R, and 100 G Phonos. In Perfect Condition. AUTOMATIC MUSIC CORP., MAIN ST., BRIDGEPORT, CONN. Tel: NE 5-1443.

WANT—To Purchase 5,000,000 Sur- plus Records, All Speeds. We Pre- fer Large Quantities And Will Buy Fresh or Used. Write Or Phone, Collect—RANSEL RECORD CORP., 101 FRANKLIN BLVD., ISLAND PARK, N.Y. (Tel: General 2-1650), JESSE SELTER, PRES.

WANT—Bally Triumphs By JOE BELL GAMES, INC., 463 PULAW- SKI ST., CHICAGO 10, ILL. (Tel: Harris 4-2552).

WANT—Used records, High prices paid for 78's and 45's. No quantity too large or too small, We buy brand names and RPD, HPI, Columbia, etc. Write or phone. FIDELITY DIS- TRIBUTORS, 666 10th AVE., NEW YORK 36, N. Y. (Tel: Judson 6-4568).

WANT—Used 12' American Bank Snapdowns; 22' American and Rock-Ola Snapdowns and Head Section Units. Quote best resale price. STATE AMUSEMENT CO., 1531 BROADWAY, TACOMA 2, WASH. (Tel: Fulton 3-2282).

WANT—Used Bingo games recondi- tioned, or new, also Seeburg A-1 M100R. Are also interested in aven- gues for Belgium and Luxembourg. Airmail offers including seaworthy packing f.o.s. New York and catalogues to: ETS, SONI- BEL, 30, AVE. DU PORT, BRUS- SELS, BELGIUM.

WANT—For Cash or Trade, Shuffle Alleys, Phonographs, Arcade Ma- chines, Slot Machines, List or card. BERNIE BERGER, WEST SIDE DIST., CORP., 612 TENTH AVE., NEW YORK, N.Y. (Tel: Cleve 4-6446).

WANT—Large Trade Trainers— Drivers of your Arcade Equip- ment. Quote lowest price and con- dition. 41st DISTRICT, 26 9th N. KEDZIE AVE., CHICAGO 25, ILL. (Tel: JU 5-3211).

WANT—Attention Everyone in the Coin Business. We want Arcade Equipment and all the Bally and United Bingos you have. Plenty of $8888 waiting. Don't Write or Wire but call us collect—L.oust 4-4415. BELGIAN AMUSEMENT CO., 334 NORTH BROAD ST., PHILADEL- PHIA, PA.

WANT—Used Bally Bingos; Gottlieb and Williams Pins; Used Shuffle Alleys; Guns and Phonographs. Send complete list. Highest prices paid. Representatives of Wurlitzer and Gottlieb Games, GARE FORMAN OR SANDY MOORE, SANDY MOORE DIST., 240 E. MERRICK RD., FREEPORT, L. I, N. Y.

WANT—Cash! Highest Cash Paid For Chicago Coin Blunkers, Bull's Eyes, United; Genco, Williams, Guns and Baseballs. ALLIED COIN MA- CHINES OF CALIF., 776 MILWAUKEE, CHI- CAGO 22, ILLINOIS (Tel: Canal 6-0293).

FOR SALE—18-5' Atlantic Bantams used machines with 9 stands—2 machines fit 1-11. $695 per machine. ca. 1/3 Deposit, balance C.O.D., or S/D. KOEPPELL DISTRIBUTING CO., 607 TENTH AVE., NEW YORK 36, N.Y. (Tel: LO 4-0289-9). FOR SALE—Relays, step units, coils —new and dies to make same. MIKE MUNVES, 577 TENTH AVE., NEW YORK 36, N.Y. (Tel: BRy- ant 9-6677).

FOR SALE—All types of used Pool Tables or Seeburg, Special price on ultra modern speaker and Baffle (6 inch speaker). $75.00. GATEWAY DISTRIBUTORS, 1622 N. WORTH AVE., CHICAGO 47, ILL. (Tel: Dickens 2-1214).

FOR SALE—Sellers Shuf- fles 10th Frame and later models: Wurlitzer 1500's, 1600's, 1250's, 1015's; all type Bingos; Goose Hunt, as is, is beyond ready. RAYN STATES DIST., CO. 301 E. 7th, TUCSON, ARIZONA (Tel: 3-3688).

FOR SALE—Bally Show Time, $400; Bally Key West, $300; Bally Double Header, $300; Bally Miami Beach, $100; Bally Big Time, $100. SCIO TO NOVELTY, INC., 1908 8th ST., PORTSMOUTH, OHIO. (Tel: EL 5-3147).

FOR SALE—Bowlers: ABC Bally 14' and 11' Deluxe Congress, Deluxe ABC. Bally Bingos; Show Times, Key Wests, Big Shows, Big Times, all models. GLOBE DISTRIBUTING COMPANY, 1625 NO. CALIFORNIA AVE., CHICAGO 47, ILL. (AR 0780).

FOR SALE—One New 100 Selection AMI Mechanism, in original box from factory, $245. WESTERN DIS- TRIBUTORS, 1222 SOUTHWEST 16TH AVE., PORTLAND 5, ORE. (Tel: AWater 7565).

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and we will show you why you put a little more and be glad you did. Your money back if not completely satisfied. 1/3 deposit with all or- ders. Write or call: ALLAN 148, INC., 937 MARKET STREET, WHEEL- ING, W. VA. (Tel: CEdar 2-7600).

FOR SALE—New modern wall speakers, $11.95 ea. C.C. Band Box (used), $8.95, $28.96 (48 set) Wall Boxes, $29.50; Seeburg 100 set. Wall Boxes, $49.90. BILLOTT DISTR., CO., 224 N. MAIN STREET, NEWARK, N. Y. (Tel: NEWark 298).

FOR SALE—United and Chicago Coin shuffles, 10th Frame and later models: Wurlitzer 1500's, 1600's, 1250's, 1015's; all type Bingos; Goose Hunt, as is, is beyond ready. RAYN STATES DIST., CO. 301 E. 7th, TUCSON, ARIZONA (Tel: 3-3688).

FOR SALE—Special. 14 Ft. United, $500; c/a. 14 Ft. Bally Bowling Lanes, $510 ca. T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. (Tel: Main 1-8751).

FOR SALE—Record!! 1/5 over whole- sale, and label. Free title strips. Quick service. New accounts, token deposit with order. We also pur- chase. Used records purchased only. RAYMAR SALES CO., 170-21 JAMAICA AVE., JAMAICA 32, N.Y. (Tel: Olympia 4-1012, 4103).

FOR SALE—Used machines of all models, as is, is beyond ready for use. AUTOMATIC MUSIC DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY 6, OKLA. (Tel: Fores 5-3456).

FOR SALE—Hi-Speed Super Fast Shuffle Board wax. 24 one-pound cases per case, $8.50 f.o.b. Dallas. Sold on money back guar- antee. Distributor for D. Gottlieb, ChColes, J. H. Keeny, STATE MU- SIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.
FOR SALE—Parade $225; Broadway, $185; Nite Club, $195; Big Time, $385; C.C. Super Match Bowler, $35. Terms onethird deposit, balance payable draft. GENERAL DISTRIBUTION CO., 1660 OAKLAND AVE., NEW ORLEANS, LA. (Tel.: Tulane 6729).

FOR SALE—All Games Cleaned And In Working Order, Broadway, $200; Big Time, $125; Beach Club, $25; Variety, $65; Miami Beach, $135; 6 Rock-Oles Firewall (78), $125; 6 Apollo, $75, each; Giant 1015 and AMI “A,” 3 for $100; United, $35; Bally Bowling and Shuffle, $35; Triple Strike, $135; Criss Cross, $49.50; Williams 6 Player, Roll-A-Ball, $35; Williams 1 Player, $285; Bearberg Gun, $80; Silver Skates, $30; Smoke Signal, $140; Shindig, $50; Peter Pan, $135; Star Pool, $115; Race The Clock, $125; Peppy (New), Whip, Williams Club, $175; 1 Chicago Coin Big League Baseball, $115; 4 Walling Scales With Fortune and Astrology Features (Like New), For the Lot, $125; Benjamin Franklin, Keeney Coffee Machine (New), $225, Write—or Phone or Write HE 1-7577, 1/3 Deposit Required On Each Order. We are exclusive factory distributors for: Bally—Wide World, Liberty, Arcade. OAKLAKE AMUSE. CO., 4533 PAYNE AVE, CHICAGO, ILL. (Tel.: HE 1-7577).

FOR SALE—United Bowling Alley $225; ChiCoin Bowling League $225; ABC League $50; ABC Lane $535. WANT—United Top Notch Shuffle Alley and Bally Jumbo Shuffle Alley. MO. AND MARQUIS GAMES CO., 67 SWAGGERTY ROAD, SCHENECTADY 2, N.Y. (Tel.: Franklin 7-5162).

FOR SALE—Export Buyer Attention! In-Line Games, $50 & up; Pool Tables, $50 & up; Pin Games, $52 & up; Music, $75 & up; Kiddie Rides, $100 & up. ASSOCIATED AMUSEMENTS, 1080 CITY, CLEVELAND 2, OHIO. (Tel.: T'adium 2-4010).

FOR SALE—Comco—Extended Range Speakers and Baffles. Quantity at modest prices. Engineered for heavy duty use. Satisfaction guaranteed or money will be refunded. Finished in Lined Oak, Natural or Mahogany. Packed two to a carton, $11.95 ea. COMI INDUSTRIES, 237 ELSTON AVE., CHICAGO, ILL. (Tel.: INdipendence 2-2210).

FOR SALE—Safari, Big Top, Steam Shovel, Goaler, Hi-Fly, Wms. DeLuxe, O'Keefe, Coin, Black Elephant, Galapagos, Jelapoy, Pin Wheel, Hawaiian Boulevard, Cuban Lulu, Harbor Lite, Sleaping Club DeLuxe, Duette DeLuxe, Registrar, Marathon, Gaytee, Pyle, Caravan, Manhattan, Broadway, Niteclub, Nite Owl, 1-1/2¢ and 2¢ Machines. 237 WASHINGTON ST., NEWTON 58, MASS. (Tel.: D'Ecaut 2-1500).

FOR SALE—15 United Handicaps; 30 assorted United Star Sluggers, Super Sluggers, Chicago Cubs, New York Yankees, and Chicago White Sox baseballs. Make us an offer for one or all. NATIONAL NOVELTY CO., 640 W. MERRICK RD., VALLEY STREAM, L. I., N. Y. (Tel.: Winton 1-6778).
FOR SALE—We have a large stock of reconditioned Shuffle Board Games and Equipment. Write for list. WES-TE-RAUS CORP., 3726 KESSEIN AVE., CINCINNATI, OHIO. (Tel.: Montgomery 1-5000).

FOR SALE—Wurlitzer 1015, 1017, with Cobra pick-up, $35 ea.; 9 Column Smoke Shop, $55; Wurlitzer 4851 Wall Boxes; $9; Seeburg Wall Boxes (chrome), $40; 14 Ft. Bally and United Bowlers, $85. All types Bingos wanted. LEW JONES DISTRIBUTING CO., INC., 1301 N. CAPITOL AVE., INDIANAPOLIS 2, IND. (Tel.: Melrose 5-1593).

FOR SALE—100 Telequiz, with film. Reconditioned, refurbished, ready for location. $0 or 10c play. Special price, $95.00. Write for quantity prices and list of other equipment. G O R SALES, 3216 N. LECLAIRE AVE., CHICAGO, ILL. (Tel.: Avenue 3-6818).

FOR SALE—Reconditioned Seeburg 100 Selection Wall-O-Matic, Model 3W1, Chrome Covers, New Selection Buttons, 3W1 Aluminum Instruction Plates, $57.50. Telephone or wire collect. SYRACE 75-1631. DAVIS DISTRIBUTING CORP., 738 ERIE BLVD., E., SYRACUSE 3, N. Y.

FOR SALE—United 14 Ft. Bowling Alley, $495; Wurlitzer 1400 Phonograph, $515; Wurlitzer 1800 Phonograph, $675; Wurlitzer 1900 Phonograph, $795; Wurlitzer 2000 Phonograph, $895; Seeburg V200 Phonograph, $695; Seeburg 100 Selection Chromo Economical Houses, $45. UNITED DISTRIBUTING CO., 920 W. SECOND, WICHITA 12, KANSAS. Tel.: HO 4-6111.

FOR SALE—Seeburg 20 Selection Wall Box changed over for 25; 30-20", @ $5; Rock-Ola 120, Chrome, $55; Seeburg 100 Selection, Hammerloid Finish, $45; Rock-Ola 1717 Stoppers, $30; Vendor Coin Changer, $65; Bingos (Cleaned & Checked); Beach Clubs, $65; Bally Beauty, $65; Yacht Club, $45; Maxivox, $45; Bert Lane's Dead Zero (New), $75; Long Pools (Like New), $65; Small Pools, $55; 1600 Wurlitzer, $250; AMI A's (No broken plastics, cleaned & checked), $65; Jennings' Scales, $25; 8 Ohm Speaker (wall), $9.95. H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL.

FOR SALE—Broadway, $200; Big Time, $85; Gayety, $75; Gay Time, $110; Night Club, $195; Big Show, $275; Seeburg $100C, $425. NAS- TASI DISTRIBUTING CO., 912 POYDRAS ST., NEW ORLEANS 12, LA. (Tel.: Magnolia 6386).

FOR SALE—18 Foot Rock-Ola Shuffle Board, $149.50; Shuffle Board Game Wax (12 cans), $3.50; Fast wax case (12 cans), $4.50; Pucks (set of 8), $12; Fluorescent Lights, price, $22.50; Adjusters, $18.50. PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: Juniper 8-1814).

FOR SALE — Closeout: Brand new original factory crates, United's Toy Beacon, $20, Phone. IMPERIAL COIN MACHINE CO., 498 ANDERSON AVE., CLIFFIDES, N. J. (Tel.: Whitney 5-2899).

MISCELLANEOUS

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

NOTICE—It's your business to KNOW THE FACTS! How can operators cooperate affect you? How can you get your location's cooperation? How can "The Play Plus" help you? What percentage of the nation's juke boxes feature 10c play? What percentage of U. S. homes feature 10c play? All this and more appeared in The Cash Box. In addition to "The Cash Box Price Lists" which, for over 18 years since their inception, have been internationally recognized and officially accepted.

The Cash Box is the publication that conceived the idea for MOA (Music Operators of America). The Cash Box originated and has constantly crusaded for: "National Public Relations Bureau," "Dime Play," "National Credit Bureau," "National Board of Trade," "National School for Mechanics," "Two-Minute Recordings," "Equalized Record Tone Level," The Cash Box "Quarterly Export Edition" has won world wide recognition and international acclaim. The Cash Box Annual Encyclopedia plus its Anniversary Issue is accepted as "The Year Book of the Industry." When you send $10 for a full year's (52 weeks) subscription to The Cash Box (just about two bits a week) you are getting what has been acclaimed by all as: "The BIBLE of the Industry."

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

NOTICE—Diversification with no investment! Our program has already proven itself to leading operators. Hundreds of dollars each month of extra cash with our "Especially Made for the "profits" trade merchandising approach" in the specialty field of food. A.B.C. MFG. CO., 3441 W. NORTHE AVE., CHICAGO 47, ILL.

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MISC.—Send Christmas Cards With Music Design, Ideal For Your Business; Free Samples. WILLIAMS CARDS, 19 HUDSON STREET, NEW YORK 13. Tel.: WO 6-2799.
THIS WEEK’S USED MACHINE QUOTATIONS

19th YEAR OF PUBLICATION

54th CONSECUTIVE WEEK’S ISSUE

How To Use “The Cash Box Price Lists”

[Text about how to use the price lists]

FOREWORD:

Manufacturers and date of game’s release listed. Codes: (B) Bally; (CC) Chicago Coin; (C) Coin Op; (E) Excalibur; (G) Genco; (Gott) Gottlieb; (K) Kenny;

FOREWORD: The Cash Box Price Lists (ALSO known as the “C. M. I. (Coin Machine Industry) BLUE BOOK”) TO THE TRADER: Many times, when dealing with the quotation of high and low prices of certain equipment, like any true retailer “The Cash Box Price Lists” can only feature the market prices as they are quoted. The Cash Box Price Lists set exactly the same market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. “The Cash Box Price Lists,” rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent.

SOURCE: The West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning. “The Cash Box Price Lists” reports 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 is the highest price quoted for the week; Second price listed is highest price quoted.

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

CODE

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

Manufacturers and date of game’s release listed. Codes: (B) Bally; (CC) Chicago Coin; (E) Excalibur; (G) Genco; (Gott) Gottlieb; (K) Kenny;

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<td>AML</td>
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**Model Numbers:**
- AML: 1036
- BALLY: 1640, 125
- CHIOGO: 755
- D. COPEL & ASSN.: 600
- THE WINDLE'S CORP.: 500
- WILLIAMS: 1000
- UNITED MUSIC CORP.: 2000
- J. P. FEINBERG: 3000

**Price Ranges:**
- AML: $500.00 - $2,350.00
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- CHIOGO: $2,350.00 - $3,500.00
- D. COPEL & ASSN.: $1,500.00 - $3,500.00
- THE WINDLE'S CORP.: $1,950.00 - $3,500.00
- WILLIAMS: $3,500.00 - $7,500.00
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