With his Dot recording of "April Love" already way up in the charts, Pat Boone's film of the same name was premiered at New York Roxy Theater last week in a celebration that turned out to be an overwhelming tribute to the young star. Pat has become one of the hottest artists in the entertainment world through making hit after hit for Dot, turning out top drawing movies for Twentieth Century-Fox, and performing on his own weekly television show over the ABC network. Above he is pictured in a scene from "April Love" with his co-star Shirley Jones.
Geared to GO on RCA Victor!

HAPPINESS THEME
(from the GM 50th Anniversary TV Show) c/w
HI LILI, HI LO (from the MGM film 'Lili')
The General Motors Orch.
conducted by Hugo Winterhalter
47/20-7095

ROCK AND ROLL RHAPSODY
(c/w I TAKE THEE (The Wedding Song))
PAT O'DAY with the Hugo
Winterhalter Orch. and Chorus
47/20-7077

INTO THE EYES OF TEXAS
(c/w COME BACK TO ME)
Gail Davis (TV's Annie Oakley)
47/20-7092

CONGRATULATIONS, JOE c/w
PRELUDE to a BROKEN HEART
Pee Wee King
47/20-7090

STARGAZER c/w
THE BEST DREAM OF ALL
VAUGHN MONROE with
Joe Reisman Orch. and Chorus
47/20-7093

STEPPING STONE
(c/w JIG SAW PUZZLE)
The Falcons
47/20-7076

Watch for these NBC-TV network shows in color and black and white...THE PERRY COMO SHOW, THE GEORGE
GOBEL SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, TIC TAC DOUGH...all sponsored by
The Cash Box

Volume XIX—Number 10
November 23, 1957

Retailers Distributors Operators Disk Jockeys

On the back of this page you will find the world famous CASH BOX Top 60 Best Selling Records. From now on you will be able to tear this card out and use it for general display purposes. Retailers will be able to pin it or paste it near their cash registers. This pin up sheet is bound to increase sales. Distributors' salesmen will be able to use it as a further sales aid. And for operators and disk jockeys it makes an ideal programming guide.

In offering this new service, THE CASH BOX takes one more step forward in its never ending campaign to widen the horizons of the entire record industry.
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<td>Jailhouse Rock</td>
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<td>You Send Me</td>
<td>Billie Holiday</td>
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<td>Ain't That Love</td>
<td>Nat King Cole</td>
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<td>Pretty One</td>
<td>Doris Day</td>
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<td>All The Way</td>
<td>Dean Martin</td>
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<td>Kisses Sweeter Than Wine</td>
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<td>Just Born</td>
<td>Roy Orbison</td>
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<td>Honeyscomb</td>
<td>Bobby Vee</td>
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<td>I'm Available</td>
<td>B.J. Thomas</td>
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<td>Peggy Sue</td>
<td>Buddy Holly</td>
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<td>Tammy</td>
<td>Bobby Darin</td>
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<td>Rock and Roll</td>
<td>Chuck Berry</td>
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<td>Love Me Forever</td>
<td>Nat King Cole</td>
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**NOTE:** This list represents the best selling records for the week ending November 23, 1957.

**CODE:**
- AP: ABC-Paramount
- AT: Atlantic
- AS: Aristocrat
- B: Bama
- BM: Berman
- BR: Brunswick
- BS: Brunswick
- CV: Columbia
- HI: Hiland
- ID: IDA
- IO: Island
- J: Jubilee
- K: King
- LG: Liberty
- LP: Lp
- LS: L-S
- M: Mercury
- MG: MGM
- MOD: Modern
- OR: Olympic
- PH: Philharmonic
- R: R&B
- RB: R&B
- PC: Parrot
- PR: Prestige
- RE: R & E
- RS: R & S
- RV: R 
- RY: Royal
- SB: Specialty
- St: Standard
- SV: Swing
- TC: Testament
- TX: Tower
- V: Vee-Jay
- VB: Verve
- VP: Vanguard
- VM: Vee-Mel
- W: Warwick
- XL: XL
- XV: Xanadu
- Y: York

*This list is based on sales reported by the Cash Box, a publication that compiled charts of the top records for the week ending November 23, 1957.*
CAMEO presents

A POWER PACKED ENTRY IN THE WINNERS' CIRCLE

For

Billy Scott

(with strings)

singing the fantastic song

by the writers of "TEDDY BEAR" and "REMEMBER YOU'RE MINE"

"YOU'RE THE GREATEST"

CAMEO-121

CAMEO RECORDS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Nick's second hit!
(BIGGER THAN "PLAYTHING")

"AT THE HOP"

and

"I DO"

Nick Todd
No. 15675

A Dot HIT

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Everything Clicked—
on this great new Dot hit!

- THE SONG
- THE ARRANGEMENT
- THE PERFORMANCE
- THE SOUND

Gale Storm
Topping her recording of "Dark Moon"

"WINTER WARM"

h/w "GO 'WAY FROM MY WINDOW"

A Dot HIT NO. 15666

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**JAILHOUSE ROCK**
ELVIS PRESLEY
VI-7035—Elvis Presley

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

**SILHOUETTES**
THE RAYS
AP-9566—Steve Gibson & Red Caps
ME-71197—Diamonds

**CHANCES ARE**
JOHNNY MATHIS
CA-9909—Johnny Mathis

**YOU SEND ME**
SAND COOK
CR-61864—Sam Cooke

**BE-BOP BABY**
RICKY NELSON
IM-5463—Ricky Nelson

**FASCINATION**
JANE MORGAN
CO-49392—Bar Ellis O.
CO-49455—Dixie Booch O.
DE-30421—Eli Smith
DE-30423—Big Al Smith

**MELODIE D'AMOUR**
AMES BROS
LO-1753—Edenado Ross
VI-6980—Annie Begg, Lillie Begg

**MY SPECIAL ANGEL**
BOBBY HELMS
DE-30425—Bobby Helms
PP-115—Sonny Land Trio

**HONEYCOMB**
JIMMY RODGERS
DE-30419—Georges Shaw
RO-4015—Jimmy Rodger

---

**THE NATION'S TOP TEN**

1. JAILHOUSE ROCK
   ELVIS PRESLEY
2. WAKE UP LITTLE SUSIE
   EVERLY BROTHERS
3. SILHOUETTES
   THE RAYS
4. CHANCES ARE
   JOHNNY MATHIS
5. YOU SEND ME
   RICKY NELSON
6. BE-BOP BABY
   JANE MORGAN
7. MELODIE D'AMOUR
   ANGELO BROS
8. MY SPECIAL ANGEL
   BOBBY HELMS
9. HONEYCOMB
   JIMMY RODGERS

**CODE**

- AC—Alco
- AD—Argo
- AG—Arms
- AL—Aladdin
- AM—Ampex
- AT—Atlantic
- BL—Blue
- BR—Brunswick
- CA—Capitol
- CC—Chic
- CD—Cedart
- CH—Chess
- CK—Cocktail
- CM—Cancer
- CO—Columbia
- DA—Dare
- DE—Decca
- DL—De-Luxe
- DS—Duke
- DT—Dots
- DU—Duk
- ED—Eldorado
- EF—Epico
- EG—Erma
- EX—Exile
- FD—Federal
- FL—Feather
- FM—Fraternity
- GF—Gee
- GL—Gloire
- GS—Ginn
- HE—Hepid
- HF—Herald
- HM—Harold
- KN—Kapp
- LR—Liberty
- LO—London
- ME—Mercury
- MG—MGM
- MO—Modern
- MG—MGM
- SN—Savoy
- SP—Spectra
- SR—Sire
- SU—Sue
- TI—Tico
- RM—RCA
- RV—Verve
- US—United
- VK—Vik
- VP—Vee-Jay
- WR—Wrap
- RR—RCA
- RE—RCA
- RP—RPM
- VA—Vee-Jay
- VE—Vee
- VN—Vee-Jay

---

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
THE CASH BOX, Music Page 9

THE WORD ON PLAYS

JOHNNY MATHIS, still riding herd with "Chances Are" and "The Twelfth of Never," has another powerhouse in "Wild Is the Wind!" It's the title song from the new Paramount Picture starring Anna Magnani, Anthony Quinn and Anthony Franciosa. Score is by Dimitri Tiomkin and Columbia's also set for the sound track album . . . coming soon! . . . VIC DAMONE hits paydirt again with "Junior Miss," title song from the CBS Television spectacular coming December 20. Production will star Robert Cummings, Jeannie Carson and Paul Ford.

. . . THE FOUR LADS' newest is loaded with sales TNT! A sensational new song coupled with a strictly-by-request standard plus an all-out promotion campaign adds up to what should be a really big one for the boys!

Extra Exposure!

Television appearances mean super-exposure which mean extra sales! Watch these Columbia artists guesting it:

JILL COREY on The Big Record December 11 . . . JOHNNY MATHIS on The Perry Como Show December 14 . . . The Big Record will also feature JOHNNIE RAY on December 18 and SAMMY KAYE on Christmas night!

PEGGY KING

ZEReo HOUR
from the motion picture, "Zero Hour"
b/w
NO SLEEP TILL DAWN
with FRANK DE VOL
and his orchestra
4—41054

PUT A LIGHT IN THE WINDOW
with RAY ELLIS
and his orchestra
b/w
THE THINGS WE DID
LAST SUMMER
with CLAUDE THORNHILL
and his orchestra
4—41058

SHIRLEY CADDELL

I'VE NEVER BEEN IN LOVE
(Like I'm in Love with You)
b/w
YOU'RE THE ONLY
GOOD THING
4—41044-c

RAY ELLIS

LIKE JINGLE BELLS
b/w
SNOW, SNOW,
BEAUTIFUL SNOW
RAY ELLIS and his orchestra
4—41056

THE SURE-FIRE

HITS ARE ON

COLUMBIA RECORDS

A DIVISION OF CBS
© "Columbia" @ Marcas Reg.
"CBS" T.M.

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

Record Reviews

A  DISK & SLEEPER  B  VERY GOOD  C  FAIR  D  EXCELLENT  E  GOOD

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

The Cash Box

Disk of the Week

"A VERY SPECIAL LOVE" [Korwin ASCAP—Allen]

"I SAW A COUNTRY BOY" [Carrie ASCAP—Reichener, Allen]

VERA LYNN

(Rec.A. 1950)

"BABY LOVER" (2:25) [Wan-

essa BMI — Merrell] The vocal

debut of this young lady as a

solo artist.

"THE LOVE NEST" (2:32)

[Harms A.S.C.A.P. — Kates,

Hirsch] Again, a new talent in

the pop field.

"I'M NEW AT THE GAME OF ROMANCE" (2:14)

[Mitchell-Southern ASCAP—Breuner, Pollock]

"IT'S BEEN A LONG TIME" (2:36)

[E. H. Morris ASCAP—Lynn, Style]

"PENNY LOAFERS AND BOBBY SOCKS" (1:47) [Pamco BMI—Bennett]

"ROCKET" (2:47) [Pamco BMI—Bennett]

JOE BENNETT AT THE SPARKETONES (ABC-Paramount 9667)

"WILD IS THE WIND" (2:22)

[Ross Jungnickel ASCAP—Washington, Timkin]

"NO LOSING" (2:15) [Weiss & Barry BMI—Myles]

JOHNNY MATHIS (Columbia 41060)

"GREAT BALLS OF FIRE" (1:50)

[George ASCAP—Coral 1231)

"YOU WIN AGAIN" (2:52) [Arau-Rose BMI—Williams]

JERRY LEE LEWIS (Sun 281)

"Waltzing with Bud" by Lewis is an oldie

that has received much airplay.

"THREE MUSKETEERS" (2:10)

[Willard BMI—Aronson, Gery,

Martin] An interesting new

talent in the pop field.

"LET'S DO IT" (2:15)

[Universal BMI—Schenck, Schenck]

"PENNY LOAFERS AND BOBBY SOCKS" (2:22)

[Universal BMI—Schenck, Schenck]

"BIZARRE" (2:15) [Columbia BMI—Bennett]

"YOU WILL BE" (1:57) [Arab BMI—Williams]

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"Waltzing with Bud" by Lewis is an oldie

that has received much airplay.
An old favorite comes to life with a great performance by...

**SARAH VAUGHAN**

"Gone Again"

AND

THE NEXT TIME AROUND

MERCURY 71235

His greatest release!

**NICK NOBLE**

"Halo Of Love"

AND

SWEET TREAT

MERCURY 71233

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

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

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

---

**THE CASH BOX**

**Sleeper of the Week**

**I MISS YOU** (2:06) [Harrison-Stalter ASCAP—Russell]  **GREAT BALLS OF FIRE** (2:07)  **[BRS Music BMI—Hammer, Blackwell]**

**GEORGIA GIBBS** (RCA Victor 7096)

- The singing Miss G. G. a gal who’s tough to beat when it comes to singing rhythm material, is absolutely at home on her newest coupling of two terrific rock and roll songs. She gives her all to a good fish-ball ballad dubbed “I Miss You,” on one side. Working with the aid of a chorus, the lark turns in a smooth reading of a well written R & R tune that could make big noise. One of Georgia’s best sides in quite some time. On the coupling Miss Gibbs picks up the pace and high-tails it thru a foot stomping house rocker tagged “Great Balls Of Fire.”

---

**JOE FINGERS** CARR & PETE HUNT

(Shirley 3871)

**HE’RE OLD ENOUGH TO KNOW** [Lois BMI—Davenport, Cooley] Peterson makes his Victor debut with a number that has the heart news last year in a pressing by Little Willie John. The presentation of the effort by Peterson in a new and individual vocal light could bring chart honors to the artist, and for the second time, to “Pete.” Excellent Shirty Rogers’ on backing. A worthy watch to watch.

---

**KATY** (2:00) [Zoe BMI—De Bie, Handler] Joe Carr and Pee Wee Hunt team up to offer a delightful cornballer that bounces along in a happy, easy-listening manner. Colorful ditty for refreshing, change-of-pace programming.

---

**ALWAYS FALL IN LOVE** (2:10) [Montecito BMI—Owens] The two come up with a wonderful instrumental blend here as they lift the listener on an infectious little with a cute melody.

**JOE SALVATOR** (National 113)

**BRAVO** (2:32) [Delstone BMI—Burlington] A romantic ballad is chanted with a heavy heart by Joe Salvador. Smooth arrangement of a good tune.

---

**SOMEBODY** (1:50) [Delstone BMI—Miller, Berger] A colorful bounce with an interesting melody is pleasantly styled by the sayer, assisted by a chorus.

**BUDDY BLAKE** (Philips 3516)

**YOU PASS ME BY** [Hill & Range BMI—Snow, Nesbit] A sentimental styled ballad is chanted with a sad country feeling that should appeal to the teenagers.

**PLEASE CONVINCE ME** [Burlington BMI—Maddox] Another country flavored ballad chanted with feeling by the promising performer.

**THE CASH BOX**

**Sleeper of the Week**

"I MISS YOU" (2:06) [Harrison-Stalter ASCAP—Russell]  **GREAT BALLS OF FIRE** (2:07)  **[BRS Music BMI—Hammer, Blackwell]**

**GEORGIA GIBBS** (RCA Victor 7096)

- The singing Miss G. G. a gal who’s tough to beat when it comes to singing rhythm material, is absolutely at home on her newest coupling of two terrific rock and roll songs. She gives her all to a good fish-ball ballad dubbed “I Miss You,” on one side. Working with the aid of a chorus, the lark turns in a smooth reading of a well written R & R tune that could make big noise. One of Georgia’s best sides in quite some time. On the coupling Miss Gibbs picks up the pace and high-tails it thru a foot stomping house rocker tagged “Great Balls Of Fire.”

---

**JOE FINGERS** CARR & PETE HUNT

(Shirley 3871)

**HE’RE OLD ENOUGH TO KNOW** [Lois BMI—Davenport, Cooley] Peterson makes his Victor debut with a number that has the heart news last year in a pressing by Little Willie John. The presentation of the effort by Peterson in a new and individual vocal light could bring chart honors to the artist, and for the second time, to “Pete.” Excellent Shirty Rogers’ on backing. A worthy watch to watch.

---

**KATY** (2:00) [Zoe BMI—De Bie, Handler] Joe Carr and Pee Wee Hunt team up to offer a delightful cornballer that bounces along in a happy, easy-listening manner. Colorful ditty for refreshing, change-of-pace programming.

---

**ALWAYS FALL IN LOVE** (2:10) [Montecito BMI—Owens] The two come up with a wonderful instrumental blend here as they lift the listener on an infectious little with a cute melody.

**JOE SALVATOR** (National 113)

**BRAVO** (2:32) [Delstone BMI—Burlington] A romantic ballad is chanted with a heavy heart by Joe Salvador. Smooth arrangement of a good tune.

---

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CAPITOL PRESENTS THREE GREAT NEW SINGLES
...featuring top tunes from the new musical hit

THE MUSIC MAN *

IT’S YOU
c/w 26 MILES (SANTA CATALINA)

THE FOUR PREPS
with Billy May and His Orchestra

Record No. 3845

SEVENTY-SIX TROMBONES
c/w YOUNG and DANGEROUS

BILLY MAY
and His Orchestra

Record No. 3846

TILL THERE WAS YOU
c/w PAL JOEY THEME

NELSON RIDDLE
and His Orchestra Vocal by Sue Raney Record No. 3847

* "The Music Man" is slated for a December 19th Broadway opening at the Majestic Theatre. Kermit Bloomgarden produced this great new musical, starring Robert Preston and featuring the music and lyrics of Meredith Willson. The book is a collaboration by Willson and Franklin Lacey. Now here are Capitol's advanced versions of 3 top tunes from the show, that are destined to be smash hits! Each one has the sound that should make them a sales standout in today's market.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
A NATURAL... FOR THE HIT PARADE!

A N A T U R A L ...
F O R T H E H I T P A R A D E !

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Coral
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ballad.

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X/4X-0306
records
presented
chanting
LARRY
ballad.

THE CHARIOTEERS
(MGM 12569)
C [+] Levy—Oceanic BMI—Lynn, Fairbanks The veteran charioteers glide smoothly thru a pretty rock and roll ballad. Good teenage sound.

MUVA "GUITAR" HUBBARD
(ABC-Paramount 9869)
B "RAUNCHY" (2:30) [Hi-Lo BMI—Justice, Mathes] A rock and roll instrumental that seems to be the biggest such wailing since Doggett's "Heeey Tony'', is excitingly fashioned by Muva Hubbard with his guitar pounding out the melody in the foreground. Exciting deck that should share in the coin this tune will garner.

TERRY NOLAND
(Brunswick 55536)
B+ "BABY" [Nor Va Jak BMI — Boker, Tucker] Another solid rockin' deck tailor-made for the youngsters. Good instrumental backing, using a strong vocal by Terry.

B "DON'T DO ME THIS WAY" [Nor Va Jak BMI — Tucker] Terry Noland has a solid rock and roll sound on this side as he drives thru a smooth swinging latin beat rocker. Excellent dance opus that should earn heavy play in the pop, R & B and country fields.

LARRY GREEN, piano
(Paris 510)
B "ON THE STREETS OF SEVILLE" (2:10) [Jack Gold ASCAP—Hayman, Gold] Pianist Larry Green glides thru a pretty instrumental opus with a latin flair. Chorus joins in toward the conclusion. Enchanting melody that brings to mind Leroy Anderson's "Seranata".

THE LARRY LEONETTI STORY
(Viking X/4X-0306)

IN TIMES LIKE THESE
BEACH-COMBER

Vik X/4X-0306
ORDER IT TODAY!

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

Disk of the Week

CHRISTMAS RECORDS

"LITTLE SANDY SLEIGHFOOT" (2:45)
[Hopkins Syndicate, Inc.—Crane, Savarino]

"WHEN THEY RING THE GOLDEN BELL" (1:54) [F. D. DeMarbelle]

JIMMY DEAN (Columbia 41025)

- The most delightful novelty recording of a Christmas tune issued this year, Jimmy Dean's wonderful interpretation of "Little Sandy Sleighfoot." It's a charming waxing telling about a sad little boy only four feet tall whose feet measure three feet and three inches. Little Sandy can't help Santa build his toys because he keeps tripping over his big feet and breaking all the toys. But he finds his place in the sun when he uses his long legs and saves the reindeer caught in a burning barn on Xmas eve. Dean's simple delivery should be received tremendously by jockeys, adults and the kiddies. Flip, "The Sleigh Bells" is a religious ballad softly chanted against a choral showcase. Lovely side well suited for Xmas programming.

"HOW LOVELY IS CHRISTMAS" (2:43)
[Berry BMI—Sundgaard, Wilder]

"MY OWN INDIVIDUAL STAR" (2:45)
[Waltosn ASCAP—Cagn, Hodgers]

BING CROSBY (Kapp 196)

- Bing Crosby, the man who owns what is probably the all time top selling single, "White Christmas," introduces a lovely new Christmas ballad that could blossom into one of this year's top sellers. A tender, touching song, the number is titled "How Lovely Is Christmas." Bing handles the pretty lyrics and fragile melody in his warm, winning manner and comes off with a class waxing that should get heavy play. The wistful song grows on you with each listen. Flip, "My Own Individual Star" is a pretty walkin'. Although not a Xmas tune, it's inspirational quality makes it suitable for such programming.

"LIKE JINGLE BELLS" (2:20)
[Kornw ASCAP—Pierpont, Arr.: Ellis]

"SNOW, SNOW BEAUTIFUL SNOW" (2:47)
[Roche ASCAP—Siganu, Feller]

RAY ELLIS ORCH. (Columbia 41056)

- Like, Wow! "Jingle Bells" never sounded like this before. Maybe that's why Ray Ellis calls his arrangement "Like Jingle Bells." It's the most inventive new arrangement of a Xmas standard to hit the market in years and we can expect to hear it often before the New Year blows in. The side opens with a Spirit of '76 type march arrangement featuring flutes and drums and bells and breaks into a colorful bounce interpretation. Toward the conclusion, the band breaks loose and leaped into a swing tempo that'll have feet tapping. A refreshing Yuletide instrumental tailor-made for the jockey's programming needs. The lower lid is a pretty instrumental walker featuring a chorus singing sans lyrics. Fine side for Winter programming.

BIG MAYBELLE (Sony 1841)

B+ "SILENT NIGHT" [Traditional]
Big Maybelle, one of the country's prettiest Christmas romancers, one of the only new ones issued this year, is presented in a warm, feelingful manner by Jule London. Touching love lyric and a soft melody tailor-made for Jule's hushed vocal styling.

B+ "SADDLE THE WIND" (2:07)
[Robbins ASCAP — Livingston, Evans] A beautiful non-Christmas tune is this enchanting title tune from the forthcoming MGM pic "Saddle The Wind." After the top-side has had its seasonal run, jockeys can spin this half.

KENNY BOWERS (Columbia 41049)

B+ "WATCH FOR THE WAFTER, SANTA" (2:34) [Compton ASCAP—Cann, Mcllwain]

KENNY BOWERS: KIDDIES: "AN ARK AN APPLED AND A BUCKSKIN JACKET" (2:40)
[Berry BMI — Sundgaard, Wilde]

Three things that a little boy wants for Christmas are sung about on this side by Bowers and a chorus. Sprightly boogie.
NEW YORK:
Pat Boone’s new movie “April Love” was given a gala premiere last Tuesday night at the Roxy and from the screams of the girls when they saw Pat, it looks as though the young singer has the same anxiety about breaking onto the national scene. . . . Prep head, Irv Jerome, currently on the West Coast for a two-week stay, may have two winners in the Janice Harper sweepstakes of Ray Stevens disks. . . . Bill Haley and the Comets have just re-recorded on the Decca label “Rock the Joint” which they originally recorded with a skeleton crew before they hit the bigtime. . . . W. C. Handy is scheduled to be honored Monday night, November 17, by the entertainment industry with a dinner at the Waldorf-Astoria. . . . Ziggy Lane, Carousel recording artist and composer, is in a Saugus, Wash., recording studio on Long Island for two weeks starting November 18. . . . Johnny Mathis did eighteen songs at hiscling show at the Shell House. Eugene Berkowitz, owner of the club, said “Never in the history of the Shell House, has there been such a great drawing card as Johnny Mathis.” . . . Roy Hamilton making one night stand in South Carolina, Georgia and Alabama this week. He’ll appear at the Howard Theatre in Washington, D.C. from November 29 to December 5, . . . Al Martino, back from England, has signed with a Verve and already cut his first sides. . . . Don Carter, sales manager for Roulette and Tico Records, elated about his latest release on the same label. His last two sides both release are getting from distributers and retailers. . . . Jack Carroll has been signed by Davey Homey and will be working a string of ballroom dates before settling down in Chicago for the Christmas holidays. . . . Next Lester Lanin entry will be “Lester Lanin At The Tiffany Ball.”

CHICAGO:
Lenny Garmitza, Garmisa Distributors, is flipping over a new album by Paul Winters, “A Winter’s Tale” (Songs To Make You Think). This rainy creation features Charlie Byrd on guitar, baritone sax and bass, Finally Garmitza’s delight was Myron Schulz of Garmitza tells us that “Why Don’t You Understand” by George Hamilton IV on ABC-Paramount and “At The Hop” by Danny and the Juniors, also on ABC-Paramount are reaping the harvest. Lenny intersperses with a note that a new deck on Jubilee is climbing upward, “The Happiest Moment Of Your Life” by Helen Curtis. . . . Decca recording star Toni Arden and Audio Fidelity’s Johnny Arden and The Harmonic Gang appearing nightly at the Empire Room of the Palmer House. . . . Bill Schwartz of Window Records in Shoshoygan, Wisconsin, recently announces that his Dottie (formerly a Chordette) is “expecting” a wee bundle any moment. Dottie re-signed from the Chordette group when she began to appear. . . . Stan Pat reports that famous orch leader Tony Pastor’s son Guy, was recently signed by Roulette, and looks as a shining new star for the label. Guy is currently visiting with Roulette exec Joe Kolskey to promote Guy’s debut. Joe Kolskey to promote Guy’s debut in Chicago. Joe Kolskey to promote Guy’s debut in Chicago. Joe Kolskey to promote Guy’s debut in Chicago. Joe Kolskey to promote Guy’s debut in Chicago. Joe Kolskey to promote Guy’s debut in Chicago. Joe Kolskey to promote Guy’s debut in Chicago.

HOLLYWOOD:
Martin Denny, whose Liberty LP, “Exotica” is a current Best-Seller, flew in from Honolulu to set details for his upcoming national tour which he starts next February. . . . The King Sisters, Capitol recording stars, back in town after a series of TV appearances, including the Steve Allen show and the Howard Miller TV show. . . . Gary Crosby’s first LP for World Pacific was recorded in Europe and features the alto and flute work of Bud Shank. . . . Commentary Records, “Songs of Couch and Constitution” has sold over 75,000 copies in the first three weeks of release. Album is the first package for the new label, and contains original material by Bud Freeman and Leon Prober and is vocalized by Katie Lee. . . . Perez Prado and his orchestra included in a six month tour of South America and the Far East. . . . Neil Torme opens a two week engagement at the Crescendo this Saturday night, November 22. . . . Imperial’s Ricky Nelson to be presented by Trans World Attractions in two concert appearances November 27 and 28 in San Diego. . . . Roy Brown and Nov. 29th at Mission Beach in San Diego with Les Brown. . . . Leith Stevens’ score from “The Dean Story” has been recorded by both Capitol Records and World Pacific Records. . . . Roulette’s Julie-Loch happy with Jimmie Rodgers’ “Kisses Sweeter Than Wine” on all the D.J. charts in its sixth week of release. . . . Al Solomon, veteran contact man became a grandfather with the birth of a daughter to L. and Mrs. Marvin Solomon.
ANOTHER HIT MOVIE ALBUM ON...

THE SOUND TRACK ALBUM
KISS THEM FOR ME

THE HAPPY TITLE TUNE AS SUNG IN
THE MOVIE BY
the McGuire Sisters
singing
"KISS THEM FOR ME"

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
OPERATORS RETAILERS DEEJAYS

In Order To Have Your Top Ten Represented in THE CASH BOX Charts, Fill In The Coupon Below (Or Put Them On Your Own Letterhead) And Mail To

THE CASH BOX
1721 BROADWAY
NEW YORK 19, N. Y.

List Your Top Ten Pop Tunes Here
NAME OF RECORD HERE ARTIST OR BAND HERE
1. 
2. 
3. 
4. 
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6. 
7. 
8. 
9. 
10. 

List Your Top Ten "Western & Folk" Tunes Here
NAME OF RECORD HERE ARTIST OR BAND HERE
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List Your Top Ten "Rhythm 'N Blues" Records Here
NAME OF RECORD HERE ARTIST OR BAND HERE
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VITAL STATISTICS:
Lou Terri has been appointed Program Director at WELM-Fitchburg, Mass. In addition to his programming duties, Lou has an early morning weekday show, an 11 AM to Noon show with Jack Richards (comedy), a Saturday afternoon show, "Music From The Backyard," which features music from the twenties... Alan Field, formerly of WMLV-Millville, N.J., is now doing an afternoon show on WMLV... Mike Laurence has left WCAO-Baltimore... Roland E. Peterson, who became Program Manager of WNAX, Art Lawrence, formerly of WGIR-Manchester, N.J., is now station manager, WQKJ-Stamford, Conn. and WJNO-Greenfield, Ohio is now heard nightly over KGFJ, Hollywood, Calif., broadcasting from the 300-foot tower in downtown Los Angeles... Larry Rice has made the move from WLFW-Little Falls, N.Y. to WALK-Henrietta, N.Y. Steve Wade is the new Program Director of WAEB-Albany, Pa. Bobby Boren, formerly Musical Director at KBP-Denver, also in Denver.

Pat Chambers (WDAE-Tampa, Fla.) has the lead role in the Universal-International film short subject, "Weekend Pirate." The film, which was released in the fall of 1957, was shot in Tampa and St. Petersburg. The film features a 20-piece band, featuring Pat Chambers, as well as several local musicians.

Muni's (WAKR-Akron, Ohio) is presenting a nightly program called "The Gangster," hosted by Mike Lew, who is also a member of the studio band. The program features music and comedy, and is broadcast from Muni's Uptown Night Club.

AL RADA (KFFE-Fresno, Calif.) has the occasion to use the picture of Bobby Helms on The Cash Box cover of November 2nd on his tv show as the Helms hit dish of "My Special Angel" (Duca) was being performed.

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

November 23, 1957

“Christmas Time with Gene Autry”

A SMASH Christmas Album

Plus Two Great Singles

“Here Comes Santa Claus”
“Rudolph, The Red-Nosed Reindeer”

“No Back Door To Heaven”
“Your’re The Only Good Thing”

The ORIGINAL And Only Male Version Of...

“I’m Available”

by Dave Burgess

CHALLENGE Records

6920 Sunset Blvd. • Hollywood, California

“‘It’s What’s in The Cash Box That Counts—INTERNATIONALLY’”
**THE BIG RECORD!!**

**BORN TO BE LUCKY**

**FOR CRYING OUT LOUD**

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**The Records Disk Jockeys Played Most**

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

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<th>Song</th>
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<td>JAILHOUSE ROCK</td>
<td>ELVIS PRESLEY (RCA Victor)</td>
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<td>2</td>
<td>WAKE UP LITTLE SUSIE</td>
<td>EVERLY BROTHERS (Cadence)</td>
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<td>SILHOUETTES</td>
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<td>CHANCES ARE</td>
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<td>MELODIE D'AMOUR</td>
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<td>8</td>
<td>ALL THE WAY</td>
<td>FRANK SINATRA (Capitol)</td>
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<td>9</td>
<td>MY SPECIAL ANGEL</td>
<td>BOBBY HELMS (Decca)</td>
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<td>10</td>
<td>BE BOP BABY</td>
<td>ERNIE FREEMAN (Imperial)</td>
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<td>11</td>
<td>FASCINATION</td>
<td>JANE MORGAN (Kapp)</td>
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<td>12</td>
<td>JUST BORN</td>
<td>PERRY COMO (RCA Victor)</td>
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<td>13</td>
<td>LITTLE BITTY PRETTY ONE</td>
<td>THURSTON HARRIS (Aladdin)—BOBBY DAY (Class)</td>
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<td>14</td>
<td>HONEYCOMB</td>
<td>JIMMIE RODGERS (Roulette)</td>
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<tr>
<td>15</td>
<td>RAUNCHY</td>
<td>BILL JUSTIN (Phillips)</td>
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<td>16</td>
<td>I'M AVAILABLE</td>
<td>MARGIE RAYBURN (Liberty)</td>
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<td>17</td>
<td>I'LL REMEMBER TODAY</td>
<td>PATTI PAGE (Mercury)</td>
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<td>18</td>
<td>LICHTENSTEINER POLKA</td>
<td>WILL GLARE (London)</td>
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<td>19</td>
<td>KISSES SWEETER THAN WINE</td>
<td>JIMMIE RODGERS (Roulette)</td>
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<tr>
<td>20</td>
<td>TREAT ME NICE</td>
<td>ELVIS PRESLEY (RCA Victor)</td>
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**THE CASH BOX, Music**

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**November 23, 1957**

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

(From the Paramount Picture. Music by 3 time Academy Award winner Dimitri Tiomkin)

Ray Ellis and Orch.

The Mathis sound

NO LOVE

Ray Coniff and Orch.

Col. 4-41060

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Get Ready . . . Get Set
For the Biggest Christmas Ever

We are approaching what is predicted to be the biggest Christmas for the record industry yet. If that is true, the dealer must prepare himself for holiday days not only because of the increased volume but because the shopping season is shorter this year.

In many industries Christmas displays are being readied now rather than waiting until Thanksgiving which is usually the target date for both windows and "in-store" display. The interest in records and equipment is at its highest peak this season and as the dealer you should be quick to capitalize on this interest by pushing MUSIC as the perfect gift. This can be anything from phonos, tape recorders, records, tape and even accessories.

The magic word on everyone's lips this year is "Stimulate capacity" and the dealer will have to be prepared to answer the questions about it. Many consumers will be confused and may hesitate to make any purchase unless the dealer can logically explain the ramifications of stereo. Many dollars have been diverted to other fields by people who "don't understand it but will just wait to see what happens before buying any records, tape or equipment." Salesmen should be ready when the question of "why should I buy at this time?" and then "what should I buy" are brought up. At this time of the year inventory control is more important than ever and any other item of stock are the same that is left over. Also, the customers who are buying new sets for the first time this Christmas want to come back to a store where they can find exactly what they are looking for at any given time. Repeat business depends on from the Christmas-in-the-otherwise profitable season for our industry . . . make sure you get your share by aggressive merchandising!!!

Expect Hi-Fi Sales To Reach 1,500,000 Mark

Over 3,000,000 Hi-Fi Sets Now In U.S. Homes. Predict '57-'58
Sales May Set New Record

CHICAGO — Up to 1956 approximately 500,000 hi-fi sets were sold to the public. But most of the experts, was quickly surpassed during 1956 when over 1,000,000 hi-fi sets were sold, for better than 3,000,000 sets this year. This year of 1957, it is believed, sales will surpass the 1,500,000 mark for 1956.

Hi-Fi, it is claimed, gave top radio manufacturers a high, but so far too soon. 1953 and 1954, predicts that its 1957-58 production will be far, far above last year's.

Such hi-fi set manufacturers as RCA, General Electric, Magnavox, etc.

Capitol Offers Two Stereo Recorders

NEW YORK—Having introduced a phonograph line for the fall, Capitol Records felt a need for a stereo needle tape recorder to complete its forte of home reproduction machines. To fill that need this company offers two versatile stereo recorders.

Both units can be used for stereo reproduction, monaural reproduction, monaural recording, as a hi-fi speaker and amplifier, or as a phono or tuner, and as a p.a. system.

Model 750 (shown above) power output is three watts undistorted with a five watt peak per channel; frequency response from 80 to 12,000 cps; and power consumption of 120 watts. The unit includes 7 tubes and a rectifier, and two speeds 7 1/2 and 15 ips. The two portable speaker units contain one 5" x 7" woofer and one 7" tweeter each. Made to retail for $259.95.

The deluxe model has a seven watt undistorted output with a ten watt peak, two portable speaker units each containing an 8" woofer and a 3" tweeter, with a response from 50 to 12,000 cps. Included in the machine are 8 tubes and a rectifier, and two speeds 7 1/2 and 3 1/2 ips. The suggested retail price is $359.95.

Both recorders have separate portable speaker units, maximum real size 7", two recording level indicators type NE51, and nine operating controls for volume and tone controls, forward play, stop, record, rewind, pause button and monitor switch.

GE Announces Versatile New Hi-Fi Amplifier

CHICAGO—New General Electric Model PA-20 high fidelity 20-watt amplifier is versatile, moderate-price unit for custom home hi-fi systems. The amplifier features complete design, attractive styling, and many features for high quality audio performance. It has a frequency response from 20 through 20,000 cycles, and includes a built-in rumble filter, five separate inputs and three separate outputs.

Pentron Offers New Display For Stereo

CHICAGO—A new demonstration center display for stereo and monaural tape components is now available from the Pentron Corporation, Chicago tape recorder manufacturers. The display is made of 3/4 inch plywood and the natural finish of the wood is lacquer coated and silk screened. The dealer may use the display as is, or can easily paint it any color to match store decor.

The Pentron display accommodates a tape mechanism and three flush-mounted tape amplifiers. The customer can easily select the stereo and hi-fi units he desires, since all units are operable in the display.

Music Shop Adds Disks

CORISCANA, TEXAS—The Music Center, a phone, tape recorder, instrument, sheet music retail outlet, here, has announced the forthcoming opening of a record department, operated by the Cohn Music Company, the outlet is located at 325 North Beaton St.

RETAILERS' CORNER

Wipe That Smile Off Your Face

by Fred Porlitz
Bowling Green Music Shop
New York City

The other day a customer was telling me that the fine music he had heard during one of Central Park's Jazz Festivals. When I asked him about the acoustics, he answered, "I didn't see that group, I came in late." Kennedy, a straight face after a remark like that is not easy but most record dealers get used to not laughing in front of a customer. There are always some goods, however, that break up even the most solemn salesman.

The most common is the simple but silly variation on the name of the artist or composer. Such as Victor Herbert instead of Herbert, Erizo Flizetti, Pizza Italiano, Vincente Irving, Sylvania Magnolia and Manz-aritz. There has been the occasional case. A rather plump woman, in her forties, browsed for about ten minutes, stepped up to the counter and asked, "You get something maybe by Irving Freige."

Getting titles mixed up is another source of smile provokement. Some classic favorites such as the "Wienerschnitzel," "Song of the Vuglar Boatmen," "A—River—Dee—Rolee", "Cherry Pink and Apple Eating Time," "Tail from the Vienna Woods," "Long Ago and Far Rockaway.

Then there is the customer who wants to buy a record but has little or no information. A young lady insisted on my looking in the catalog for a non-existing song called, "Three Lips." After I made a little effort, she mentioned that the words . . . bah, bah, bah . . . were very important and that she would help me in my search. A few minutes later, she was back, and on her face and a Bing Crosby record of "Whiffenpoof song" under her arm. She protested with a very thick British accent who mumbled about a song called, "Inections are the water of life."

This problem was cut out to be "The Flower of Suspension Point to You." Or the girl who was about to purchase the Fifth Symphony of Beethoven. She hesitated because she wasn't sure of the theme. After playing the record a few minutes, I asked her, "Does that ring a bell?" She answered, "Oh the one with the bell in it—Yes, I have this one at home!"

Of course, there is always the type of customer whose humor startles you. They usually walked a recording of "Easter Parade" and I played a Guy Lombardo rendition of it. After listening to the first few minutes, "Haven't you got a jazzier version of this razzle dazzle stuff," Lawrence Welk?" And I suppose I'll never forget the customer who listened to a beautiful recording of "Autumn Leaves" and commented, "It doesn't quench my thirst."

The man who wants to kick out of the store in the direction of the nearest orange drink stand.

Attention: Please address any information concerning the Retailers' Corner to David Tanenbaum, The Cash Box, 1721 Broadway, New York 19, N.Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Keys To HIT-dom on JUBILEE

Everybody Picks . . .

DELLA REESE

“I ONLY WANT TO LOVE YOU”

and

“MY LOVE POSSESSED”

JUBILEE 5307

Going like a comet . . .

DON RONDO

“WANDERIN’ HEART”

and

“IN CHI CHI CHIHUAHUA”

JUBILEE 5305

The new dance rage . . .

LU ANN SIMMS

“CHA-LYPSO”

JUBILEE 5302

A sleeper hit . . .

THE STORM TRIO

“My WONDERFUL LOVER”

JUBILEE 5306

A big one . . .

HELEN CURTIS

“The HAPPIEST MOMENTS IN LIFE”

JUBILEE 5296

Smash instrumental

“BIG” AL SEARS

“CHICKEN WALK”

JUBILEE 5303

Way out front . . .

DON LEE

“CRAZY RHYTHM”

and

“The BELLS OF ST. MARY”

JUBILEE 5308

Products of JAY-GEE RECORD CO., INC.

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

Juke Box Regional Record Report

The Top Ten Records—City by City

New York, N. Y.
1. Silhouettes (Raye)
2. You Send Me (S. Cooke)
3. Wake Up Little Susie (Everly)
4. Only You (E. Harris)
5. My Special Angel (B. Helms)
6. Little Bitty Pretty One (F. Harris)
7. April Love (P. Boone)
8. Be Bop Baby (R. Nelson)
9. Little Bitty Pretty One (F. Harris)
10. My Special Angel (B. Helms)

New Orleans, La.
1. Jailhouse Rock (E. Presley)
2. Wake Up Little Susie (Everly)
3. Little Bitty Pretty One (F. Harris)
4. My Special Angel (B. Helms)
5. Wake Up Little Susie (Everly)
6. Little Bitty Pretty One (F. Harris)
7. Be Bop Baby (R. Nelson)
8. My Special Angel (B. Helms)
9. Everybody Loves You (Nelson)
10. All The Way (F. Sinatra)

Houston, Tex.
1. Little Bitty Pretty One
2. My Special Angel (B. Helms)
3. Wake Up Little Susie (Everly)
4. Little Bitty Pretty One (F. Harris)
5. My Special Angel (B. Helms)
6. Be Bop Baby (R. Nelson)
7. Everybody Loves You (Nelson)
8. I've Told You Lately That I Love You (Nelson)
9. I'm Available (M. Raye/Day)
10. I'll Remember Teddy (F. Brewer)

Atlanta, Ga.
1. You Send Me (S. Cooke)
2. Silhouettes (Raye)
3. Wake Up Little Susie (Everly)
4. My Special Angel (B. Helms)
5. Livingstone Falls (Gibbs)
6. Raunchy (J. Presley)
7. Melodie D'Amour (Amer Bros)
8. My Special Angel (B. Helms)
9. Little Bitty Pretty One (F. Harris)
10. I'm Available (M. Raye/Day)

Pittsburgh, Pa.
1. Silhouettes (Raye)
2. Champions Are (J. Mathis)
3. April Love (P. Boone)
4. You Send Me (S. Cooke)
5. Silhouettes (Raye)
6. My Special Angel (B. Helms)
7. Livingstone Falls (Gibbs)
8. Raunchy (J. Presley)
9. Little Bitty Pretty One (F. Harris)
10. Peggy Sue (B. Holly)

Minneapolis, Minn.
1. You Send Me (S. Cooke)
2. Silhouettes (Raye)
3. Jailhouse Rock (E. Presley)
4. Wake Up Little Susie (Everly)
5. My Special Angel (B. Helms)
6. Little Bitty Pretty One (F. Harris)
7. Be Bop Baby (R. Nelson)
8. My Special Angel (B. Helms)
9. Little Bitty Pretty One (F. Harris)
10. Little Bitty Pretty One (F. Harris)

Chicago, Ill.
1. You Send Me (S. Cooke)
2. Silhouettes (Raye)
3. Jailhouse Rock (E. Presley)
4. Little Bitty Pretty One (F. Harris)
5. Melodie D'Amour (Amer Bros)
6. Livingstone Falls (Gibbs)
7. Till You Wake Me Up (B. Williams)
8. Melodie D'Amour (Amer Bros)
9. Raunchy (J. Presley)
10. April Love (P. Boone)

Los Angeles, Calif.
1. Champions Are (J. Mathis)
2. Jailhouse Rock (E. Presley)
3. Wake Up Little Susie (Everly)
4. Silhouettes (Raye)
5. Happiness Is (J. Mathis)
6. All The Way (F. Sinatra)
7. Fascination (J. Mathis)
8. Melodie D'Amour (Amer Bros)
9. Raunchy (E. Freeman)
10. April Love (P. Boone)

Denver, Colo.
1. Wake Up Little Susie (Everly)
2. Jailhouse Rock (E. Presley)
3. Silhouettes (Raye)
4. Champions Are (J. Mathis)
5. Happiness Is (J. Mathis)
6. All The Way (F. Sinatra)
7. Fascination (J. Mathis)
8. Melodie D'Amour (Amer Bros)
9. Rock Me (P. Boone)
10. You Buy Me Baby (L. Williams)

San Francisco, Calif.
1. Jailhouse Rock (E. Presley)
2. Silhouettes (Raye)
3. Raunchy (J. Presley)
4. April Love (P. Boone)
5. Champions Are (J. Mathis)
6. Livingstone Falls (Gibbs/Rays)
7. All The Way (F. Sinatra)
8. Wake Up Little Susie (Everly)
9. Love Bug Crawls (Edwards)
10. Melodie D'Amour (Amer Bros)

1. Silhouettes (Raye)
2. You Send Me (S. Cooke)
3. My Special Angel (B. Helms)
4. Livingstone Falls (Gibbs)
5. Raunchy (J. Presley)
6. Oh Boy (Crickets)
7. Little Bitty Pretty One (F. Harris)
8. Champions Are (J. Mathis)
9. My Special Angel (B. Helms)
10. April Love (P. Boone)

Cleveland, Ohio
1. You Send Me (S. Cooke)
2. Raunchy (J. Presley)
3. April Love (P. Boone)
4. Melodie D'Amour (Amer Bros)
5. My Special Angel (B. Helms)
6. Send Me (S. Cooke)
7. I'll Remember Teddy (F. Brewer)
8. Rock Me (P. Boone)
9. My Special Angel (B. Helms)
10. Champions Are (J. Mathis)

Baltimore, Md.
1. Raunchy (J. Presley)
2. Silhouettes (Raye)
3. Peggy Sue (B. Holly)
4. My Special Angel (B. Helms)
5. Send Me (S. Cooke)
6. Wake Up Little Susie (Everly)
7. Fascination (J. Mathis)
8. My Special Angel (B. Helms)
9. April Love (P. Boone)
10. Baby Loves You (Nelson)

Cincinnati, Ohio
1. Wake Up Little Susie (Everly)
2. Be Bop Baby (R. Nelson)
3. Silhouettes (Raye)
4. Champions Are (J. Mathis)
5. Silhouettes (Raye)
6. Rock Me (P. Boone)
7. Send Me (S. Cooke)
8. Little Bitty Pretty One (F. Harris)
9. Happiness Is (J. Mathis)
10. I'll Remember Teddy (F. Brewer)

Chicago, III.
1. Champions Are (J. Mathis)
2. Jailhouse Rock (E. Presley)
3. Wake Up Little Susie (Everly)
4. Silhouettes (Raye)
5. Happiness Is (J. Mathis)
6. All The Way (F. Sinatra)
7. Fascination (J. Mathis)
8. Melodie D'Amour (Amer Bros)
9. Raunchy (J. Presley)
10. April Love (P. Boone)

Los Angeles, Calif.
1. Champions Are (J. Mathis)
2. Jailhouse Rock (E. Presley)
3. Wake Up Little Susie (Everly)
4. Silhouettes (Raye)
5. Happiness Is (J. Mathis)
6. All The Way (F. Sinatra)
7. Fascination (J. Mathis)
8. Melodie D'Amour (Amer Bros)
9. Raunchy (J. Presley)
10. April Love (P. Boone)
Somerset Kicks Off “101” Campaign

MEDIA, PA.—Somerset Records, a leading $1.65 LP label, last week, introduced its new promotional project based on 9 releases by the 101 Strings quartet, at three cocktail parties given in New York, Chicago and Los Angeles.

The center of the campaign will involve “101 Strings Play The Great Standard”, “101 Strings A Night In The Tropics”; “101 Strings In A Symphony For Lovers.” The parties were highlighted by the showing of motion pictures taken at the 101 recording sessions in Hamburg, Germany.

“The three 101 Strings issues are the first in a series of 24 12” LP’s to be released by Somerset in 1958 featuring the orchestra. In a strong bid to establish the 101 name, the label will cover every category with mass appeal, according to Somerset presy Dave Miller. In addition to normal deejay coverage, Somerset has purchased a series of one minute radio spots for a saturation commercial campaign in 20 key market areas. A series of department store ads and promotional tie-ins is being set in these 20 areas. The label has international distribution either by direct export or through master releases in 18 foreign countries, that by annual royalty, guarantees to amortize the session cost before release in the U.S. Though 90 percent of all lower priced LP’s were purchased by impulse buyers,” Miller stated, “the 101 idea is to expose and establish any artist with the pre-conceived purchase buyer.”

Somerset is projecting a five million dollar gross for 1958, a one and a half million dollar increase over 1957. Miller attributes the “rapid and solid growth” of the company to new high fidelity recordings, fresh arrangements, smart packaging, and aggressive saturation distribution.

Harold Friedman Named Sales Director of UA

NEW YORK—Harold L. Friedman, veteran record industry executive, has been appointed Sales Director of the recently-formed United Artists Records Corp., it was announced last week by Max E. Youngstein, President.

In his new post, which he takes over immediately, Friedman will develop a national distribution program for the UA music enterprise. He will work under the supervision of Alfred H. Tarr, executive assistant to Youngstein.

Friedman is a former president of Record Guild of America, which he organized in 1945 to pioneer children’s unbreakable plastic records. Through Harold L. Friedman Associates, he has worked with London Records, Walco Products, Seeco International, Dawn Records and Dover Publications. He has also been associated with the Pepsi-Cola Company, Waterbury Companies and Audio-Visual Recording Services.

Jubilee In LP Promotion

NEW YORK—Jubilee Records has embarked upon an LP promotion plan whereby distro selections from each of seven current Jubilee albums have been produced as EP’s which will be sent to distributors, salesmen and disk jockeys to promote deejay plays of the EP’s as “samplers” of the LP albums.

The EP’s have been created for the sole purpose of promoting air plays and are not for public sale.

Samplers have been made from the following Jubilee LP albums:


Jimmy Dorsey LP WINS Poll

NEW BRITTON, CONN. — Fred Swanson of station WHAY in New Britton conducted a poll among his listeners to determine which album they felt was the best album of the year. His listeners chose Fraternity Records’ “The Fabulous Jimmy Dorsey” as the #1 LP of the year.

SMILE Young & Very Fair

ST. LOUIS—Kathy Barry, new RCA Victor songstress, is pictured during a recent visit to the Harry Fender Show over KMOX in St. Louis.

Disk Jockey Visit

ST. LOUIS—Kathy Barry, new RCA Victor songstress, is pictured during a recent visit to the Harry Fender Show over KMOX in St. Louis.

Album Sure Shots

*RICKY RICKY NELSON (Imperial 9048)

*WEST SIDE STORY
BROADWAY CAST (Columbia OL 5230 * A 5230)
The Cash Box, Music Page 26 November 23, 1957

**Best Selling Sheet Music**

1. TAMMY
   Northern ASCAP—Livingston, Evans
2. FASCINATION
   Southern ASCAP—Manning, Marchatti
3. AROUND THE WORLD
   Victor Young ASCAP—Young
4. APRIL LOVE
   Leo Feist ASCAP—Fain, Webster
5. CHANCES ARE
   Korwin ASCAP—Stillman, Allen
6. MELODIE D'AMOUR
   Rayven, BM—Johens, Salvador
7. WAKE UP LITTLE SUSIE
   Crafton—BMI—Brent, Brent
8. SILHOUETTES
   Regent BMI—Creeve, Slay
9. HONEYCOMB
   Hawthorne ASCAP—Merrill
10. JAILHOUSE ROCK
    Elvis Presley BMI—Lieber, Stoller
11. ALL THE WAY
    Maraville ASCAP—Cahn, Van Heusen
12. MY SPECIAL ANGEL
    Morge BMI—Duncan
13. (AND THAT/My HEART) REMINDS ME
    Swenson ASCAP—Burgon-Williams
14. LITTLE THIN MAN WANTS
    NOBLE

**Peatman List**

SONGS WITH LARGEST RADIO & TV AUDIENCE

The top 30 songs of the week on radio & TV based on the Copyrighted Audience Coverage Index & Audience Trends Index. A National Survey of Popular Music Heard Over Network Broadcasts. Published by the Office of Research, Inc. Dr. John G. Peatman, Director.

**RADIO (LISTED ALPHABETICALLY)**

From the Georgia Tech Campus on to the Charts With A Smash!

**THE TECHNIQUES**

"HEY LITTLE GIRL"

R-4030

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

Joe Page

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This Is Jennie

New York — Jennie Smith, 18 year old songstress whose first album "Jennie", is being released by RCA Victor this month, has just begun a four week disk jockey tour which will take her to 17 cities throughout the nation.

"L'il Wally Strikes Again!"

Instrumental version of "Liechtensteiner Polka"

By L'il Wally

Banana 510

Big Juke Box Profit Maker

Banana Records

2452 29th Ave. South, Cleveland 12, Ohio

L'il Wally: 5-955

Oh Julie

b/w

"My Little Girl"

Nasco 6005

The Crescendos

Nashboro Record Co.

Nashville, Tenn.

Southern Plastics, Nashville; Plastic Products, Memphis; Monarch, L. A.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
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 WIRED TELEPHONE MUSIC SHELL YOU
OWN COUNTS FOR ONE VOTE. BE SURE TO LIST THE COMPLETE NUMBER OF
UNITS YOU OWN INDIVIDUALLY OR THE BOTTOM OF THIS FORM TO GIVE THE
RECORDS AND ARTISTS YOU SELECT FULL CREDIT. THESE FORMS ARE CONFI-
DENTIAL. 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.
Voting At Record Pace As Annual Juke Box Poll Enters Final Weeks

NEW YORK—Coming into the final weeks of The Cash Box Annual Juke Box Operator Poll the mails continue to build with ever greater returns as operators vote for their favorites. 1957 still maintains a record pace and it becomes more and more evident that the total returns will set a record.

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
Babylon Beat Song
Be Bop Baby
Black Slacks
Butterfly
Bye Bye Love
Chances Are
Come Go With Me
Dark Moon
diana
Don't Forget Me
Fascination
Four Walls
Gone
Happy Happy Birthday Baby
Honeycomb
I Like You
I Like Your Kind Of Love
I'm Gonna Sit Right Down
I'm Sorry
I'm Stickin' With You
I'm Walking
In The Middle Of An Island
It's Not For Me To Say
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
Manuca Booboo
Marianne
Melodie D'Amour
Mr. Lee
My Special Angel
Night And And Nine Ways
Old Cape Cod
Party Doll
Pledge Of Love
Rainbow
Remember You're Mine
Rock-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
Why Baby Why
With All My Heart
Wonderful Wonderful
You Don't Owe Me A Thing
Young Love
You Send Me

Top R & B Favorites of 1957

Ain't Got No Home
All Shook Up
Blue Monday
C. C. Rider
Come Go With Me
Dumplin'
Farther Up The Road
Good Good Goody
Goin' Down
Happy Happy Birthday Baby
Honeycomb
Humpty 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
Woolie 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
This Is My Dream
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
Bee Bye Love
First Date, First Kiss, First Love
Four Walls
Fruitfield
Goin' Girl
Give Me Love To Rose
Gone
Gonna Find Me A Bluebird
Holiday For Love
Home Of The Blues
House Thing Song
I Heard The Bluebirds Sing
I'll Always Be Your)
I'll Be There
I Miss You Already
I'm Tired
Isn't It Wrong
I've Got A 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
Repeating
Rockin' In The Congo
Stolen Moments
Tangled Mind
Teddy Bear
There You Go
Three Ways
Too Much
Too Much Water
Train Of Love
Two Doors On Your Window
Walking After Midnight
Wake Up Little Susie
Wasted Words
Whole Lot Of Shakin' Going On
Why
Why Baby Why
Young Love
Your True Love

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
NEW YORK — Photographs continue to come in following Milton Berle's whirlwind tour of the country plugging his Roulette album, "Songs My Mother Loved".

At the U.S. Cellular—where we see Berle entertaining fans as May Co. department store in L.A., where he appeared to sign autographs for record buyers. Top center shows Berle still the effervescent "Uncle Miltie," entertaining young cub scout at Hall's Department in Detroit. Top right—Milton in the same Hall's collecting yokes, in the center left photo Berle poses with some of L.A.'s top radio personalities at a cocktail party given by Roulette Records at the Brown Derby. There are from left to right, Clyde Cadwell (KPOP), Bob Crane (CBS), Berle, Larry Berrill (KXIC), and Pete Smith (KDAY); center, right shows some of L.A.'s top one-stop and retail dealers. Bottom left—Berle is seen with top movie songsmith, Mack David and Jerry Livingston and Luigi Creatore, A&R chief for Roulette at L.A. party. Bottom right Berle and deejays Freedy Robbins (KLOP), Dick Whittinghill (KMPF), Mitch Red (KFWB) and Lloyd Perrin (KMPF).

Dot Skeds Ten LP Releases

HOLLYWOOD — Ten long-playing albums are scheduled for release this month by Dot Records.

A new Pat Boone LP, "April Love", from his new movie of the same name, in which his co-star, Shirley Jones, sings with him. Boone currently has a best-selling LP, "Pat's Great Hits", and EP, "Four By Pat". All the songs in the "April Love" LP are from the 20th Century Fox picture, which is set for simultaneous release. Randy Wood liked Shirley's voice in the album so much that he signed her to a contract and this week recorded her singing two tunes from the movie, "Give Me A Gentle Girl" and "Clever in the Meadow".

Other new Dot issues include a Billy Vaughn album, "Music For The Golden Hours", featuring his lush treatment of such tunes as "Deep Purple", "Embraceable You", etc; the Hilltoppers with "Love In Bloom", featuring great standard love themes: Eddie "Mr Banjo" Peabody, with performances of a dozen favorites in "Peabody Parade"; Authentic flamenco music and romantic themes composed and conducted by Daniel Amfitheatrof are presented in the LP "Spanish Affairs", which is from the sound track of a new Paramount picture of the same title; "Fields and Dreams", orchestral fantasies by Frank Fields, who makes his album debut with original selections: "House of Horn", from Tom Mack's Jazz Horizon Series, which introduces Paul Horn, who plays five woodwinds, writes, arranges, and conducts a backing group which varies in number according to the piece. Another jazz package, "Rusty Bryant Plays Jazz", features the tenor sax in some new jazz adventures. He had always before played pop, or lyrical jazz.

"Tis Sweet To Be Remembered" features the voice of Mac Wiseman presenting twelve great vocal performances of his great country hits, collected here for the first time.

A country package, "Square Dance Tonight With Tommy Jackson" lists sixteen favorite square dances, unusual in that the tunes were recorded without calls.

An EP, "Take It Away, Leon!", by Leon McAuliff, contains four tunes previously recorded by the artist: "Steel Guitar Rag", "Carroll County Blues", "Paint the Walls", and "Blue Man's Blues." Dot previously announced three Christmas albums for November release.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Discussing Rock And Roll

BOston—William G. Givens, producer of Program P.M. over station WBZ and WEEA in Boston, discusses Rock and Roll with Bill Haley prior to Haley’s being interviewed on the show.

7 Arts Center Establishes Department Of Voice And Musical Theater Arts

NEW YORK—The establishment of a Department of Voice and Musical Theatre Arts of the Seven Arts Center at 120 Madison Avenue, marking an innovation in musical training in this country, was announced last week by Oscar Lerman and Martin Cohen, directors of the Seven Arts Center.

Under the direction of Gerhard Pechner, Metropolitan Opera artist, the Department will give qualified students the opportunity of studying in small classes at low tuition fee with eminent teachers who heretofore have given only private instruction. The faculty includes Samuel Margolis, Estelle Liebling, Frederic Kurzweil, Felix Brentano, Kurt Adler, Stuart Ross and Walter Fleischer.

The school will institute a method of instruction used by leading European teachers offering to students the advantages of individual attention and ensemble singing as will be beneficially derived from criticism given other students.

Among the courses offered will be Voice Instruction, Coaching for opera, operetta, musical comedy and popular singing, Musicianship and Musical Comedy Workshop.

The Department will also introduce a modern aspect to musical training using film and tape to enable students to see and hear their progress.

Along with the Department of Voice and Musical Theatre Arts, the Seven Arts Center will also house the Ballet Russe de Monte Carlo among its school facilities. Departments of drama, art, sculpture and modern dance are in the planning stage.

The Seven Arts Center, a six story building of colonial architecture, designed by Stanford White for the original Colony Club, has under one roof, three theatres, a gymnasium and a branch of a Y.M.C.A. Thus the Center has made one of the most important moves in the arts in its five years, and the move is particularly significant in view of the many developments in the arts in the past few years.

St. Nicholas Music Set For Christmas Season

NEW YORK—St. Nicholas Music, with its catalogue of Christmas tunes written by its head Johnny (“Rudolph The Red-Nosed Reindeer”) Marks, is set for big holiday promotion of its material in 120 singles and albums.

“Rudolph” will have 7 new versions this year, including a French-English version by Gisele MacKenzie (Vik). The famed Gene Autry (Columbia) version is approaching the six million mark with the combined sales of all versions of “Rudolph” in this country at twenty-six million.

Johnny Marks’ music to a poem by Henry Wadsworth Longfellow, “I Heard The Bells On Christmas Day,” has a new Fred Waring reading (Capitol) in addition to last year’s Bing Crosby rendition on Decca. “The Night Before Christmas Song,” another Mark’s composition, has new arrangements by the Ames Bros. and Gisele MacKenzie to bring its total disk representation to twelve. There are over 120 published arrangements of these three songs for chorals, band, instrumental and vocal interpretations.

Last year, Marks’ “Christmas Community Lyric Book” sold over 200,000 copies, and this year, a new Christmas Carol Book with his own arrangements has already sold fifteen thousand copies.

The St. Nicholas staff, Joe Berger, Joe Whalen, Jim McCarthy (record promotion) and Marvin Drager (public relations) is being augmented.

Gotham Issues First LP

PHILADELPHIA, PA.—Gotham Records is about to release its first LP, “Xmas Spirituals,” it was announced by the firm’s president Ivan Hal- len.

The album, which will retail for $2.00, will feature the Angelic Gospel Singers, the Davis Sisters, the Harmonizing Four, and Brother Rodney. The program will feature a collection of traditional carols, and original Xmas spirituals previously released on singles. All of the numbers will be available on 45 and 78 RPM pressings.
PHILADELPHIA — When Verve Records issued Monica Lewis’ LP “Sing It To The Marines”, it was no trouble at all getting it played. Marine Sergeant Virginia Painter and Bob O’Houke, threw themselves wholeheartedly into the campaign and visited all the Philadelphia jockeys with the album. Here we see Dolly Banks and William Banks (Owners and Managers of WHAT) being presented with an album by Sgt. Painter. Top right shows Miss Painter with Cal Milner and Larry Brown of the 950 Club, WPEN. In the center, left, photo both Sgts. Bob O’Rourke and Virginia Painter team for sales pitch to Ralph Collier (WCAU). Center picture-center row shows Sgt. Painter with Vince Lee—and center right finds Ed Harvey (WCAU) the object of Miss Painter’s sweet talk. Bottom left has Julian Graham, (VDAS) posing with the energetic Sergeant; bottom center finds Sgt. O’Rourke talking up the LP to Miss Carmen Meci, WCAU record librarian; and bottom right finds Sgt. Painter with Dick Clark (WFIL-TV). Dick has the American Bandstand show.

James Conkling Aids In Charity Drive

HOLLYWOOD — James R. Conkling, former President of Columbia Records, hosted a luncheon meeting for representatives of the major record companies for the purpose of launching the Recording Division’s participation in Radio-Television-Recording and Advertising Charities’ 8th Annual Drive.

Harold R. Maag, Vice President of RCA and past Chairman of the Division, introduced Conkling, 1957-58 Chairman, to executives from Allied, Capitol, Columbia, Dot, all divisions of RCA, Radio Recorders, Universal Recorders, and other majors.

“The Recording Division, under the Chairmanship of Hal Maag, has produced enviable results. Last year they realized 153% of their goal—a real record-breaker,” Conkling stated. “During this year’s campaign we plan to stress the importance of a participation goal, with the hope that the money goal will be consequently benefited. Maag has inspired the whole-hearted support of the recording industry. The enthusiasm is tremendous, and I’m more than hopeful that this year’s RTRA drive will be the greatest yet.

RTRA allocates its funds to eight national charities: Community Chest, American Cancer Society, American Heart Assn., YMCA Los Angeles, United Cerebral Palsy, Red Cross, City of Hope, and the Slater Kenny Foundation, and is the channeling organization for the entertainment and advertising industries.

The Marines Land

PHILADELPHIA — Roulette Records last week put into effect a unique selling device which will be used by the Roulette Distributors to book window display space for the special display stand which the label will be shortly shipping to the distributors. The device is a three-dimensional viewer with color kodachrome slides which show the display stand and the albums. The viewer and slides are contained in a leather pocket size carrying case. The salesmen can view the display stand for the dealer and thus will be able to look vital display space prior to the company’s shipping of any of the display stands themselves.

Roulette Effects Unique Selling Aid

NEW YORK—“Teal Joy,” whose Bethlehem LP “Ted Steele Presents Miss Teal Joy” is enjoying a “hit” sale, is shown here with Ted Steele rehearsing for her Steve Allen TV show on November 24.
**Gibbs To Do A&R For Mode Records**

BEVERLY HILLS, CAL. — Vibist Terry Gibbs, under exclusive contract to Mercury as a leader, has been granted permission by the label to do A&R work for Mode Records, recently formed disarray headed by Red Clyde. Gibbs will also appear on Mode, but as a side man only.

Gibbs’ initial venture will be to produce a jazz album utilizing the xylophone as a jazz instrument. He recently experimented with the xylophone sound on an upcoming Mode LP titled, “Jazz Man Ball,” which featured three vibes, Gibbs, Victor Feldman, and Larry Bunker, with Gibbs switching to xylophone occasionally. Gibbs also put together another album for Mode called, “Ex Hermitages” featuring Lou Levy, Bill Harris, Stan Levey, Red Mitchell, and himself, which will be released shortly.

To fulfill his Mercury contract, Gibbs is preparing a new “Terry Gibbs Quartet” album featuring Pete Jolly on accordion and piano, which will be the vibist’s permanent group from now on. He recently disbanded the quartet he has had for the past four years to organize the new accordion/vibes group.

**“Lola Wants You”**

HOLLYWOOD — Singer Lola Albright visited with disk jockey Don Lamond on his new show over KBMS-FM, broadcasting from Hollywood’s Moulin Rouge night club. Lola brought her new Kem recording of “Candy” and “Goodbye My Lover” along for Don to play, and also told him of her new album, “Lola Wants You,” which will be released by Kem this week.

**“Silhouettes” Goes Over Million Mark**

NEW YORK—The Cameo label announced last week that “Silhouettes” by the Rays had just passed the million mark and a gold record was being processed by the label for presentation to the group on the Ed Sullivan Show, December 1.

With “Silhouettes” going over the 1,000,000 mark, Bernie Lowe, Cameo’s president, has hit the gold record category three times in the past seven months—twice as a record manufacturer and once as a writer. He wrote Presley’s hit “Teddy Bear” and manufactured Charlie Gracie’s “Butterfly” in addition to the current smash “Silhouettes.” He was also co-producer of “Butterfly.”

At the same time, Lowe announced the signing of a new recording artist, Billy Scott. Scott has recorded two sides “You’re The Greatest” b/w “That’s Why I Was Born.” This is the first session Cameo has done with strings. The disk was released last week.

**Buncan Named A&R Head Of New Prescott Label**

NEW YORK—Prescott Records of Detroit, Michigan, has announced the appointment of composer, Jimmy Duncan, to the post of popular A&R director. Duncan is one of the nation’s newest songwriters, currently boasting one of the country’s biggest hit songs, “My Special Angel.”

The 25-year-old tunesmith will be in charge of all artists and material to be recorded on the new label.

Prescott made his debut on the record scene with several package items, including LP’s by Sam Donahue’s Band, Edgar A. Guest, and movie star John Carroll. The company is now updating a singles program, under the direction of Duncan. The company is initiating its singles program with a release by The Saints, a young male quartet. The songs, written by Duncan, are titled “The Strangest Feeling” and “Ain’t Cha Ever Coming Home.”

The company’s main offices will, for the time being, locate in Detroit, though most sessions will be cut in Nashville and Hollywood.
More U.S. recording stars scheduled to appear in Britain starting with Georgie Gibbs, coming to guest on Val Farnell's Sunday Show on Channel 4 around December 8th.

On concert tour during the latter part of November and the whole of December, Sister Rosetta Tharpe and the Basie Band giving additional concerts because of S.E.O. notices at most venues.

The Crickets are likely to be visitors to these shores early in the New Year. Their waxing of "That'll Be the Day" has been in the No. 1 spot over here in the Best Sellers for quite a while.

It is rumoured that the Hi-Lo's, presently seen over here in the Rosemary Clooney Show on Channel 3 will be here for a tour next June for an expensive Vaudeville Tour.

Sam Cooke's recording of "You Send Me" is sure to be his first hit in this country; the record is issued overseas on the London label.

Will Globe, who celebrated twenty-five years in the recording business recently, is very thrilled at the success of his "Liebentester Polka".

"Mary's Boy Child", the Belafonte record, is big on the charts over here. Elvis Presley's Christmas album was reviewed in RCA here November 8. Something tells me this release is at least a week ahead of America.

Frankie Laine, who has just concluded a stint at the Olympia Theatre in Paris, is succeeded at this Theatre by France's Juliette Greco.

They are now booking seats for "Make Love" in London for 1960 and folks don't mind waiting.

Winfeld Atwell entered a London Hospital for a chest operation. This week's best selling pop singles.

(Courtesy "New Musical Express")

1. "That'll Be the Day" — Crickets (Coral)
2. "Let's Have A Party" — Elvis Presley (RCA)
3. "Mary's Boy Child" — Harry Belafonte (RCA)
4. "Tammy" — Debbie Reynolds (Coral)
5. "Remember You're Mine" — Pat Boone (London)
6. Diana — Paul Anka (Columbia)
7. "Be My Girl" — Jim Dale (Parlophone)
8. "Got-To Have Something In The Bank" — Elvis Presley (RCA)
9. "On Fire/Wandering Eyes" — Frankie Vaughan (Philips)
10. "I Love You Baby" — Paul Anka (Columbia)
12. "My Dixie Darlings" — Leon Thomas (Py-Nixa)
13. "Water Water/Handful Of Songs" — Tommy Steele (Decca)
14. "Wake Up Little Suzy" — Everly Brothers (London)
15. "Tryin' To Get To You" — Elvis Presley (HMV)
16. "With All My Heart" — Pattna Clarke (Py-Nixa)
17. "Wandering Eyes" — Charlie Greico (London)
18. "I Left My Baby In The Sun" — Harry Belafonte (RCA)
20. "Teddy Bear" — Elvis Presley (RCA)
21. "Lawdy Miss Cindy" — Elvis Presley (HMV)
22. "Santa Bring My Baby Back (To Me)" — Elvis Presley (RCA)
23. "Tell Me That You Love Me" — Paul Anka (Columbia)
24. "Alone" — Pattna Clarke (Py-Nixa)
25. "He's Got The Whole World In His Hands" — Laurie London (Parlophone)
27. "Alone" — Shepherd Sisters (HMV)

Best Selling Pop Albums

* Also Available in EP

1. *AROUND THE WORLD IN EIGHTY DAYS* — (Decca DL 6046 * E.P. 836)
2. PAT'S GREAT HITS — (Decca DLP-3071)
3. WHERE ARE YOU — (Capitol W-835 * E.P. 1, 2, 3, 4, 55, E.P. 1, 2, 3, 4, 55)
4. PAL JOEY — (Capitol W-912 * E.P. 4-912)
5. *MY FAIR LADY* — (Capitol W-912 * E.P. 4-912)
6. LOVING YOU — (ECA Victor LPM-1320 * E.P. 2-1320)
7. LOVE IS THE THING — (Capitol W-824 * E.A.P.-1-824, 2-824, 3-824)
8. BELAFONTE SINGS OF THE CARIBBEAN — (ECA Victor LPM-1520 * E.P. 1-1520)
9. RICKY — (Imperial 9024)
10. THE HELEN MORGAN STORY — (Capitol W-843 * E.A.P.-1-843, 2-843, 3-843)
11. *WONDERFUL WONDERFUL* — (RCA Victor LOC-1024 * E.P. 1024)
12. THE PYMATANI FILM ENCORES — (RCA Victor LOC-1024 * E.P. 1024)
13. THE FABULOUS FIFTIES — (Kapp KXL-3050 * KXL-3050 * KXL-3050 * KXL-3050 * KXL-3050)
15. EYDIE SWINGS THE BLUES — (A.B.C. Paramount A.B.C. 1927)
16. SWINGIN’ AFFAIR! — (A.B.C. Paramount A.B.C. 1927)
17. FRANK SINATRA — (Capitol W-803 * E.P. 1-803, 2-803, 3-803, 4-803)
18. MANTOVANI FILM ENCORES — (Capitol W-803 * E.P. 1-803, 2-803, 3-803, 4-803)
19. BROADWAY BAND — (Capitol W-803 * E.P. 1-803, 2-803, 3-803, 4-803)
20. THE KNIGHT AND I — (Capitol W-803 * E.P. 1-803, 2-803, 3-803, 4-803)
21. EXOTICA — (Capitol W-803 * E.P. 1-803, 2-803, 3-803, 4-803)
22. THIS IS NAT "KING" COLE — (Capitol T-810)
23. THE HITS OF LESTER LAIN — (Capitol W-803 * E.P. 1-803, 2-803, 3-803, 4-803)
24. THE HITS OF LESTER LAIN — (Capitol W-803 * E.P. 1-803, 2-803, 3-803, 4-803)
25. THE HITS OF LESTER LAIN — (Capitol W-803 * E.P. 1-803, 2-803, 3-803, 4-803)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Music Ops Of N. Y. Celebrate Twentieth

NEW YORK—The Music Operators of New York, Inc., celebrated its 20th Anniversary last week with a lavish banquet and show featuring recording personalities from many of the nation's leading disceries. The show was staged in the Grand Ballroom of the Waldorf-Astoria Hotel in New York, November 9th.

The line-up of artists who performed included: the Four Lads, Tony Bennett, Georgia Gibbs, Rusty Draper, Alice Duell, Trish Dwelley, Anna Marie Alberghetti, Johnny Nash, Tommy Leonetti, Joe Bushkin, Martha Davis & Spouse, Danny Winchell, Joe Allegro, Laverne Ray & the Raytones, Larry Alpert, Neila Ates, and the Applet Dancers. Lou Saxon was mc of the affair. Billy Schumack and his orchestra supplied the music.

East-West Signs Paris

NEW YORK—East-West Records, affiliate label of the Atlantic Recording Company, this city, this week announced the signing of Jackie Paris. East-West plans to release a Jackie Paris LP shortly. This will be the new record company's entry into the LP field.

East-West albums will retail for $3.98 and will eventually be a full line encompassing all markets, with a real strong push in the pop and specialty fields.

Paris, primarily known as a jazz singer, with a background of having sung for many jazz bands in addition to those of Lou Brown and Lionel Hampton, will be exploited in the direction of the pop market. Paris has formerly recorded for MGM, Coral and Wing.

The East-West album line will be under the direction of Nessuhi Ertug, who also handles the highly successful Atlantic LP department. Nessuhi Ertug will also act as a & r head. Atlantic heads stated emphatically that the East-West operation was being set up to be a complete and major record company. Already several well-known pop talents have been inked and the announcement will be made in the near future.

Grand Opening

LOUISVILLE, KY.—Mattie Marshall, Remington Records artist, is shown above at the new LP for Irving Rabkinowitz, owner of the WINN-Dixie Super Market, this city. Mattie flew down to Louisville for the grand opening.

Taping Cricket Sounds

CHADRON, NEB.—DJ Freeman Hover of (KCSR, Chadron) takes an interview with two of the Crickets, Jerry Allison (left) and Buddy Holly (right) following the Show of Stars in Denver, November 1st. The Crickets hit the million mark with the Brunswick recording of "That'll Be The Day." Their latest is "Oh Boy." Holly also has a single on Coral, "Peggy Sue." An estimated 12,000 people jammed the Denver Auditorium-Arena for the Show of Stars.

Wilde, Cagno, Christenberry To Handle Talent, Music, etc.

NEW YORK — The formation of Wilde, Cal Cagno and Christenberry Enterprises was announced last week. The organization, with headquarters at 325 E. 41st St., New York City, will handle talent, music and show production.

Pride Records and Pride Music Publishing, are under the parent banner and their first disk was released last week, through Golden Crest Records, which purchased the results of Pride's first session. The record features Sandy Evans, who was formerly with the Jimmy Dorsey, Gordon Jenkins and Joe Dixon's orchestras. The songs, "The First Kiss Is Sweet" and "By Love Possessed," are also published by the outfit.

Stan Wilde is an ad agency executive and song writer. Joe Cal Cagno was formerly with the Daily Mirror and King Features Syndicate as a writer-artist. He is also a regular columnist, Robert K. Christenberry, Jr., is son of the recent Republican candidate for Mayor of New York. He is a lawyer and has a background with the ad agencies and theatricals.

"Jazz: Female"

NEW YORK—"Jazz: Female," reported to be the first concert ever to star an all-female group of jazz musicians — and vocalist Morgana King — will be presented at Carnegie Recital Hall, Friday evening, November 25th by Peter Long and Charles Rosen.

The show will feature an ensemble consisting of: Melba Liston (formerly with Dizzy Gillespie) on trombone; Betty Glamann on harp; Elaine Leighton on drums; Jean Galvao on piano; Zena Lotta on alto sax and clarinet; Jean Rayl on tenor; Anita Gibson on vibes and bassist Gloria Bell.

The concert encores will be disk jockey Mort Peggs, of WNBC, New Rochelle, N.Y. Tickets for "Jazz: Female" are on sale at the main Carnegie Hall box office.

Peter Long was Production Manager for the recent New York Jazz Festival. Rosen is currently a stage designer on the TV show "Tonight."
Marek's Address At RCA's 25-Year Service Dinner

Dr. Greta Garbo, Chairman of the Board, on behalf of the officers and employees of RCA, wishes to express the company's appreciation for your service and loyalty.

The RCA family has grown from a small group of pioneers to a large and diverse organization. In the past 25 years, RCA has made significant contributions to the development of technology and entertainment. We are grateful for the hard work and dedication of all our employees.

As we celebrate this anniversary, we look back at the past and forward to the future. The future holds many challenges and opportunities. We must continue to innovate and strive for excellence.

Thank you for your service. We look forward to your continued contribution to RCA.
ABC-Par’s O’Brien Set As Grand Marshal For Macy’s Thanksgiving Day Parade

NEW YORK—The featured spot in the annual Thanksgiving Day parade, traditionally heralded as the kickoff for the Christmas shopping season, this year goes to Hugh O’Brien, who will act as Grand Marshal of the event.

The ABC-TV star of the featured network series, “The Life And Legend Of Wyatt Earp,” has recorded an album of twelve original songs especially written for his ABC-Paramount album, entitled, “Hugh O’Brien—TV’s Wyatt Earp—Sings.” Macy’s will feature the album with a coordinated window display and record department tie-in for the Thanksgiving festivities and will continue a special merchandising and exploitation campaign throughout the Christmas selling season on the Hugh O’Brien package. Coordination was effected with huddles this past week between John Pfeiffer and Joe Hanley, Macy’s special promotion projectors, toppers, with Buddy Clark, Rogers Alber and J. A. I. merchandising all of ABC-Paramount.

Santa And Friend

NEW YORK—Santa Claus, who has been put through a succession of downgrading experiences in the interests of Christmas novelty records, submits to the ultimate indignity of a stickup in this year’s Yule novelty. Columbia Records and Mitch Miller, responsible in the past for “I Saw Mommy Kissing Santa Claus” and “Rudolph, The Red Nosed Reindeer,” comes up with that sure-fire formula, the mean little kid, who threatens to drill the kind old gent if he is not properly reverence. Kenny Bowers, who enlists his voices on the record, is under the gun of four-year-old Brock Elgart, son of bandleader Larry Elgart.

Sullivan Lines Up Recording Talent For Future Shows

NEW YORK—A host of singing stars whose recordings have captured the interests of the nation’s youth have been signed by Ed Sullivan and will appear during the first half hour of each of his forthcoming programs. The list includes Sam Cooke of “You Send Me” fame; the Everly Brothers, whose “Wake Up Little Susie” is in the top ten; the Rays, whose “Silhouettes” is riding the crest of the current popularity tide; Bobby Holms, who is represented by “My Special Angel”; the Crickets, with “That’ll Be The Day”; Delia Reece with “And That Reminds Me”; and Joe Bennett and his Sparkletones, whose “Black Sails” is a teenage favorite.

Top singers and singing groups include the Platters, Jo Stafford, Tony Bennett, Teresa Brewer, Spike Jones, Louis Jordan and his Tympany Five, The Everly Brothers, Alvin, Gary Gibbs, Gene Vincent, the Four Aces and Lu Ann Simms.

Miller Music Buys Song Cut By Fraternity

CINCINNATI, OHIO—Harry Carlson, president of Fraternity Records, recently announced that the song, “Island Of Bimmis,” recorded by the Lew Douglas Orchestra with the Dick Noel Singers on the Fraternity label, was sold to the Miller Music Company by Buckeye Music, Inc.

The song, which Carlson reports is attracting heavy attention from dance outlets, heavy orders from fraternity, distributor’s, will be made Miller Music’s #1 plug tune.

At the same time, Carlson reported a tremendous response to a new Christmas item which he has just issued—“Merry, Merry, Merry, Merry Xmas,” by Ruby Wright. Advance orders have already topped the 75,000 mark according to the label’s proxy.

Stars For 3rd Miller Show

CHICAGO—An array of some of the nation’s top name recording stars will headline the third Howard Miller Show at the Opera House here Friday, December 6th.

Scheduled for two performances, 7 and 10 P.M., the revue will feature the Four Lads. Also on tap for the big show will be Bonnie Guitar, performing her recordings of “Dark Moon,” and “Mr. Fire Eyes,” and Nick Todd, young brother of Pat Boone, who scored with “Plaything.”

Music for both productions will be handled by Dan Bellco and his orchestra.

Ember Gets Tuneweavers Disk

NEW YORK—Al Silver, Herald and Ember Records, this week announced the completion of a deal with Frank Paul, Wolburn, Mass., whereby he acquired masters of two Tune-weavers waxings. Paul made an arrangement with Silver which calls for the release to the Casablanca label with national distribution through Ember Records.

The two sides, “I’ll Remember Dear” and “Pamela Jean,” will be ready for release next week.

British Fan

DES MOINES, IOWA—British movie star Joan Collins made her first “in person” disk jockey interview session when she visited Des Moines deejay Don Bell on his afternoon show. An admirer of cool music and Latin American rhythms, the star of “Destination Tokyo” was unable to shake from her mind the strains of Jimmie Rodgers’ disk “Kisses Sweeter Than Wine”. Picture shows Bell with Miss Collins at a 20th Century Fox luncheon prior to her appearance later that afternoon on the Don Bell Show on KIOA.

WNEW Shifts Times And Talent In Program Realignment

NEW YORK—A sweeping realignment in the WNEW program schedule was made official last week by program director, Hal Moore. The shift will go into effect, Monday, November 18th, and will feature three of New York’s top disk jockeys in a 6-hour program segment running from 6 P.M. ‘til 12 midnight.

The new evening setup will spot Art Ford and the evening “Make Believe Ballroom” from 6-8 P.M., Lonny Starr and the evening “Music Hall,” 8-10 P.M. and William R. Williams in the 10 P.M. to midnight slot. Ford, Starr and Williams have chalked up high audience appeal in various program slots throughout the day, and the station feels that rescheduling them, back to back, will provide a powerful format for the evening hours.

All three continue their daytime shows: Ford and the “Make Believe Ballroom” at 10 A.M., Starr and the afternoon “Music Hall” at 2 P.M. and Williams at 4 P.M. The afternoon Williams show has been expanded under the new schedule to include the time from 3:55-4 P.M., formerly the first segment of the evening “Ballroom.” Dick Shepard who held down the 7:35 to 9 P.M. slot and Bob Howard have each been reassigned to M.C. two Sunday feature shows. Shepard, “Music In The Air,” 8-10, and the “Dick Shepard Show”, 12 Noon to 2 P.M. Howard, Sinatra & Strings, 10-12 noon and “The Bob Howard Show”, 6 P.M. to 8 P.M. They will also handle other regular weekly assignments including Bing Crosby & Company.

GRATEFUL APPRECIATION TO THE MUSIC & RECORD GUYS & GALS for the many courtesies extended to me during my recent visit in N.Y.

ERNIE FORRESTER Radio Station KALV Alto, Ohio

THE DYNAMIC MISS DOUGLAS UNIQUE ALBUM LP 114

NORMA DOUGLAS Exclusive Recording Artist

RKO UNIQUE RECORDS 1440 Broadway New York, N.Y.

CARTER RECORDS NEVER TRUST A FELLOW and WHAT CAN I DO ?

NO SANTA CLAUS !

IF YOU BELIEVE IN CHRISTMAS?

Ernie Freeman "Raunchy" No. 5474

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

**Popular**

"JUST ONE OF THOSE THINGS"—NAT "KING" COLE Orchestra conducted by Billy May. Capitol W-900 (1-12" LP)

This is a follow-up to Cole's chart smash "Love Is The Thing," and looks like a sure chart winner. The artist lends his velvet tones to a dozen warm numbers of love at a broken romance. Some of the songs receiving the smooth Cole treatment, and the tenor sax and orchestral accompaniment from the Billy May crew are: "The Party's Over," "When Your Lover Has Gone," "Just One Of Those Things," and "The Song Is Ended".

"ANNIE GET YOUR GUN"—Mary Martin—John Raitt—Capitol W 915 (1-12" LP)

The two musical comedy stars will head the TV version of the hit musical on Thanksgiving Eve, November 27th. This should put this performance high on the charts. Irving Berlin's engaging, evergreen loaded score ("The Girl That I Marry," "They Say It's Wonderful," "There's No Business Like Show Business," etc.) has the vocal vitality and polish of Raitt and Miss Martin to add to its lustre. Sure-fire stock.

"LESTER LANIN AT THE TIIFFANY BALL"—Lester Lanin and his Orchestra—Eric LN-3410 (1-12" LP)

With his last effort, "Dance To The Music Of Lester Lanin" still, a big chart item, the artist presents a slick instrumental coverage of well-chosen numbers. Selections receiving the bouncy treatment of the popular society orchestra include "I'm Gonna Wash That Man Right Outa My Hair," "Oh, What A Beautiful Morning," "St. Louis Blues," and "The Sarry With The Fringe On Top." Typically zestful reading by the leader and crew. Disk has fullest chart potential.

"Oooh!"—Jackie Gleason—With the Voices of Artie Malvin—Capitol W 905 (1-12" LP)

Gleason, with his "Velvet Brass" still riding the charts, tries something new on this disk: the use of Artie Malvin's "vocal orchestra." With the assistance of Tony Mottola's guitar, and Bernie Leighton's piano, the unusual, no-lyric singing group gives an harmonious vocal band to a program of sixteen moody items. Some of the selections are: "Wilow Weep For Me," "Beyond The Blue Horizon," and "Imagination." Class mood packaging.

"LAVERN"—Lavern Baker—Atlantic 8062 (1-12" LP)

Miss Baker, whose greatest hits have been up-tempo rockers, a la "Tweedlee Dee" and "Jim Dandy," concentrates, in the main, on a strong blues-ballad delivery. The artist presents her new disk delivery on the likes of "Harbor Lights," "Feel That I Am," and "Romance In The Dark." A new vocal look at the vocalist that should be well-received by her public.

"THE COASTERS"—Atco 33-101 (1-12" LP)

The popular rock 'n roll group, performs fourteen previously unheard numbers. Thirteen of the tunes were written by r&b hit makers Jerry Leiber and Mike Stoller and include such Coasters chart items as "Searchin,'" "Down In Mexico," "Young Blood," and "One Kiss Led To Another." Important issue for the teen shelf.

"NIGHT BEAT"—Tito Puente and His Orchestra—RCA Victor LPM-1447 (1-12" LP)

Puente as in his last effort, "Puente Goes Jazz," explores a Latin jazz approach. The talent, a capable vibist, and pianist lends his striking approach to eleven tunes, three of which are originals, "Night Beat," "Night Ettaun," and "Mainbo Beat.)" Rhythmic sessions that should appeal to his many fans.

"MY DEEP BLUE DREAM"—Billy Eckstine—Regent MG 6854 (1-12" LP)

These relaxed ballad sessions by the vocal pro will become the highlight of his many fans. Eckstine's program includes a number of standards which are particularly well-suited to his often bluesy, always attractive, and inventive style, and includes a couple of unusual items like "In The Still Of The Night," "Without A Song," and "Say It Isn't So." The performer's own crew supplies the bound arrangements.

"SONGS OF COUCH AND CONSULTATION"—Katie Lee—Commentary CNT-01 (1-12" LP)

This humorous peak at Freudian concepts set to music has shown impressive sales action out West. Folk artist Lee inventively renders the clever Bud Freeman lyrics and versatile Leon Loueke music. Some of the titles of the tunes include: "Schizophrenic Moon," "Stay As Sick As You Are," "Real Sick Sounds," and, "Hush Little Sibling." Inventive novelty item.

"LET'S DANCE WITH TONY PASTOR"—Tony Pastor and his Orchestra—Roulette R-59294 (1-12" LP)

The veteran orch leader-.EXITAL offers the listener a bright array of danceable tunes. With Pastor's Louie Primalis vocal efforts, along with those of his wife, Ray, and females, Ruth Marlos and Betty Marlos, a little spice is added to the sessions. Some of the songs receiving the happy treatment are, "Robin Hood," "This Is My Lucky Day," "I'm Gonna Sit Right Down And Right Myself A Letter," and, "Makin' Whoopee." Delightful pressing.

"KNUCKLES O'TOOLE PLAYS HONKEY TONK PIANO—Vol. 2 Grand Award G. A.-32-320 (1-12" LP)

O'Toole is in fine form here as he bounces through his third honky tonk waxing for the discs. The artist, while displaying his authentic bar-room piano style, rolls out twenty-seven songs nicely adaptable to a gay ninety's beat. Among them are such numbers as "Wantin' O' Grady," "Give My Regards To Broadway," and, "Somebody Stole My Gal." Exciting sessions.

"MUSIC FOR PLAYBOYS TO PLAY BY"—The Hollywood Playboys Orchestra conducted by Mahlon Merrick, featuring Ross Taylor and the sportsmen quartet—Gramophone UR-5012 (1-12" LP)

Merrick has been conducting the Jack Benny TV-radio orchestra for twenty-six years. The music, with the help of the Quartet, and Taylor's rich baritone voice, gives the selections a musical and inventive treatment. The songs include Merrick originals, "Anyone For Venice," "Music For Playboys To Play By," and a few evergreens like "Bittersweet," "Bored," "Breakfast," "Bored," etc. Enjoyable sessions.

"MORGAN, BY GEORGE!"—George Morgan—Columbia CL 1044 (1-12" LP)

One of Columbia's top country artists, Morgan is featured in a collection of varied melodies, which nicely rate his versatility in any mode of vocal expression. The numbers, some of which are relented, include his own successful, "Candy Kisses," "Whitker Thou Geet," "Almost," "Jesus, Savior, Pilot Me," and "Cry, Baby Heart." A well rounded program for the country crowd.

"WILBUR CRANTZ, T"—Ray Martin and His Orchestra—Julius JEP-1085 (1-12" LP)

The English mood orch leader displays a refreshing style as he leads his musicians through twelve rich readings. Martin, who has done previous moods stints on Capitol, keeps in the mood of the disk by rating his arrangements as "That Old Black Magic," "In The Still Of The Night," and "Kiss Of Fire." Inventive performances by the Martin crew.
“DANCE THE ROCK & ROLL”—Various Orchestras—Atlantic 8103 (1-12" LP)

Atlantic presents another program of orks and bands for a sassy approach to fourteen tunes possessing the big beat. The artists supply music to satisfy the youngster’s dancing whims, whether it be a Lindy, (“Light Like That”, Arnett Cobb and ork) a slower item, (“Midnight Special”, Tiny Grimes’ quintet) or even a mambo, (“Flying Home Mambo”, Arnett Cobb and ork). Should meet the approval of the energetic teen. Great party package.

“ALL THIS AND CHA-CHA TOO”—Don Swan and His Orchestra—Liberty LRP-5086 (1-12" LP)

This, the Swan ork’s second venture into the cha-cha field for Atlantic, finds it dishing out a colorful Latin beat. With the able assistance of such jazz musicians as Buddy Collette on flute, Dick Nash on trombone, the crew issues some expert dance selections. The selections consist mostly of such tunes as “I Found a Million Dollar Baby”, “Star Dust”, “Lena Horne’s “That’s What We Got Fun”. Good item for the Latin set.

“WINGED VICTORY CHORUS”—Under the direction of Joe Baris with Neal Hefti and his Orchestra—Vik LX-1104 (1-12" LP)

The group formerly sang together as the glee club of the famous Forty-third Division at Camp Pickett. With the able assistance of Neal Hefti and ork, the boys offer with warmth (“The Sweetheart Of Sigma Chi” and “The Whiffenpoof Song”), as well as spirited songs of the service, (“The Caissons Go Rolling Along”, “Anchors Aweigh”). Precision sharp vocal efforts.

“JINGLE BELLS”—Lawrence Welk—Coral CRL-57186 (1-12" LP)

Welk gives an excellent presentation of Christmas season melodies on the merry disk. Welk also receives help from the accomplished vocal groups—the Sparklers and the Lennon Sisters. The artist offers his light, familiar treatment to a host of Xmas durables including: “Jingle Bells”, “Sleigh Ride” and “The Christmas Song”. Major Holiday issue.

“I MISS YOU SO”—Chris Connor—Atlantic 8014 (1-12" LP)

The thrush sings a program of some of her hit singles in this follow up to her two-disc Atlantic waxing, “Chris Connor Sings The Gerahm-Almanac Of Song”. Miss Connor demonstrates her smart delivery on the likes of, “I Miss You So”, “Time Out For Tears”, “Mixed Emotions”, and “Trust In Me”. The jazz-inspired vocalist has a disk here that should meet the hearty approval of her many fans.

“MULLIGAN MEETS MONK” —Thelonious Monk and Gerry Mulligan—Riverside RLP 12-247 (1-12” LP)

This release showcases two prominent members of different jazz schools in Mulligan’s sensitive baritone sax and Monk’s expressive piano. The disk captures the two musicians in an inventive mood that greatly adds to their jazz stature. The artist offers a program of well-known items like “Wah-Wah”, “I Feel Like Being a Tenor” and “Decidedly” (written by Monk). Way-out sounds.

“DIZZY GILLESPIE AND STUFF SMITH” —Verve MGV-8214 (1-12” LP)

Two jazz notables blend their talents and make beautiful music together. Gillespie’s slick trumpet and Smith’s catchy violin are accompanied on two of Gillespie’s b.dg members, bassist Paul West, and pianist Wynton Kelly, as well as J. C. Heard, on drums. One of the tunes, “Oh, Lady Be Good,” offers a harmonious vocal effort by “The Gordon Family,” other songs are “Russian Lullaby”, “Rio Pakistan”, and “It’s Only A Paper Moon”. Relaxed and polished efforts.

“THREE TRUMPETS”—Donald Byrd, Art Farmer, Idees Sulmane— Prestige LP-7092 (1-12’ LP)

The three top flight trumpeters receive the strong support of Hod O’Brien (piano), Addison Farmer (bass), and Paul Chambers (drums). The featured artists blend their instruments smoothly as they render swing ballads, both swing and cool (“Who’s Who”, “You Gotta Dig It To Dig It”) and restrained (“Palm Court Alley”, “Fourty Quarter”). Dixieland top name value should meet with the sales approval of jazz enthusiasts.

“THE SWINGING GUITAR OF TARALFOW”—Verve MGV-8201 (1-12” LP)

Farlow displays the technique that has placed him among the top jazz guitarists. The artist’s powerful style is put to use on his swinging original, “Meteor”, as well as “Taking A Chance On Love”, “Tell Me Take That Away From Me”, and four others. Farlow is assisted by jazz notable Eddie Costa on piano, plus bassist Vinnie Burik, who recently formed the much talked about “String Jazz Quartet”. Well-sounding jazz issue.

“SALUTE TO SATCH”—Joe Newman and his Orchestra—RCA Victor LPM-1324 (1-12” LP)

Newman’s star-studded orchestra (Al Cohn, tenor sax, and Urbie Green, trombone) offers a stirring rendition of a dozen songs associated with Louie Armstrong. Newman’s hot trumpet has traveled through “Satch” as he and his ork run through such ditties as, “Pennies From Heaven”, “Bain Street Blues”, “When The Saints Go Marchin’ In”, and “Deepers Creepers”. slick instrumental work by fine musicians.


Though the competition is keen, this reading of the Puccini masterpiece has the name-value and packaging to give it high ranking stock reading of the Wagner compositions here. Miss Milanov, Bjorling and Warren (a superb team) fill their vocal roles with dramatic and lyrical excellence. Beautifully recorded in Italy. The packaging is in Victor’s now familiar book form.

GLIERE: Ilya Mourometz-Stokowski And The Houston Symphony Orchestra — Capitol F602 (1-12” LP)

This release joins the recent upsurge of disk interest in the Gliese work. This Stokowski version splendidly reveals the orchestral ingenuity of the opus in the conductor’s effective handling of tonal shadings, and the maintenance of the high level of sound thought the waxing. A colorful, melodic item conveyed with brilliance.

“A WAGNER ORCHESTRAL PROGRAM”—The Pro Musica Symphony Orchestra of Hamburg, conducted by Hans-Jurgen Walter M-G-M E3193 (1-12” LP)

Gone BUZZ. You
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“Rockin’” Roy Stevens WTWI—St. Johnsbury, Vt.
1. Silhouettes (Ray)
2. Elvis Presley (E. Presley)
3. Wake Up Little Sue (Eversly)
4. Alone (Shepherd Sisters)
5. Elvis Presley (E. Presley)
6. Be Bop Baby (N. Nelson)
7. Rock N Roll Music (Berry)
8. The Letter (D. Redgers)
9. Back To School Again (T. Redgers)
10. Fascination (J. Morgan)

Chuck Lewis WPN—Post Falls, Mich.
1. You Send Me (Cokee Brown)
2. Elvis Presley (E. Presley)
3. Wake Up Little Sue
4. My Special Angel (B. Helms)
5. Silhouettes (Ray)
6. Be Bop Baby (N. Nelson)
7. Rock N Roll Music (Berry)
8. The Letter (D. Redgers)
9. Back To School Again (T. Redgers)
10. Fascination (J. Morgan)

Jim Lowe WBB—Dallas, Tex.
1. Silhouettes (Ray)
2. Elvis Presley (E. Presley)
3. Wake Up Little Sue (Eversly)
4. My Special Angel (B. Helms)
5. Elvis Presley (E. Presley)
6. Be Bop Baby (N. Nelson)
7. Rock N Roll Music (Berry)
8. The Letter (D. Redgers)
9. Back To School Again (T. Redgers)
10. Fascination (J. Morgan)

Bob Shaw WCSH—Portland, Me.
1. All the Way (S. Sinatra)
2. Malodie D’Amour (E. Ros)
3. Tommy (D. Reynolds)
4. Chances Are (J. Mathis)
5. Never Till Now (J. James)
6. Please Mr. Brown (Vaughn)
7. On The Street Where You Live (J. Jones)
8. Trust In Me (O. Stenton)
9. And That Ramonda Me (Reese)
10. St. Louis Blues (L. Baker)

Jerry Jerome WSYA—Bachester, N. Y.
1. My Special Angel (B. Helms)
2. Tell Me That You Love Me (R. Akins)
3. Slop (D. Buggart)
4. Search For Paradise
5. Love Story (M. Wallahal)
6. Sightseeing (Wanderers)
7. All the Way (S. Sinatra)
8. Young Heart Is True (F. Todd)
9. That Ain’t Right (J. Redgers)
10. He’s Gone (Channells)

Don Metzger WRIT—Milwaukee, Wis.
1. Kisses Sweeter Than Wine (Ray)
2. Elvis Presley (E. Presley)
3. Wake Up Little Sue (Eversly)
4. My Special Angel (B. Helms)
5. Elvis Presley (E. Presley)
6. Be Bop Baby (N. Nelson)
7. Wake Up Little Sue (Eversly)
8. Hula Love (F. Cokee)
9. Seventeen Of Never (J. Redgers)
10. Just Born (P. Come)

Sure Shots

THE CASH BOX

Press the key then type the number

“Buzz, Buzz, Buzz”
Hollywood Flames

The Dubs

“Could This Be Magic”
Warner Mack

“Rock-A-Chicka”
The Cash Box

“Great Balls of Fire”
Jerry Lee Lewis

United Artists Signs Joe Valino

NEW YORK—Recording of the title song from United Artists’ film epic “Legend of the Lost,” sung by Joe Valino (center), will launch the company’s recently established music subsidiary. Shown signing Valino to a long-term contract are Alfred H. Tamarkin (right), executive assistant to UA Records and Music President Max E. Youngstein, and Jack Lew, UA artists and repertoire representative.

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

ATTENTION DEJAYS, PROGRAM DIRECTORS, LIBRARIANS—
Please keep us constantly informed of any changes in call letters or title.
Victor Film Wins Award

NEW YORK—"The Sound and the Story," a 22-minute 16mm documentary color film, produced for the RCA Victor Record Division by the Jam Handy organization of Chicago in 1956—won the "Silver Reel" award at the recent Film Council of America competition in New York. The winning film was one of 30 chosen from 258 16mm entries shown over a three-day period for a panel of judges. Awards were made in twenty-three categories. "The Sound and the Story" won the "Silver Reel" award in the "Industrial" group. Charles Bell, (left) a representative of the Jam Handy organization, presented the plaque to RCA Victor's Advertising Manager William I. Alexander (right) on behalf of the Film Council, last week. Alexander was overall supervisor of the production and assisted in writing the script. "The Sound and the Story" traces the production of an LP recording, Tchaikovsky's fantasy, "Romeo and Juliet" from the tapping of the composition by the Boston Symphony Orchestra under Charles Munch' direction—through the various processing departments of RCA Victor—to the ultimate consumer's home phonograph. The film showed how the skills and talents of 376 people working approximately 3,000 man hours on the one record are utilized to "put the music in the groove" and provide the listener with the "best seat in the hall at home." "The Sound and the Story" has already been shown on national television and is now available for free showings to schools, civic and club groups.

Judson Issues First Disks

NEW YORK—Judson Records, the recently formed affiliate of Riverside Records, the jazz label, has announced the shipment of its initial LP releases to its 40 distributors. The current Judson album line, which is geared to appeal to a variety of musical tastes and priced at $3.98, consists of 10 issues, among them a $1.98 sampler, "The Birth Of A Label," which includes twelve samplings from the issues. Albums shipped by Judson include: "Dance Time," a medley of Gershwin songs played by the Chauncey Gray society orchestra; "An Evening With Offenbach," melodies by the composer performed by a 100-piece European orchestra; "Folk Music For People Who Hate Folk Music," vocals by Herb Strauss on a collection of favorite folk songs with instrumental accompaniment by Mundell Love and His Friends. Strauss is an associate producer for NBC television, and will appear on such NBC network shows as "Monitor," "Today," "The Steve Allen Show," and "Tonight." "A Harry Warren Showcase," "A Harold Arlen Showcase," two separate issues featuring jazz pianist Kenny Drew on numbers by the two composers; "An Evening With Strauss," a program of Strauss waltzes read by a Viennese orchestra; "Chansons Populaires Francaises," old French café songs sung by chanteuse Francophile Prevost; "Dancing In The Dark," a dance-floor disk by the Lenny Herman orchestra, and "Love Songs Old And New," love songs spanning three centuries as rendered by Dylan Todd.

International Flavor

NEW YORK—An international flavor was added to the Popular Music Jamboree co-sponsored by Station WMGM and the New York Public Library on Thursday afternoon, November 7th at the Donnell Library Center, Manhattan. Singing stars from England and the United States were featured in the third of a series of four such gatherings. Participating in the jamboree, which headlines talk on vocational guidance in the popular music industry and previews of new releases, were (left to right) Esther Walls, Vocational School Specialist for the New York Library; Lilian Morrison, Young Adult's Specialist for the Library; Lee Lawrence, singing star on the English Columbia label, who has sold over three million records; Ed Stokes, WMGM disk jockey and master of ceremonies at the jamboree; Terri Stevens, RCA Victor recording star; Jack Shalit,; conductor and arranger, who premiered his new Roulette album, "Famous Movie Themes," and Margaret Scoggin, Coordinator of the New York Public Library's Young Adult Services. The last in the series of Popular Music Jamborees will feature Dean Hunter, conductor of "Record Bandwagon" and "Best Sellers" over WMGM, on Thursday afternoon, November 21st.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Capitol Launches Record Club On Test Basis

HOLLYWOOD — Capitol Records is launching, on a test basis, a new Capitol Record Club.

Lloyd W. Dunn, Vice President of Sales and Merchandising, disclosed that the company is making a test by direct mail to determine whether or not a record club for Capitol would be practical or possible.

“As a major record company, Capitol cannot continue to ignore any success development that comes in the merchandising of recorded music and it would certainly appear that record clubs come under that category,” Dunn said.

In the test mailing piece, Capitol offers four clubs covering popular music, classical music, show music and jazz. Members who sign up for any of these clubs are obligated to buy four albums a year and, with this membership, receive three LP’s without charge, selected from a list of 12. After four albums have been purchased within a year, the member receives one free album for every two he purchases.

The creative and mechanical aspects of the Capitol test are being handled in New York by John Stevenson, who has operated successful record and book clubs for many years.

Dunn indicated that the analysis of the return should be completed within the next six weeks and that a decision regarding further plans would probably be made before the first of the year.

Dunn reminded that over a year ago Capitol set up a record club by direct mail, but added that the results did not warrant continuing it.

When asked “Assuming that the major record companies will all have record clubs going next year, what will happen to the record dealer?” Dunn replied, “Needless to say, we have given the matter considerable thought because the record dealer is our lifeline to record buyers and we believe will continue to be as long as Capitol is in business.

“Our honest opinion is that if there are three or more major clubs in operation next year, there will hardly be a magazine that is not dominated by record advertising. Tests have proved that only a small percentage of people will buy through mail, irrespective of what is offered. So it is reasonable to assume that a great bulk of the buyers will continue to patronize the dealer but will be stimulated into more buying through the deluge of promotion. We have been told that this has been the experience of dealers following the advent of another major record club and we feel that other clubs would merely accelerate this buying process.”

Peasley-Gaultber Wins 4th Decca Silver Disk for '57

NEW YORK — Sydney N. Goldberg, Vice-President in Charge of Sales for Decca Distributing Corporation, announced that the Peasley-Gaultber Corp., the company distributing in the States, has won the Decca Silver Disk Award for the month of October. The award was based on sales performances of Marvin Taylor, who heads the Indianapolis operation, which has won the Silver Record Award four times since the beginning of the year.

PHILADELPHIA—Danny and The Juniors, local Philadelphia quartet, whose recent ABC-Paramount release of “At The Hop” is clicking in a number of territories, are shown with Cal Miller and Larry Brown, co-hosts of “The 950 Club,” radio deejay show emanating from the Philadelphia WPEN, surrounded by a host of the teenage fans. Group, consisting of Danny Rapp, Dave White, Joe Terranova and Frank Maffei, are soon to start a national personal appearance tour, based on the acclaim which “At The Hop” has received. “At The Hop” is a master which the Paramount label purchased recently from the Singular label, a local indie. The disk was released in Philly on Monday, Nov. 28 and caused an immediate reaction among teen jays and teenagers.

With the word spreading to New York, Sam Clark, president of ABC-Paramount, and Larry Newton, national sales manager, shot down to Philly to consult with Artie Singer, owner of the singular label. P.S. they did get the record.

Bob Crewe Inks Vik Pact

NEW YORK — Vik Records has purchased the master of a tune called “Charm Bracelet” recorded by Bob Crewe and The Rays, and at the same time, signed Crewe to an exclusive Vik recording contract.

Crewe is the author of “Silhouettes,” “Charm Bracelet” was cut at the same time as “Silhouettes.” The Vik record is billed as follows: Bob Crewe with Guest Vocal Group, The Rays.

A Favorite In Japan, Too

NEW YORK—Kenneth L. Cole, (left) President of Cosdel Incorporated, manufacturer and distributor of Dot Records for Japan, Okinawa, Korea and Formosa, dropped in to chat with Pat Boone during the former’s recent visit to the States. Boone is one of Japan’s best selling artists. In addition to the Dot line, Cosdel is also licensed to press Imperial, Atlantic, Vee, World Pacific, Sun, Blue Note and Seeco Records for the above mentioned territories. The photo was taken during Pat’s rehearsal of his TV show for the ABC TV network.

“At The Hop

Bob Crewe Inks Vik Pact

Marshall To Guest At ‘4Y’ Hop

NEW YORK — Jerry Marshall, conductor of the “Record Room” program on WMGM, will be the principal guest at the record hop of the Teenage Division of the East New York YM and YWA, at 2657 Linden Boulevard, Brooklyn, on Wednesday evening, Dec. 11th.

The East New York YM and YWA is one of the most active Jewish Community Centers in Brooklyn and among its honorary trustees are City Council President Abe Stark and Supreme Court Justice A. David Benjamin.

A Hit Pick!

อะไรก็ตาม

Man Overboard

#3509 by Gary Lelom

REVERE RECORD CORP.
3782 N. 7TH ST.
Phoenix, Arizona

Elvis Presley

Sings

“The Blue Christmas”

Elvis’ Christmas Album

CHOICE MUSIC, INC.
9109 Sunset Blvd., Hollywood, Calif.

“The Cash Box”

Page 43

November 23, 1957

Breaking Out All Over!

“HAVE YOU EVER BEEN LONELY”

b/w “BLUE JEANS”

ERNE WILKINS
His Vox and Orch.

Savoy

RECORD CO. INC.
NEWARK, N. J.

Something To Talk About!

“TEEN-AGE ANGEL”

(c Martin-Doss Stevens)

“THE SIGNAL”

AL BARKLE
with the TRI-TONES
VITA RECORD # 45Y-171
For free promotional record write:
LES KANGAS Music Pub. Co. (BMI)
7902 3ewey, San Gabriel, Calif.

Don Carroll

“The Gods Were Angry With Me”

Capitol # 3838

REVERE RECORD CORP.
3782 N. 7TH ST.
Phoenix, Arizona

Elvis Presley

Sings

“The Blue Christmas”

Elvis’ Christmas Album

CHOICE MUSIC, INC.
9109 Sunset Blvd., Hollywood, Calif.

“It’s What’s In THE CASH BOX That Counts—INTERNATIONALLY”
NEW YORK:

Al Silver, Herald-Emboyff, pulled off a coup this week when he outbid a number of majors and top indices for the new masters of the Tune-weavers. The lads who came up with "Happy Happy Birthday" on Cassa Grande are hot property now as a result and Silver, who says the new material is "great-not just good" may have uncovered a "Comstock Lode." Frank Dolton (Sensa) and Paul Cash, who discovered the group, made a deal with Silver which calls for exclusive distribution via Ember Records. The two sides, "I'll Remember Dear" and "Pamela Jean," will be out next week. The Silver labels are currently torrid with Billy Mylly's "The Joker" and The 5 Satins' "Our Anniversary." . . . Don Robey, Peacock-Duke-Backbeat, says his Little Junior Parker "Peaches" is flying faster and higher than any Russian Spatula. In fact, Robey, bitten by the flu bug last week, is so busy with all his hits he didn't even have time to lie down. Don was too busy getting out the orders on his new trio of spiritual releases. The Dixie Humming Birds' "Christian Automobile" and "Stop By Here"; The Spirit of Memphis" "When" and "Lost In Sin"; and The Sensational Nightingales "Precious On" and "View Of You" are all taking a firm foothold on the buyers' affections. Robey also advises his LP "Again . . . Johnny Singy" is doing just "tremendous," Big Willie Mae Thornton, who made "Hound Dog" a hit while Presley just discovered the guitar, is now ready to offer "Somebody Man Called Me" and "Just Like A Dog." . . . Aladdin out with two new ones--The Sharps "Shufflein'" and "What Will I Gain", and Little Wilber and The Pleasers "Alone In The Night" and "Heart To Heart." The Meeners feel both are exceptionally good pop and r & b teasers. . . . Here's a nice bit. Alan Freed, one of this business' top money earners, will celebrate a big birthday from the Bayside High School in Queens on Friday, November 22. Freed will also donate the services of his eighteen piece orchestra for the occasion. The program is designed to offer supervised weekend dancing for high school students under Board of Education auspices. Proceeds will go directly to the school. . . . Another out of thirty-three states. . . . Lew Krastes, Poplar Records, has added an exciting newcomer, Al Jones. The youngsters' first on Poplar is "Lonely Traveler" and "Mad Mad World." The flecking label is enjoying a tidy ride with its "Only You Can Give Me Happiness" by the Do Rey Sisters. . . . Herman Lubinsky, Savoy Records, reports big orders and says he is very excited about "Tenor Brown's "The Eight Time." "It's in," say the Savoy boys. Allicatting, Herman is his Dusty Fletcher "Mad Hour." The initial reaction is "tremendous and it looks like a smash." . . . Here's a move that should interest r & b manufacturers. Mark Allen moves from WRAP-Norfolk to WJNE-Newark, N.J., Jack Holmes, one of the chiefs of the blues, comes over to WRAP from WLOW-Norfolk. . . . At Cafe Bohemia we find the Buddy Rich Quartet with Paul Quinichette on sax and the Bobby Scott Duo from November 8 to 24. The George Wallington Trio replaces Scott on the 15th. December bookings include the Horace Silver Quintet and the Reese Markewich Quintet. . . . Sol Rubenstein, Baton Records, bouncing all over the place as he experiences that great, great feeling of coming up with a hit. "Noble Watts "Hard Times" (The Shop) has taken off like it's been powered by the new Russian fuel and Sol keeps screaming "More--More" to the pressers. "It's been a long time coming," says the Baton chief, "but it is now here with a vengeance. The way the orders are coming in now it could be a million." Sol also announces the signing of Marie Knight, one of the great gospel singers. Miss Knight will be offered singing pop and r & b. . . . Mike Cassone back in the business with a new record company called Roman Records. His first release will be issued under the RCA banner. Cassone will be out with Roman's first record "Santa, Can I Count On You" by 9-year-old Sherry Lynn. . . . Joe Ann Campbell's "Wait A Minute" seems to be another hit for George Goldner. The deck has been reported from several sources. . . . Curt Davis, Biltmore, advises he has signed Cab Calloway. An album is planned with Cab. It will be the new Cotton Club Revue with a new scorer by Benny Davis. Goldner plans to issue Calloway on what he calls a commercial kick--and his first single should be available in about three weeks. He has also signed a Phila- delphia singer, whose name, according to Goldner, the potential to be America's next teenage idol. Both Calloway and James will be on the Gone label. . . . Atlantic Records selling that Ray Charles EP, 'The Great Roy

CHICAGO:

News on the Milwaukee scene stimulated by activity at Records, Unlimited, by three intense young men, Don Smith, John Conatsey and Bob Maurer. Everett (the blues man) Tuson, WRIT deejay, announced that Duke Ellington appeared at Marquette University's Wonderland Ballroom 11/11 and 11/12 in a jazz concert and dance. . . . Deejay Bob "Coffeehead" Larson of WEMP looks chipper and very Texan-ish in his ten-gallon sombrero. . . . Len and Phil Chess delighted about the rapid climb on The Cash Box charts of Chuck Berry's "Rock 'N Roll Music" and the quick start of The Larks' "Up In The Clouds," and are already working on their next album with their lovely wife. Among those present discussing Lind's Pennies For Cancer Drive were, Chubb Jackson, Arnold Miller, Program Director WAIT; Jerry Ferber, Dale Lind, Gil Kaye of the La Grange Market Center, and the "better halves." Phil is a deejay at WTAQ in La Grange. . . . Gene Allison's current disk, "You Can Make It If You Try," caught Abner of Vee Jay-Palace by surprise trying to fill orders as fast as he can, according to Abner. The deck is really snowballing to the top, says Ab, and he feels that it will reach the top ten. . . . The Dells and Pricilla (A Spare Man) Bowman packing them all in at the Colonial. . . . Chuck Berry of The Big Five (Peacock) and the scheduled program heard weekday evenings from 7 to 10 PM on WIN-WS Young. Sam Cooke, Keen Records star, whose "You Send Me" is high on almost every record chart, has signed with William Morris exclusively. Cooke has already been on the bill at Sullivan's as a guest as he was from the Bayside High School in Queens on Friday, November 22. Freed will also donate the services of his eighteen piece orchestra for the occasion. The program is designed to offer supervised weekend dancing for high school students under Board of Education auspices. Proceeds will go directly to the school. . . . Another out of thirty-three states. . . . Lew Krastes, Poplar Records, has added an exciting newcomer, Al Jones. The youngsters' first on Poplar is "Lonely Traveler" and "Mad Mad World." The flecking label is enjoying a tidy ride with its "Only You Can Give Me Happiness" by the Do Rey Sisters. . . . Herman Lubinsky, Savoy Records, reports big orders and says he is very excited about "Tenor Brown's "The Eight Time." "It's in," say the Savoy boys. Allicatting, Herman is his Dusty Fletcher "Mad Hour." The initial reaction is "tremendous and it looks like a smash." . . . Here's a move that should interest r & b manufacturers. Mark Allen moves from WRAP-Norfolk to WJNE-Newark, N.J., Jack Holmes, one of the chiefs of the blues, comes over to WRAP from WLOW-Norfolk. . . . At Cafe Bohemia we find the Buddy Rich Quartet with Paul Quinichette on sax and the Bobby Scott Duo from November 8 to 24. The George Wallington Trio replaces Scott on the 15th. December bookings include the Horace Silver Quintet and the Reese Markewich Quintet. . . . Sol Rubenstein, Baton Records, bouncing all over the place as he experiences that great, great feeling of coming up with a hit. "Noble Watts "Hard Times" (The Shop) has taken off like it's been powered by the new Russian fuel and Sol keeps screaming "More--More" to the pressers. "It's been a long time coming," says the Baton chief, "but it is now here with a vengeance. The way the orders are coming in now it could be a million." Sol also announces the signing of Marie Knight, one of the great gospel singers. Miss Knight will be offered singing pop and r & b. . . . Mike Cassone back in the business with a new record company called Roman Records. His first release will be issued under the RCA banner. Cassone will be out with Roman's first record "Santa, Can I Count On You" by 9-year-old Sherry Lynn. . . . Joe Ann Campbell's "Wait A Minute" seems to be another hit for George Goldner. The deck has been reported from several sources. . . . Curt Davis, Biltmore, advises he has signed Cab Calloway. An album is planned with Cab. It will be the new Cotton Club Revue with a new scorer by Benny Davis. Goldner plans to issue Calloway on what he calls a commercial kick--and his first single should be available in about three weeks. He has also signed a Phila- delphia singer, whose name, according to Goldner, the potential to be America's next teenage idol. Both Calloway and James will be on the Gone label. . . . Atlantic Records selling that Ray Charles EP, 'The Great Roy

LOS ANGELES:

Ernie Freeman hitting big in both the pop and rhythm and blues fields with his smash disk of "Bacchus." It jumped way up on the national charts last week. Eddie Ray also predicts another smash for Imperial in "Bookin' In The Orbit" by Jimmie Haskell. Record was cut and rushed to distributors across the country in three days. . . . CBS Studios in New York reported that their switch board was swamped with calls when Sam Cooke was cut off the air when time ran out on the Ed Sullivan show. Cooke has been booked for another appearance on the Sullivan show on December 1 at which time he will be presented with his gold record for selling a million copies of his Keen record--"You Send Me". Ebb Records has a big blue record in "Days Are Dark" by Ted Taylor. Record was the biggest blues seller at Dolphin's of Hollywood for November. . . . RCA-Victor recording artist Jimmy Witherspoon opened at the B&E Regal Theater 11/8, appearing for one week with the Al Benson Show.

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**Territorial Tips**

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

(Listed Alphabetically)

"ALL ABOUT THE BLUES"
Irv Fox Hunter (Atlantic 1164)

"ALL OF A SUDDEN MY HEART"
Sings
Ray Hamilton (Epic 9232)

ALL OF MY LIFE
Billy Eckstine (Mercury 71161)

ALONE
Shepherd Sisters (Lance 125)

AND THAT REMINDS ME
Decca 2118

AW SHUCKS BABY
Tiny Topsy (Federal 12302)

BABY BABY
Dale Hawkins (Checker 876)

BEATING OF MY HEART
Managlows (Chess 1569)

BE BOP BABY
Ricky Nelson (Imperial 5463)

BLACK SLACKS
Sparkletones (ABC-Paramount 9873)

"BLUES DOWN HOME"
Dimah Washington (Mercury 71120)

BONY MORONIE
You Bug Me Baby
Larry Williams (Specialty 615)

BUZZ, BUZZ, BUZZ
Hollywood Flames (EAB 119)

CHANCES ARE
Johnny Mathis (Columbia 40992)

COULD THIS BE MAGIC
Duke (Gane 5011)

DEEP PURPLE
Billy Ward & Dominos (Liberty 55099)

DESERIE
Chanta (Eancello 5001)

DOWN IN THE ALLEY
Clawers (Atlantic 1152)

EMMETT LEE
Coral Fran (Eancello 2118)

FOOLS RUSH IN
Malcolm Todd & Tonedrops (End 1004)

GONNA STOP FOOLIN’ MYSELF
Louis Brooks (Eancello 2159)

HAVE I SINED
Dennis Elbert (DeLuxe 6148)

HENRIETTA
Jimmy Dee (Dot 15646; TNT 148)

HE’S GONE
THE PEA
Chantells (End 1001)

HEY BABE
Clattagons (Gee 1941)

HEY LITTLE GIRL
Techniques (Roulette 4030)

HULA LOVE
Buddy Knox (Roulette 4018)

IDOL WITH THE GOLDEN HEAD
My Baby Comes To Me
Coasters (Ace 6094)

I KNOW
Difters (Atlantic 1161)

I’M AVAILABLE
Marge Rayburn (Liberty 55102)

I NEED A GIRL
Joe Turner (Atlantic 1155)

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

I STILL LOVE YOU
Fats Domino (Imperial 5467)

I WANNA DO EVERYTHING FOR YOU
Brooks Benten (Vee-Jay 258)

I WANNA LITTLE GIRL
Ray Charles (Atlantic 1154)

JUST A LONELY CLOWN
Free, Single, and Disengaged
Huey Smith (Ace 5138)

*KISSES SWEETER THAN WINE *
Jimmy Rodgers (Roulette 4031)

LADDER OF LOVE
Flamingos (Vee-Jay 3035)

LEAVIN’ IT ALL UP TO YOU
Don & Dowey (Speciality 610)

LET ‘EM ROLL
Midnighters (Federal 12305)

LITTLE WHEEL
John Lee Hooker (Vee-Jay 255)

ONLY BECAUSE
Platters (Mercury 71184)

MY GIRL
Frankie Lymon (Roulette 4206)

MY SPECIAL ANGEL
Bobby Helms (Decca 50423)

NERVOUS BOOGIE
Paul Gayton (Argo 5377)

O’H BOY
Crickers (Coral)

OUR ANNIVERSARY
3 Saints (Emerald)

PEACHES
Little Jr. Parker (Duke 177)

PEGGY SUE
Buddy Holly (Coral 61885)

*PING PONG"
Gluttons (East-West 101)

PLAYTHING
Fred Newman (Riv 3505)

RAINBOW
Russ Hamilton (Kapp 184)

REET PETITE
Jackie Wilson (Brunswick 55034)

ROCK AND CRY
Clyde McPhatter (Atlantic 1158)

ROCK ‘N ROLL MUSIC
Chuck berry (Chess 1677)

*ST THE ONE
Eddy Boyd (Chess 1674)

SILOUETTES
Dizmonds (Mercury 71392)

*EIBON & RED CAPS"
(ABC-Paramount 9856)

ST. LOUIS BLUES
Loren Baker (Atlantic 1163)

SUMMERTIME
Sam Cooke (Kent 34013)

TAKE THE KEY
Richard Barry (Flop 318)

*TEARDROP"
Lee Andrews & Hearts (Chess 1675)

TEARS ON MY PILLOW
Eldorado (Vee-Jay 250)

TELL ME WHY
Rob-Roys (Rock Beat 501)

*THE RIGHT TIME"
Happy Brown (Sonny 1253)

THE JOKER
Billy Hols (Emer 1026)

THIS COULD BE THE NIGHT
Velours (Omya 515)

THREE MINUS ONE
Tommy Lipkin (FAB 119)

*TIME MAKES YOU CHANGE"
Pain In My Heart
Dells (Vee-Jay 258)

TONIGHT TONIGHT
Malcolm-Kings (Herald 502)

WALKIN’ WITH FRANKIE
Frankie Lee Sims (Ace 527)

*WHAT SIN"
Lillee Jimmy Scott (King 5086)

WHEN I MEET MY GIRL
Tommy Ridgley (Herald 507)

YOU CAN MAKE IT IF YOU TRY
Gene Allison (Vee-Jay 256)

YOU’RE GONNA CRY
I Need Your Kisses
Spannoids (Vee-Jay 257)
Repeat Performance

NEw York—Erroll Garner chats with Patti Page, in preparation for his second appearance of the season on her CBS-TV show, “The Big Band,” on November 27th, 8 p.m., EST. This will mark Garner’s last public appearance in the United States, prior to departing for a tour of Europe, on December 1st. Garner opens a tour there, in Paris, December 6th, and will be gone through the middle of January.

European itinerary includes concerts in Brussels, Amsterdam, Paris, Naples; tv shows throughout middle-Europe, and three weeks as headliner at the Olympia Theater in Paris. (Dec. 6-20th) During the Christmas week, Garner will go to England, as a tourist.

Gone Label Signs Cab Calloway And Newcomer

NEW YORK — George Goldner, Gone Records, this week announced two additional titles to his label.

Goldner signed Cab Calloway and plans an immediate session to cut an album based on the new Cotton Club Revue with new score by Benny Davis. Goldner also plans to cut singles with Calloway, on what he terms a “commercial kick.”

From Philadelphia, Goldner comes up with Reggie James. The Gone proxy states that he is completely sold on James, who he figures has the talent and personality to become the nation’s next teenage idol.

Marie Knight Joins Baton

NEW YORK — Sol Rabinowitz, Baton Records, this week announced the signing of Marie Knight, one of the great spiritual and gospel singers of recent years.

Repertoire for Miss Knight will be mainly pop and r & b material for the present, with the possibility of inspirational packages in the future.

Cameo To Set Up Distribution For Swan

NEW YORK—Jerry Field, sales and promotion director of Cameo Records, announced last week that the Cameo Company will set up distribution for the new Swan label—a new record company owned by Bernie Bennick, producer of the musical film "Jamboree."

The Swan label will not necessarily be distributed by Cameo outlets. Swan has set two new releases to be issued this week.

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

1. SILHOUETTES - "Sears" (Cameo 117)
2. LITTLE BITTY PRETTY ONE - "Thurston Harris" (Aladdin 3398)
3. THE JOKER - "Hilary Hee" (Enter 1926)
4. YOU SEND ME - Sam Cooke (Keen 34013)
5. ROCK 'N ROLL MUSIC - Chuck Berry (Chess 1671)

LOS ANGELES

1. SILHOUETTES - "Sears" (Cameo 117)
2. LITTLE BITTY PRETTY ONE - Thurston Harris (Aladdin 3398)
3. THE JOKER - "Hilary Hee" (Enter 1926)
4. YOU SEND ME - Sam Cooke (Keen 34013)
5. ROCK 'N ROLL MUSIC - Chuck Berry (Chess 1671)

ATLANTA

1. YOU SEND ME - Sam Cooke (Keen 34013)
2. SILHOUETTES - "For Your Amusement" (Cameo 117)
3. LITTLE BITTY PRETTY ONE - Thurston Harris (Aladdin 3398)
4. JAILHOUSE ROCK - Elvis Presley (RCA Victor 7035)
5. RAUNCHY - Elbert Doggett (King 5080)
6. HONEST I DO - Jimmy Reed (Vee-Jay 233)
7. KEEP A-KNOCKIN' - Little Richard (Specialty 611)
8. BE BOP BABY - Ricky Nelson (Imperial 5463)
9. ALL OF A SUDDEN MY HEART SINGS - Ray Harris (Epic 9232)

MEMPHIS

1. YOU SEND ME - Sam Cooke (Keen 34013)
2. LITTLE BITTY PRETTY ONE - Thurston Harris (Aladdin 3398)
3. JAILHOUSE ROCK - Elvis Presley (RCA Victor 7035)
4. RAUNCHY - Elbert Doggett (King 5080)
5. HONEST I DO - Jimmy Reed (Vee-Jay 233)
6. KEEP A-KNOCKIN' - Little Richard (Specialty 611)
7. BE BOP BABY - Ricky Nelson (Imperial 5463)
8. ALL OF A SUDDEN MY HEART SINGS - Ray Harris (Epic 9232)

SAN FRANCISCO

1. YOU SEND ME - Sam Cooke (Keen 34013)
2. LITTLE BITTY PRETTY ONE - Thurston Harris (Aladdin 3398)
3. JAILHOUSE ROCK - Elvis Presley (RCA Victor 7035)
4. RAUNCHY - Elbert Doggett (King 5080)
5. HONEST I DO - Jimmy Reed (Vee-Jay 233)
6. KEEP A-KNOCKIN' - Little Richard (Specialty 611)
7. BE BOP BABY - Ricky Nelson (Imperial 5463)
8. ALL OF A SUDDEN MY HEART SINGS - Ray Harris (Epic 9232)

WASHINGTON, D.C.—Baltimore disk jockey Bill Johansen, WEBB, chats with Milton Berle at a cocktail in Milton's room in the Sheraton Carleton Hotel in Washington. Bill likes to introduce Berle's first Roulette LP, "Milton Loves You." The affair was held at the Sheraton Carleton Hotel in Washington, D.C.

Stephany Signs New Group Discovery

Evanston, Ill.—Norman For- gue, director of Stephany Records, here, has signed a vocal quartet, the Eton-Knights, the members of which he "discovered" at an alley entrance. While parking his car in a lot in Chicago, he was attracted by a gather- ing at the alley entrance across the street, and reaching the spot found four boys pulling up a song in the area. He learned they were from St. Louis, and were booked for a hearing soon. After a hearing soon after in a BMI office, the boys were signed to a ten-year personal management and recording contract by For- gue. Under the direction of Stephany arranger-musical director Jerry Stadlin, the crew was prepared for its first disk session. In the space of one day, the group had been taught four tunes, cut it initial disk, and received matching ensemble outfits. They were well-received at a nitey, and are currently getting lessons from a choreographer, and will appear in Las Vegas under a six-months contract.

Three Groups Bow On Ivy

New York—Stan Feldman, pres of Ivy Records, here, has an- nounced the signing and recording of the Cozytones, Jimmy Lewis and the Volumes, and the Vanguard.

The Cozytones are represented with "I'm Lonely" b/w "Little Bells." Jimmy Lewis and the Volumes have cut "In My Heart" b/w "Cottage In My Dreams"; and the Vanguard perform "Movin'" b/w "Moonlight."

Feldman also reported a good reaction to the label's entry by the Del- tairs, "Lullaby Of Bells."

Milwaukee Jazz Session

Milwaukee—A local group of prominent jazz advocates scheduled a jazz session November 9 at Bruce Hall, in Milwaukeee Auditorium, titled Jazz For Moderns.

The affair was enuced by Stu Glass- man, proprietor of two record marts, and well known in local jazz circles; and featured the following artists: The George Shearing Sextette, the Gerry Mulligan Quintette, Chico Hamilton and his Quintette, the Miles Davis Quintette, the Australian Jazz Quintette and vocalist Herb Jeffreys.

Commenting on future possibilities of just such jazz sessions, Glassman reasoned, "we are greatly encouraged by the advance ticket sales, and feel certain that these sessions will have a healthy future in Milwaukee. We'd like to make this a periodic institution here."

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

Party Confab

CLASS No. 214
B/W "AT THE BREAK OF DAWN"
2 SIDES FROM "GOOGLI"
WANT TO GET ALL THE ALBUM NO. 5001
1107 EL CENTRO HOLLYWOOD, CALIF.

November 23, 1957

The Cash Box, Music Page 47
**R & B Reviews**

**A** Award & Sleeper
**B** VERY GOOD
**C+** Good
**D** Mediocre

**The Cash Box Award of the Week**

**THE ECHOES KEEP CALLING ME** (2:22)  
[Crandon BMI — Cook, Cook]

- Little Joe follows his “Peanuts” with another power packed release, “The Echoes Keep Calling Me,” a quick beat bouncer. Little Joe lends his particular brand of vocalizing to this strong hunk of material and the result is an exhilarating that has all the earmarks. Little Joe and his immure voice, his cute gimmicks, and vivacious approach to the lyric are given an airy arrangement and good instrumental and choral support. Happy deck the listeners should love. The flip, “Lonesome,” is a slow, rhythmic ballad with a beautiful melody and hauntingly done. However, we lean heavily in the direction of “The Echoes Keep Calling Me.”

**FINE FINE BABY** (2:29)  
[Progressive BMI — Braxton]

- Atco rushes out a master, it picked up, “Fine Fine Baby” by The Romeros, and one listen makes it crystal clear why. The Romeros offer the melodic middle beat folk flavored item with top flight singing, the lead especially. Delightful romantic bouncer that has the charm and flavor to appeal to a good big portion of the record buying public. The flip, “Moments To Remember You By,” is a slow beat ballad tenderly projected. The growl turns in a mellow performance of the soft tone. Easy on the ears wax, but we look to “Fine Fine Baby” to make all the noise.

**THE ROMEOS** (Atco 6107)

- Atoe rushes out a master, it picked up, “Fine Fine Baby” by The Romeros, and one listen makes it crystal clear why. The Romeros offer the melodic middle beat folk flavored item with top flight singing, the lead especially. Delightful romantic bouncer that has the charm and flavor to appeal to a good big portion of the record buying public. The flip, “Moments To Remember You By,” is a slow beat ballad tenderly projected. The growl turns in a mellow performance of the soft tone. Easy on the ears wax, but we look to “Fine Fine Baby” to make all the noise.

**GREAT BALLS OF FIRE** (1:50)  
[BR Music BMI—Hammer, Blackwell]

**THE SUPERIORS (Armo 1211)

**B** “LOST LOVE” (2:25)  
[Jay & Cee BMI—Custis, Golden]  
The Superior is the Armo label with impact. The smooth working team blends a slow beat with a catchy rhythm and comes off with a bit of harmony that commands your attention. Excellent.

**D** “DON’T SAY GOODBYE” (2:58)  
[Litty BMI—Custis, Custis, Henderson]  
The Superiors offer a quick beat jump with vivacity and expressiveness. A swinging jump solid for the teenage market.

**MADMAN JONES** (Mad 124)

**B** “HI FI APARTMENT” (2:38)  
[McCoy BMI—Jones]  
Madman Jones brings out with a quick beat jump story of his apartment and all its electronic appliances. It’s life in the ultra modern and Jones is flying with enthusiasm.

**C** “ROOSTER ROCK” (2:35)  
[Ad BMI—T. Jones]  
Madman Jones rocks this one, “Rooster Rock” with a swinging rock and roll treatment. Deck moves along nicely. A potent dance number.

**J. J. JONES** (bb 122)

**B** “ROLER NOCTURN” (2:22)  
[Shapiro ASCAP — Rodgers, Hagen]  
J. J. Jones and his combo bounce through the middle beat melodic pleaser with a deft arrangement and the rhythm is to die for. “COOL” (2:35) [Ebb BMI—J. J. Jones]  
Jones and the lads turn to the spirited blues on the flip. Stirring wuxing.

**TOMMY BROWN** (Imp 5346)

**B** “ROCK AWAY MY BLUES” [Ebb BMI—Bartholomew, King]  
Tommy Brown swings out on a quick beat, hard hitting blues and a captivating performance. Deck really drives and the kids should be able to stir up maximum of excitement here. Deserves your full attention.

**FRIDAY, SOMEWHERE** (1:50)  
[Reeve BMI—Brown]  
Brown turns his inimitable talents to a CAP—Brooks, tempo jump. Strong wax that makes good listening.

**SKIP STANLEY** (Satellite 92)

**B** “SATELLITE BABY” (2:50)  
[Satellite BMI—Stanley]  
It was inevitable and here’s one of the “satellite” entries in the wake of “spanklick.” Deck opens with a 3:2-1 blast off and into a quick beat rocking effect. Ok deck. Straight vocal offering supplemented by some electronic source.

**C** “PLANETS” (2:28) [Satellite BMI—Stanley]  
A quick beat winner in the science fiction vein. Cute lyric.

**JAMES CARTER** and The in some time (Tuned 922)

**B** “HEY BABY, HEY” (2:54)  
[Ford BMI—Chris Forde]  
James Carter and the Sentiments blend effortlessly with this middle beat bouncer. A spirited wax with a solid Lindy dance beat. The group backs Carter in good style and the offering comes off well.

**B** “I KNOW” (2:41) [Mayfair AS—B. Rose]  
Carter turns mellow on the flip and projects with warm and tender slow beat love ballad, Pretty treatment of the sentimental opus. Lead is very strong here.

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**The Cash Box R & B Best Bets**

- **"BABY CRIES OVER THE OCEAN"**  
  [Arno BMI—Brown & Brown]  
  James Brown

- **"ROCK AWAY MY BLUES"**  
  [BB Music BMI—Hammer, Blackwell]  
  JERRY LEWIS

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## First Gold Disk

HOLLYWOOD—Jules Losch, West Coast rep for Roulette Records, presents Jimmie Rodgers with his gold record of "Honeycomb". Looking on are L. to R. Sam Lutz, Seymour Heller and Bill Loeb of the firm of Gable, Lutz, Heller, and Loeb, personal managers of Rodgers. Rodgers new Roulette release of "Kisses Sweeter Than Wine" looks as though it could bring him his second gold record.

## THE ORIGINAL HIT!!

Billy Myles' "THE JOKER"

EMBER 1026

EMBER RECORDS
1697 BROADWAY, N.Y., N.Y.

### HEADING FOR THE CHARTS!

**"WAIT A MINUTE"**

b/w **"IT'S TRUE"**

JO-ANN CAMPBELL
Gone 5014

GONE RECORDS
1650 Broadway, N.Y., N.Y.

### MAKE RESERVATIONS NOW FOR THE

**LOOTville EXPRESS!**

ONLY FOUR SEATS LEFT

**WILLIE Mae**

**THORNTON**

**THAT "HOUND DOG" GAL**

**MY MAN CALLED ME**

**JUST LIKE A DOG**

PEACOCK #1681

### THE SULTANS

**IF I COULD TELL**

**MY LOVE IS SO HIGH**

DUKE #178

### THE GOSPELAIRES

**HOW MUCH LONGER**

**THEY DON'T UNDERSTAND ME**

PEACOCK #1781

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

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Last Week</th>
<th>Artist</th>
<th>Track</th>
<th>Label</th>
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<tbody>
<tr>
<td>1.</td>
<td></td>
<td>Sam Cooke</td>
<td>You Send Me</td>
<td>Keen 34013</td>
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<tr>
<td>2.</td>
<td></td>
<td>Thurston Harris</td>
<td>Little Bitty Pretty One</td>
<td>Aladdin 3396</td>
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<td>3.</td>
<td></td>
<td>Rays</td>
<td>Silhouettes</td>
<td>Cam On 177</td>
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<td>4.</td>
<td></td>
<td>Elvis Presley</td>
<td>Jailhouse Rock</td>
<td>RCA Victor 7035</td>
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<td>5.</td>
<td></td>
<td>Justis (Phillips 3519)</td>
<td>Raunchy</td>
<td>Imperial 5474</td>
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<td>6.</td>
<td></td>
<td>Jimmy Reed</td>
<td>Honest 1 Do</td>
<td>Vee Jay 253</td>
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<td>7.</td>
<td></td>
<td>Little Richard</td>
<td>Keep a Knockin'</td>
<td>Specialty 611</td>
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<td>8.</td>
<td></td>
<td>Everly Bros.</td>
<td>Wake Up Little Susie</td>
<td>Cadence 1337</td>
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<td>9.</td>
<td></td>
<td>Tone Weavers</td>
<td>Happy Happy Birthday Baby</td>
<td>Casa Grande</td>
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<td>10.</td>
<td></td>
<td>Ricky Nelson</td>
<td>Be Bop Baby</td>
<td>Imperial 5463</td>
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<td>11.</td>
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<td>Larry Williams</td>
<td>Bony Moronie</td>
<td>Specialty 611</td>
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<td>12.</td>
<td></td>
<td>Chuck Berry</td>
<td>Rock 'n Roll Music</td>
<td>Chess 1671</td>
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<td>13.</td>
<td></td>
<td>Bobby Blue Bland</td>
<td>Farther Up The Road</td>
<td>Duke 170</td>
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<td>14.</td>
<td></td>
<td>Fats Domino</td>
<td>Wait And See</td>
<td>Imperial 5467</td>
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<td>15.</td>
<td></td>
<td>Liberace &amp; Thrillers</td>
<td>Peanuts</td>
<td>Okeh 7088</td>
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<td>16.</td>
<td></td>
<td>Bill Doggett</td>
<td>Soft</td>
<td>King 5080</td>
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<td>17.</td>
<td></td>
<td>Jimmie Rodgers</td>
<td>Honeycomb</td>
<td>Roulette 4015</td>
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<td>18.</td>
<td></td>
<td>Thimmy Rodgers</td>
<td>Could This Be Magic</td>
<td>Gone 5011</td>
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<td>19.</td>
<td></td>
<td>Timmy Rodgers</td>
<td>Back To School Again</td>
<td>Came On 176</td>
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<td>20.</td>
<td></td>
<td>Bobbettes</td>
<td>Mr. Lee</td>
<td>Atlantic 1144</td>
</tr>
</tbody>
</table>
THE NEW PENGUIN HIT!!

"THAT'S HOW MUCH I NEED YOU"

THE CASH BOX, Music
November 23, 1957

Page 50

HOLLYWOOD—Cleveland Duncan, lead singer with the Penguins presents KPOF disk jockey Art Laboe with copy of "That's How Much I Need You," the group's newest on Dooto label. Receiving his approval at the presentation made during Laboe's program at Scrivener's Drive-In on Wilshire boulevard, is Dooto preside Dootsie Williams.

DOOTO RECORDS
9520 S CENTRAL AVE, LOS ANGELES, CALIF.

DANNY WILSON
WHAA—Hartford, Mass.
1. Little Bitty Pretty One
2. Rock 'N Roll Music
3. Be So Girl
4. Wake Up Little Susie
5. Keep A-Knockin' (L. Richard)
6. Bitty Baby
7. I Think Of You (T. Harris)
8. (Silence-Tones)

GUS JENKINS
"COPPER TAN"

DANNY WILSON
WHAA—Hartford, Mass.
1. Little Bitty Pretty One
2. Rock 'N Roll Music
3. Be So Girl
4. Wake Up Little Susie
5. Keep A-Knockin' (L. Richard)
6. Bitty Baby
7. I Think Of You (T. Harris)
8. (Silence-Tones)

AL BENSOn
WGES—Chicago, III.
1. You Sold Me (E. Cook)
2. Silhouettes (Rays)
3. Honest I Do (J. Reed)
4. Wake Up Little Susie (T. Harris)

TOP TEN RECORD SHOP
New Orleans, La.
1. You Can Make Me If You Try (T. Harris)
2. We're Gonna Have Some Fun Tonight (E. Bivins)
3. Little Bitty Pretty One (T. Harris)
4. I Think Of You (T. Harris)
5. I Can't Help Myself (L. Brown)
6. You're Gonna Miss Me (E. Bivins)
7. It's Not Right (E. Bivins)
8. Rock 'N Roll Music (C. Barry)
9. She's The One (E. Bivins)
10. Rock 'N Roll Music (C. Barry)

KOP'S PIANO HOUSE
Great Falls, Mont.
1. Johnnie Ray (D. Williams)
2. Happy Happy Birthday Baby (T. Harris)
3. Keep A'-Knockin' (L. Richard)
4. Little Bitty Pretty One (T. Harris)
5. That Will Be The Day (T. Harris)
6. Silhouettes (Rays)
7. You Can Make Me If You Try (T. Harris)
8. I Think Of You (T. Harris)
9. I'm Your Little Girl (L. Brown)
10. Daddy's Little Girl (E. Bivins)

REAL GEORGE
KJOY—St. Louis, Mo.
1. You Can Make Me If You Try (E. Bivins)
2. I Can't Help Myself (L. Brown)
3. A-Knockin' (T. Harris)
4. Wake Up Little Susie (T. Harris)
5. I Think Of You (T. Harris)
6. (Silence-Tones)

\"ROCKIN'\" RUSs ATWATER
WBYC—New Haven, Conn.
1. Forty O'Clock (E. Bivins)
2. I Think Of You (T. Harris)
3. You Sold Me (E. Cook)
4. All Night Long (T. Harris)
5. (Everyday)
6. (Everyday)
7. (Everyday)
8. (Everyday)
9. (Everyday)
10. (Everyday)

JOHN "J.J.\" BENNETT
WWJ—Detroit, Mich.
1. Baby Talk (L. Brown)
2. The Cryin' Time (T. Harris)
3. You Sold Me (E. Cook)
4. Rock 'N Roll Music (L. Brown)
5. Oh Boy (L. Brown)
6. I Think Of You (T. Harris)
7. (Everyday)
8. (Everyday)
9. (Everyday)
10. (Everyday)

BILLY FOX
WEAS—Baltimore, Md.
1. You Sold Me (E. Cook)
2. He's Gone (S. Matlock)
3. Ronnie Morales (L. Williams)
4. Little Bitty Pretty One (T. Harris/Sharpe)
5. I Need You So Bad (King)
6. I Need Your Kisses (Spanish)
7. Wake Up Little Susie (T. Harris)
8. You Can Make Me If You Try (E. Bivins)
9. Rock 'N Roll Music (C. Barry)

SILHOUETTES
1. You Sold Me (E. Cook)
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8. I Think Of You (T. Harris)
9. I Think Of You (T. Harris)
10. I Think Of You (T. Harris)

JOCKEY JACK
WEDR—Atlanta, Ga.
1. You Sold Me (E. Cook)
2. I Think Of You (T. Harris)
3. You Sold Me (E. Cook)
4. I Need You So Bad (King)
5. I Need Your Kisses (Spanish)
6. Wake Up Little Susie (T. Harris)
7. You Can Make Me If You Try (E. Bivins)
8. Rock 'N Roll Music (C. Barry)

LARRY DEAN
WCHV—Inkster, Mich.
1. You Sold Me (E. Cook)
2. I Think Of You (T. Harris)
3. You Sold Me (E. Cook)
4. I Need You So Bad (King)
5. I Need Your Kisses
6. (Everyday)
7. I Think Of You (T. Harris)
8. (Everyday)
9. (Everyday)

Only those records best suited for commercial use are reviewed by THE CASH BOX.
**Country Big 10 Juke Box Tunes**

**Roulette Steps Up Country Activity**

NEW YORK — Roulette Records, which only recently entered the country field, stepped up its activities in this area with the announcement of the signing of two new artists and also the release of two new country records.

The new records released to coincide with last week's Disk-Jockey Festival in Nashville are: Freddy King's "Fortune Teller" & "Lonesome Old World," which marks the debut of Freddy King on Roulette and a new recording by Willie Philips' "Silver Box" & "I Got A Feelin'," which is Philips' second release for the label.

Roulette also announced that Dick- son has the firm's A&R director for country records has also signed Ray Will and hystericals, and the Riders Of The Purple Sage to exclusive recording contracts. Hall stated that "the addition of artists such as Freddy King, Smokey Warren and Ray Will makes just the beginning in a concerted effort on Roulette's part to build a country roster that will be as important as any in the record business." Hall also indicated that he has already found "’57 Rock and Roll" with Smokey Warren and will now record Will and that he will be in Hollywood on Nov. 20th to record Will and the Riders Of The Purple Sage.

**Braves Pitcher Lou Burdette Inks By Dot Records**

HOLLYWOOD — Lou Burdette, whose sensational pitching for the Milwaukee Braves clinched the World Series pennant for his team, has been signed to a recording contract by Dot Records.

Dot ad man Mac Wiseman has recorded the baseball player, and his first disk, "Three Strikes and You're Out" b/w "Mary Lou," was released last week. Wiseman, who hails from Virginia, got the idea to record Burdette while listening to a broadcast of the final Series game. Since Burdette comes from West Virginia, Wiseman says he figured him for a neighbor, and "I know that almost everybody from West Virginia can sing." Further, Wiseman had an opportunity knocking with a bargain that he had been holding for the right opportunity to record.

**Song of the Same Name**

**Disk Jockeys To Aid American Heart Assoc.**

NEW YORK — Disk jockeys across the country are receiving a special mailing from the National Disk Jockey Committee of the American Heart Association. Attached to a letter from chairman Dick Whittinghill (KHTC, KTTV-Los Angeles), and Art Ford (WNEW-New York) is a reply card which jockeys are to sign and return to support the February, 1958 Heart Fund on his shows and designate his personal nominations for a male "Nex- King Of Hearts" and female vocalist "Queen Of Hearts." Disk jockeys who return the card will receive a 1958 DJ Kit to "Help Turn The Tables On Heart Disease." The kit contains transcribed celebrity messages, together with a new series of recorded special interviews with Gisele McKenzie, Harry Belafonte and Peggy Lee, to be broadcast live "cut-in" dialogue prepared for the disk jockey. The kit also contains the newest edition of the "Heart" Record Catalogue and a handbook of spot copy tailored for the deejays programs.

The deadline for the return of the card is December 10th.

**The Country Records Disk Jockeys Played Most**

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

<table>
<thead>
<tr>
<th>1. WAKE UP LITTLE SUSIE</th>
<th>2. MY SHOES KEEP WALKING BACK TO YOU</th>
<th>3. FRAULEIN</th>
<th>4. HOLIDAY FOR LOVE</th>
<th>5. I HEARD THE BLUEBIRDS SING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everly Brothers (Cadence 1901)</td>
<td>Ray Price (Columbia 30419)</td>
<td>Bobby Helms (Decca 609)</td>
<td>Webb Pierce (Decca 30519)</td>
<td>Brown (RCA Victor 20496)</td>
</tr>
</tbody>
</table>

**Hickory Signs Roy Acuff**

HOLLYWOOD—Hickory Records announced this week the signing of Roy Acuff to an exclusive recording contract. His first session was cut under the supervision of Wesley Rose and records will be rushed to the Hickory distributors as soon as possible.

**Tops Issues 6 LPs For Nov.**

HOLLYWOOD—Tops Records will issue six albums during November, bringing the total amount of albums released by the company to 104 since the beginning of 1957, according to Tops Records president Carl Deshay.

Gross sales have more than doubled this year over the similar period in 1956, Deshay reports, making it necessary for the company to establish its own production facilities in Los Angeles. The new plant is said to be the largest record manufacturing plant west of the Mississippi, and the fifth largest in the country.

In addition to the new plant servicing Tops dealers in the West, the company's product is shipped to Tops offices in New York and Chicago, and then distributed to the 7,000 chain stores, supermarkets, drug and department stores which sell Tops albums at a retail price of $1.49.

The six albums, all recorded under the supervision of Tops' artist & repertoire chief, Dave Pell, include the first Dan Dailey LP, "Around the World in 80 Days"; "Connie Haines sings Helen Morgan;" "Music from Pal Joey;" "The Fabulous Fifties;" and "Dick Stable & His Orchestra at the Stater."
TOLEDO TOPICS:
Matt Dennis (Victor) currently at the Towne ... Sylvia Sym's doing a great job at Jackie Rae's Stage Door. Bruce Davis held over at the Pyramid Room at the Prince George Hotel for two weeks. Bruce a local boy spent the past three years on the border, and will be returning after his engagement at the Pyramid Room. ... Trudy Richards (Capito) will begin a two week engagement at the Circle Lounge in Hull, Nov. 21st. Trudy will be the star of the Press Ball in Ottawa, November 28th, and is scheduled for several TV performances on CBOT-TV. ... Anna Russell (Columbia) due at Massey Hall November 15th. ... The Bon Bons headlining the floor show at the Club One Two. ... The Blue Tones featuring Freddy Coupland have just returned from Detroit where they did several record hops and TV appearances. riding high on local charts is their Regency recording of "Shake Shake". ... Many of the DJ's and music business people will be attending the WSJM Convention in Nashville.

Blanket Mfr., Ties In With Roulette Hit

NEW YORK—Roulette Records has announced that it has made a tie-in with the Pepperell Blanket Manufacturers, through the latter company's advertising agency, Benton & Bowles. The agency has made up a special salesmen's brochure which will introduce to the Pepperell blanket dealers a new item, the "Honeycomb blanket." The cover of the brochure will show a photograph of Jimmie Rodgers and the copy will tie-in with Rodgers' recording of "Honeycomb." The top blanket dealers will also receive a Roulette disk of "Honeycomb" with the brochure slipped into the record sleeve. Rodgers is currently riding high with his second consecutive hit, "Kisses Sweeter Than Wine."

MONTANA Hop draws 1,000

BUCKET, MONTANA—Butte DJ's, Ric Webb and Ed Black (KOPR) held their first record hop Saturday night November 2, at the Butte Youth Center and entertained a record crowd of better than 1,000 teen-agers. Over 300 had to be turned away as there is only hopping room for a thousand at the Youth Center. The first 250 hop-lovers received a record each compliments of KOPR. The fun began promptly at 8:30 and for three hours, the rock and roll, rocked and rolled out across the cool night. The girls were having a ball.

Ric "The Spinning Webb" and Ed "Bottle Brow" Black began their publicity for the hop on their shows a week in advance. They held a contest among the boys and girls of Butte asking the question: "If I could talk to Tommy Sands I would ask him ..." Over 200 entries were received and the best five talked to Tommy Sands the night of the hop over long distance phone. A specially installed speaker phone was used to carry the conversation over the public address system. The call to Tommy's Hollywood home was arranged by George Jay of Hollywood. Following their talks to Tommy Sands the winners were presented with a copy of Tommy's Cap album, "Steady Date."

This was the first of many record hops planned by the DJs at KOPR. Since the movie theatres of Butte are closed because of a strike, hops will be held again November 16 at the Youth Center and November 23 at the Masonic Ballroom, which is large enough for 3,000.

CAL JOHNSON
WAGS—Bisquickville, S. C.
1. My Shy Keeps Walking Back To You (R. Price)
2. Frankie and Johnnie (R. Price)
3. "I Can't Help It" (R. Price)
4. Tell Tall Trees (G. Jones)
5. Honky Tonsk Heart (Wright)
6. Two Little Darlins (Pepperell)
7. Close My Eyes (Williams)

Mel Miller
WPCH—New York, N. Y.
1. Wake Up Little Susie (Eversley)
2. Jailhouse Rock (Elvis)
3. Holiday For Love (V. Pierce)
4. Wake Up Little Susie (Eversley)
5. Don't Do It Darlin' (Pierce)
6. Wake Up Little Susie (Eversley)
7. Don't Do It Darlin' (Pierce)
8. Deep Blue Sea (J. Dean)
9. I'll Be Right There (R. Price)
10. Canadian Disk Jockey Regional Record Reports

SMOKY SMITH
KRTX—Des Moines, Iowa
1. I Close My Eyes (Williams)
2. My Love (Cox & Lee)
3. I Heard The Blues (Brown)
4. The Story Of My Life (Roberts)
5. Show Me (C. Brothers)
6. I'll Do It Whenever (Hunt)
7. I Heard The Blues (Brown)

PAUL SIMPKINS
WBBM—Chicago, Ill.
1. Wake Up Little Susie (Eversley)
2. Why Won't She Dance (H. Smith & Decca)
3. Wilson's Gone (B. Caroley)
4. Everywhere You Go (Reeves)
5. I'm Gonna Be A Star (Roberts)
6. I'll Be Right There (R. Price)
7. Two Shadows (R. Jones)
8. I'm Gonna Be A Star (Roberts)
9. Squid Jiggin' Ground (Snow)

CARL STUART
WAVO—Rochester, Pa.
1. Frankie (R. Helms)
2. My Shy Keeps Walking Back To You (R. Price)
3. Honeysuckle Rose (Edgerton)
4. Wake Up Little Susie (Eversley)
5. Everywhere You Go (Reeves)
6. Wake Up Little Susie (Eversley)
7. Solid Ashes (Roberts)
8. Squid Jiggin' Ground (Snow)

GEORGE WASHINGTON TUCKER
WEK—Dallas, Texa.
1. Give Me Your Love To Go (Cash)
2. I'm a Special Angel (R. Helms)
3. Tears Are Only Rain (R. Helms)
4. Wake Up Little Susie (Eversley)
5. Please Pass The Biscuits (Brown)
6. A Close Look At Wanda (Williams)
7. Found In The U. S. A. (J. Skinner)
8. Wake Up Little Susie (Eversley)
9. Holiday For Love (W. Farno)
10. Jim, Joe And Mary (Ward)

KAY SCOTT
WIB—Batavia, Ky.
1. Wake Up Little Susie (Eversley)
2. Jailhouse Rock (E. Presley)
3. Home Of The Blues (J. Cook)
4. Wake Up Little Susie (Eversley)
5. I'm A Special Angel (R. Helms)
6. A Close Look At Wanda (Williams)
7. Solid Ashes (Roberts)
8. Why Won (Terry)
9. How Do I Love You (Pierce)
10. Treat Me Nice (Eversley)

GARRY MILLER
WHK—Akron, Ohio
1. Rosie's Gone Away (J. Johns)
2. Home Of The Blues (J. Cook)
3. This Moment Of Love (J. Johns)
4. Frankie (R. Helms)
5. I'm A Special Angel (R. Helms)
6. Wake Up Little Susie (Eversley)
7. Please Pass The Biscuits (Brown)
8. Why Won (Terry)
9. How Do I Love You (Pierce)
10. Don't Do It Darlin' (Pierce)

CURLEY WILLIAMS
WML—Milwaukee, Wisc.
1. A Special Angel (R. Helms)
2. Frankie (R. Helms)
3. Why Won (Terry)
4. A Special Angel (R. Helms)
5. Wake Up Little Susie (Eversley)
6. Home Of The Blues (J. Cook)
7. Squid Jiggin' Ground (Snow)
8. Squid Jiggin' Ground (Snow)
9. Why Won (Terry)
10. Don't Do It Darlin' (Pierce)

D. C. MULLINS
WGGE—Indianapolis, Ind.
1. A Special Angel (R. Helms)
2. Jailhouse Rock (E. Presley)
3. Wake Up Little Susie (Eversley)
4. A Special Angel (R. Helms)
5. A Special Angel (R. Helms)
6. Holiday For Love (W. Farno)
7. Don't Do It Darlin' (Pierce)
8. Squid Jiggin' Ground (Snow)
9. Move It On Over (R. Helms)
10. A Special Angel (R. Helms)

ATTENTION: Please address any information concerning Country music and talent to: Ward Toward, Country Editor, The Cash Box, 1721 Broadway, New York 19, N. Y.
Citation of Achievement

1957

Awarded to the writers and publishers of the great Country and Western Song Hits of the year

TO THESE WRITERS

BENNY BARNES
OTIS BLACKWELL
ALAN BLOCK
BOULDEAUX BRYANT
FELICE BRYANT
GEORGE CAMPBELL
RIC CARTER
JOHNNY CASH
TED DAFFAN
SUNNY DAVID
RAY EDENTON
MELVIN ENDSLEY
TILLMAN FRANKS

DON GIBSON
DON HECHT
JOHNNY HORTON
JAMES JOINER
GEORGE JONES
CAROLE JOYNER
JOE "CANNONBALL" LEWIS
CHARLES LOUVIN
IRA LOUVIN
DEE MARAIS
VERA MATSON
WARNER MCPHERSON
MARTIN MOORE

JACK MOWRRO
DALE NOE
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HOD PHARIS
ELVIS PRESLEY
RAY PRICE
ELMER RADER
MARVIN RAINWATER
JIM REEVES
MARTY ROBBINS
SMOKEY ROGERS
LEE ROSENBERG
LEE ROSS

CHARLES L. SEITZ
HERMAN SHOSS
RED SOVINE
MEL TILLIS
GARY WALKER
WAYNE WALKER
BERNARD WEINMAN
DAN WELCH
DAVID WILLIAMS
LAWTON WILLIAMS
BOB WILLS
DON WINTERS
FARON YOUNG

TO THESE PUBLISHERS

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STARS, INC.
TREE PUBLISHING CO., INC.

In recognition of the great national popularity attained by these Country and Western Song Hits

ACCORDING TO MY HEART
ALL SHOOK UP
AM I LOSING YOU
BEFORE I MEET YOU
BYE BYE LOVE
CASH ON THE BARRELHEAD
A FALLEN STAR
FOUR WALLS
FRAULEIN
GEISHA GIRL
GO AWAY WITH ME
GONE
GONNA FIND ME A BLUEBIRD
HONKY TONK SONG

I CAN'T QUIT (I'VE GONE TOO FAR)
I HEARD THE BLUE BIRDS SING
I MISS YOU ALREADY
I'M A ONE WOMAN MAN
I'M TIRED
I'VE GOT A NEW HEARTACHE
IS IT WRONG (FOR LOVING YOU)
JUST ONE MORE
KNEE DEEP IN THE BLUES
LOVE ME TENDER
MISSING YOU
MY SHOES KEEP WALKING BACK TO YOU

NEXT IN LINE
POOR MAN'S RICHES
REPEATING
SINGING THE BLUES
TANGLED MIND
THERE YOU GO
TOO MUCH
TRAIN OF LOVE
WALKIN' AFTER MIDNIGHT
WASTED WORDS
A WHITE SPORT COAT (AND A PINK CARNATION)
WHOLE LOTTA SHAKIN' GON' ON YOUNG LOVE
YOU'RE THE REASON (I'M IN LOVE)
YOU'RE RUNNING WILD

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
# Country Best Sellers

## IN RETAIL OUTLETS

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Last Week</th>
<th>This Week</th>
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</thead>
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<tr>
<td>1.</td>
<td>WAKE UP LITTLE SUSIE</td>
<td>1</td>
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<td>2.</td>
<td>JAILHOUSE ROCK</td>
<td>2</td>
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<tr>
<td>3.</td>
<td>MY SPECIAL ANGEL</td>
<td>3</td>
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<tr>
<td>4.</td>
<td>MY SHOES KEEP WALKING BACK TO YOU</td>
<td>4</td>
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<tr>
<td>5.</td>
<td>CONGRATULATIONS</td>
<td>5</td>
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<tr>
<td>6.</td>
<td>GREAT BALLS OF FIRE</td>
<td>6</td>
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<td>7.</td>
<td>GIVE MY LOVE TO ROSE</td>
<td>7</td>
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<tr>
<td>8.</td>
<td>THE WALKING BLUES</td>
<td>8</td>
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<tr>
<td>9.</td>
<td>HOLIDAY FOR LOVE</td>
<td>9</td>
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<tr>
<td>10.</td>
<td>THE WHOLE LOT OF SHAKIN' GOING ON</td>
<td>10</td>
</tr>
</tbody>
</table>

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# Country Best Sellers

## BULLSEYE

**“GREAT BALLS OF FIRE”** (1:50) [BRS BMI—Hammer, Blackwell]
**“YOU WIN AGAIN”** (2:52) [Acuff-Rose BMI—H. Williams]
**“LOOK FOR ME”** (2:41) [Geronimo BMI—Rainwater]
**“LUCKY STAR”** (2:16) [Geronimo BMI—Rainwater]

**JERRY LEE LEWIS** (Sun 281)
- Looks like Jerry Lee Lewis is gonna keep a “Whole Lot Of Shakin’ Going On” in all markets as he comes up with another house-rockin’ affair labeled “Great Balls Of Fire”. (See Peps reviews.)

**WALK”**

**“BELLA BELINDA”** (2:04) [Acuff-Rose BMI—F. & B. Bryant]
- He's an evocative romantic waltzer that could put Donny Reynolds' in the top name category. A lovely pop-flavored vocal and instrumental backdrop for Donny's vocal styling. Watch this deck. It's headed for pop-country-hitville.

**“BLUE EYES IN THE RAIN”** (2:04) [Millie ASCAP—Rose]
- Puffin this one out to a tee-tappin’ beat. Fine pairing.

---

# Country Reviews

## A BULLSEYE

- **A** Very Good
- **B** Excellent
- **B+** Good
- **D** Mediocre

---

# Country Reviews

**“GREAT BALLS OF FIRE”**

**TOMMY**
- “DON’T DO ME THIS WAY!”

- **LETTIE BE THE ONE”** (2:25) [Va-Jak BMI — J. Tucker] Lots of rock-a-billy feel in this upbeat pace for the loved one to come back. It’s Tucker’s delivery that holds on to the rock-a-billy approach, while vocal backing sticks to a popular rhythm-oriented style. Should find this a good sales reception from the teeners.

**SILVER BOX** (2:25) [Duchess BMI — W. Phillips] Here Tommy and the wreck delicately carve out a money-making rock ‘n roller with a captivating set of lyrics and melody. Sensational fare for the record.

**B** Excellent

**LITTLE HEARTS** (2:10) [Huber BMI — York, Huber] The boys sing with loads of expression on this inspiring, moderate paced religious theme.

**SONS OF THE BLUE GRASS** (Huber 1005)
- “BETTER GET DOWN” [Huber BMI — York, Huber] The new Huber label intro the “Sons Of The Bluegrass” with an drive-rider, along the lines of a fast paced gospel piece. Should find a good reception with sacred buyers.

**WALK WITH JESUS THERE** [Huber BMI — York, Huber] O'Gwyn turns on the tears here as he convincingly projects a poignant, middle beat, double-track weeper. Two standout, ‘pure country’ items.

**DONNY REYNOLDS** (MGM 12573)
- “BELLA BELINDA” (2:04) [Acuff-Rose BMI—F. & B. Bryant]
- He’s an evocative romantic waltzer that could put Donny Reynolds’ in the top name category. A lovely pop-flavored vocal and instrumental backdrop for Donny’s vocal styling. Watch this deck. It’s headed for pop-country-hitville.

**SLIM WILLET** (Winston 1019)
- **“CRAZY, CRAZY”** (2:25) [Slim Willet BMI—D, Beaud, S. Willet] Mellow-toned Slim Willet dishes up a mighty pleasing vocal effect on this steady up tempo, romantic opus. Fittingly etched that should attract a heap of airplay.

**RAEMELEN COUNTY BREAKDOWN** (2:40) [Meridian BMI—B. Birchfield] Reverse biscuit is stellar Willet instrumental as Green zooms over a colorful hoo-down item.

**JENKS TEX CARMEN** (Sage 251)
- “MY BROKEN HEART WON’T LET ME SLEEP” (2:28) [Sage & Sand Music ESAC—T. Carmen, C. B. Herron] Jenks Tex Carmen sends up one for the fans who like their musical straight as a arrow - unadorned with any conceivable styles this penetrating, slightly up tempo romantic weeper.

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# Country Reviews

**“ONLY those records best suited for commercial use are reviewed by THE CASH BOX***
With the big weekend now a thing of the past and with most of the visitors to the WSM-6th Annual DJF Festival headin' back from whence they came, activity started to pick up normal in Nashville. President of the Fair "Opry" Director "D" Klipatrick, announced the arrival of 2 new stars to the roster of "Opry" entertainers. They're Hickory's Rusty & Doug, The Kentucky Boys. Special appearances were made by Jimmie Philo and Zua Zsa Gabor on Nov. 25th for the taping of "The Boys From Tennessee" appeared on Steven Allen's NBC-TV'er on the 17th. Jimmie Philo underwent surgery 3 weeks ago for a nose injury suffered while le boxing in the Merchant Marines. Parson Young, also in the Long Talent Inc. stable, hosted the jocks at WSM's deejay convention with private screening of "Raiders of the sea californias". Also starred in the picture are Jim Davis and Arlene Whalen.

Prior to his appearance at the WSM-deejay affair Ernest Tubbs completed a string of dates in Va. and W.Va. While in Norfolk he visited with WLOW pop deejay, Beareguard Davis. On the 17th of this month Tubbs began a 15 to 20 day tour of the Northwest along with the Wilburn Bros., Doyle & Todd. According to reports the motel chaps are enjoying it. Tubbs feels the "My Treasure" is taking on the "big hit" characteristics. Flip portion is tagged "Go Home".

Herb Scherer reports that initial reaction to Porter Wagoner's latest RCA Victor release, "Dollface" is very good. He's indicated that "Dollface" will break the hit barrier into the current pop-country market.

On the basis of this, Scherer, Wagoner's manager, has set him on Dick Clark's "American Bandstand" and "American Band" television programs indicating that he has begun negotiations on Wagoner's behalf for other TV shots. Scherer also states that he has made arrangements to supply any interested disk jockeys with better than Wagoner's records. They may write for these at P. O. Box 28, Madison, Tennessee.

Chet Atkins recently appeared in Nashville where he was seen on the NBC-TV Dave Garaway show "Today", and Art Ford's Dance Party Friday night on WABD.

He also attended a party given in honor of A. N. Bannard, Jr. His Band and their release "If I'm Dreaming" on the Canon Camera Album photo contest and his winning entry is the cover for Chet's new album "Hi Fi In Focus" with Chet Atkins.

KWHR-Shreveport's "Louisiana Hayride" went out of it's confines Saturday, November 2nd for a showing at Robinson Memorial Auditorium in Little Rock. The artists were Jimmie Davis, Bonnie and Norma Brown (Maxine was ill and could not appear), Tommy Trent, Virginia Brannon and "Pappy" Earl Davis. Jimmie Davis and all of the Louisiana Hayride stars were on hand to delight the audience. Jim, Ed and Bonnie Brown sorely missed the talents of sister Maxine, but Little Sister, Norma fit like a glove on all their songs. The Nov. 9th show was conducted by photographing with cameras. The Nov. 9th show was conducted by the Leavin Brothers, Buck Owens, Stamps Hillbillys Quartet, and Hoyt Johnson for the big gospel show. Incidentally, Tillman Franks, Artist Service Chief, gave out the following future dates and talent: Nov. 23rd, Carl Smith and Smiley Burnett as guests. Nov. 30th with Jimmie Davis in Little Rock, Ark. December 7th Carl Story and his group from WLOS, Asheville, N.C.

Norma Beasler, currently on tour with the Billy Gray Band, recently signed a personal management contract with Ross Artists, Inc. and was immediately signed to a recording contract with Ross Records, Inc. Norma's 1st release is due out this week and its reported that everyone who's heard the dub says it's going to be a big one. Norma leaves for Puerto Rico the latter part of this week for a 10 day engagement.

Of the entire 101 ABC-TVC affiliates now carrying Country Music Jubilee, starring Red Foley, all but six carry the full hour. The show was heard coast to coast except for the Pat Boone Cherry Show on thanksgiving night. Initial reaction to Red's "This Could Very Well Be the Last Ride While The Iron Is Hot" is that the new Decca release is off like Moody's. "Country Music Jubilee" producer-director, Bryan Bibby and family, are making releases and friends in their native Toronto. During Disney's three-week absence, Budrix has taken over the producer's chores, while Fred Raines assumes the director's chair.

Cal Johnson, WAGS-Bishopville, S.C. sends out his plea for country wax from the artists, diskjockeys and promotion men. Cal is on the air daily programing & c.w. music from 6:00 to 7:30 A.M., 11:00 to 12 noon, 1:30 to 2:30 P.M. and 4:00 to 5:30 P.M."

Fred Maddox of Columbia's Maddox Bros. & Rose asks that all deejays who haven't received a latest sleater, "Let Me Love You" and "Stop Your Whistling Wolf", may obtain them by writing him at his office, 26035 East Gladstone, Covina, Calif.

J. E. "Red" Swarr, Box 107, Maywood, Calif., calls for all jockes, promoters, music publishers, diskjockeys and artists and names addresses to him for use in organizing the Country Music Festival in the Los Angeles area next year. Swarr notes that details concerning date, time and place of the celebration will be released in a few weeks.

Jim Deeny reports that Warner Mack has joined his stable of stars. Warner, who has been doing niee with his Decca slicing, "Is It Wrong", is now breaking thru with his newest release "Rock-A-Chips", Mack, along with Webb Pierce, Johnny & Jack, Kitts, Wells and Jerry Lee Lewis did a terrific show in Arkansas last week.

Country Music Show took a breather in Nashville recently after 5 weeks of one of the finest "Hit Parades" seen in Nashville. The featured group was The Beverly Kings with "DON'T BREAK A HEART" are a new sound for the group.

Bob Neil, General Mgr. of Stars, Inc. reports that Johnny Cash & The Tennessee Tenne Two, left for the West Coast immediately following the Nashville taping. He's on his way to San Francisco for his next TV show. He'll be appearing on the WABC-TV show next week, and then on "Presto" and "Tell Us a Story" the week of Nov. and early Dec. following his Nashville convention.

Dusty Dale Western TV character actor, guitarist and vocalist who portrays such characters as Danial Hay Gay and Sonny Monahan in the "Rooster Round-Up" in and around the Nashville, Tenn. area. The Dusty Dale "Rooster Round-Up" for the Southern Country Music in the "Queen City" for many years, and was the M.C. of "Mid-Western Jamboree" many years over WLYN and NBC. The new show is seen over WKC-TVC, the local CBS outlet, on Saturday afternoons from 5:00 to 6:00 P.M. M.G.M.'s Jimmie Williams is appearing on Joe Taylor's "Hoodoo Hayride" which originates in Austin, Texas. The show is heard over the WFCR's 8 area stations in the Fort Wayne area. Good attendance has been reported.

Eric Greggers, Disc Jockey of WGL in Fort Wayne appeared on the "Mr. Deejay USA" over WCM last week.

Bill Price headman of the Country Partners will have, "I'm Thinking Tonight Of My Blue Eyes" and "I'll Be True While You're Gone" as his next Blue Heaven label. The material is being copped by writing him at 1606 N. Allen St., Charlotte, N.C.

Earl Stuart now doing a show over WFXA-Falls Church, Va. also has been appearing at the Shamrock in Washington, D.C. and the Turf Club in Laurel, Md. Earl is now with the Blue Hen label, used to record for Four Star under the name of Wade Holmes. "Ladder Of Dreams" is his latest Blue Hen offering.

A new artist who will be heard after the Christmas season will be Earl "Soup" Campbell, signed by Cowboy Howard Vokes for the Blue Hen label.
THE SEEBURG WAY

TO GREATER OPERATING PROFITS

1 "MUSIC FOR EVERYONE"

The properly programmed music system will include selections to suit every musical taste. This means playing both kinds of records: singles for hit tunes and other current releases, and E.P. album records for standards, show tunes, jazz and classics.

2 DUAL PRICING

The Seeburg "200", with dual pricing, permits taking profitable advantage of album records because the operator is compensated for the additional playing time required.

America's Finest and Most Complete Music Systems
WHY OPERATORS MUST CHANGE OVER TO
10c PLAY PLUS A MORE EQUITABLE SHARE
OF THE GROSS INTAKE FROM ALL OF THE
MACHINES THEY HAVE ON LOCATIONS!

1939* When the U. S. Nickel was worth a full, honest 5
American Cents worth of purchasing power—Operators enjoyed—

85% LESS
COST OF LIVING EXPENSES
COMPARSED TO 1957

350% LESS
COST OF NEW MACHINES
COMPARSED TO 1957

450% LESS
BUSINESS OVERHEAD EXPENSE
COMPARSED TO 1957

1957 Because the American
Dollar has lost over 50% of its
purchasing power—and is now
valued by government economists
at 49.8c—

10c PLAY
is LESS than 5¢ Play of 1939

10c PLAY
is Actually 4.9¢ PLAY!
But—in addition to getting LESS
per play the Operator pays—

450% MORE
BUSINESS OVERHEAD EXPENSE
350% MORE
COST FOR NEW MACHINES

85% MORE
FOR LIVING EXPENSES

Regardless of How Much Play Has Increased Since 1939 the Operator
Cannot Continue Profitably in Business on 10¢ Play UNLESS He Arranges
for a More Equitable Share of the Gross Intake from All of His Machines!

HERE’S HOW LEADING OPERATORS HAVE
ADJUSTED TO MEET PRESENT NEEDS

On Machines Costing $1,000 or More the Operator
Gets $20 Per Week Minimum Guarantee—
then divides the rest of the collection on a 50-50 basis

On Machines Costing $500 the Operator
Gets $10 Per Week Minimum Guarantee—
then divides the rest of the collection on a 50-50 basis

On Machines Costing $250 and On All Used Machines the
Operator Gets $5 Per Week Minimum Guarantee—
then divides the rest of the collection on a 50-50 basis.

PITTSBURGH, PA.—Activities in
basic industries usually are a good
barometer of business trends. The
Steel Industry, in a survey by one of
the country’s leading business jour-
nals, is in an optimistic mood. If they
don’t look for a boom, at least they
say they see “reasons for the outlook for
1958 sound.” As a group these steel
execs said they believe that economic
conditions will remain during 1958
with no great changes from cur-
current levels. T. New York, A. E.
Homer, president of Bethlehem Steel
Corp., pointed out that his company
is maintaining its own capital expen-
ditures and that customers’ orders
for structural steel used in plant con-
struction have shown few signs of
cancellations. In Detroit, George M.
Humphrey, former governor of Treas-
ury, and now chairman of National Steel
Corp., asserted “While capital goods spending might ease off a little in
1958 not all such investments
should taper off at one time and the
total would still remain large.”

The most optimistic was Thomas E. Mill-
sop, president of National Steel, who
predicted that steel output in 1958
would equal this year’s total of 114
million tons.

NEW YORK — Election day may
have brought joy or sorrow to many
citizens, depending on which can-
didate they desired to see elected. But,
regardless of political results, the
day brought great joy to merchants
which in the overall economic situa-
tion is of interest to those in the coin
machine industry. “The din of shop-
ners on Election day proved one
thing” said one store executive. “It
is that the general public has not
been scared into a mood of retrench-
ment by the gloomy reports of Wall
Street’s market action.” A New York
newspaper reports that confidential
sales in the big stores showed sub-
stantial gains in volume compared
with a year ago. Indications are that
the day was at least five per cent
ahead of the same day in 1956, which
had matched the previous record high
set in 1955.

WASHINGTON, D.C. This is an-
other report that 5¢ music machine
operators should take into consider-
tion. The Labor Department pub-
lished a survey this week on union pay
scales in the building trades which
reports that boiler-makers in some
cities now are earning up to $4.46
an hour. Other building trades work-
men enjoy top rates at better than
$4 an hour. If you are operating at
the same rate you were when Henry
Ford adopted a $5 a day wage rate—
you get the idea. Just read the ed-
torial to the right.

* 1939 is the year used by all the nation’s economists
as the basic valuations year due to the fact that the
U. S. Dollar was worth an actual, honest-to-goodness 100
American Cents worth of purchasing power that year.
Copyright Hearings Dec. 11-12

Unless—Postponement Can Be Arranged Due to Recent Death

WASHINGTON, D.C.—Joseph C. O'Mahoney, Committee on Judiciary, Sub-Committee on Patents, Trademarks and Copyrights, this city, this week advised the interested parties that hearings on Senate Bill S.1870 will take place here on Wednesday and Thursday, December 11 and 12. This is the Senate bill introduced by Senator O'Mahoney which would remove the exemption in Section 1 (e) of the Copyright Act of 1909. The exemption permits the operation of music machines without payment of royalties on records directly to ASCAP, BMI and other collection agencies. It is the contention of the music industry that these royalties are paid by them when they purchase records, as the royalties are added onto the price of the record by the record manufacturer, who in turn pays them to the publisher of the music.

The Music Operators of America will make every effort to have these dates postponed as all feel that the recent death of their attorney, Sidney Levine, doesn't permit them sufficient time to prepare its case.

According to the O'Mahoney statement, two days will be sufficient to present witnesses. The first day, December 11, will be given over to the proponents (ASCAP, et al) and the next day, December 12, to the music machine industry, the opponents.

Board of Directors—Officers of MOA Attend Annual Meeting in Miami, Florida

MIA MI BEACH, Fla. — Twenty-nine of the 35 members of the Board of Directors and officers of Music Operators of America (MOA) were on hand to attend the annual board meeting, held this year at the San Souci Hotel, this city, from Monday, November 11 thru Thursday, November 14.

That so many of the board were on hand was extremely gratifying, when it is considered that these men camped in from all parts of the United States. Some were unable to attend due to illness and other pressing matters. A number of members brought along their wives, who spent the time devoted to their men's meetings, exploring the many fabulous outlets available in this vacation spot. As meetings were held only during the morning hours, the afternoons and evenings were open for sightseeing and organized entertainment.

Willie Blatt, resident in this city, and who organized the extra-curricular activities, was extended a vote of thanks by all present.


A complete report of the results obtained, as in past years, by foremost recording artists (see music section for review of the show). The souvenir journal once again was extremely successful, with more advertisers joining this year to wish the organization the best on its 25th anniversary.

Altho the event was one of fun and good cheer, one sad note was included, that the late Sidney Levine, its counselor for these 20 years, was not present. Prior to opening the evening to the entertainment of the performing artists, Al Denver, president, made a short touching eulogy and all in the great hall stood in silent memory for one minute for their friend Sidney Levine. Following the remarks of Denver, George A. Miller, president of Music Operators of America, added his praise of Levine, who also had acted as counsel for MOA, and expressed his regrets on his untimely passing.

The only other serious note, and this a happy one, was the presentation to Al Denver of a plaque by the membership of the association for his many years of untiring and unselfish efforts in behalf of the organization.

Once again, following an annual practice, Wurlitzer in association with Sandy Moore Distributing, held a pre-dinner cocktail party in their suite. All the personnel of the distributing firm was on hand to welcome the guests, as was the Wurlitzer party consisting of Bob Bear, A. D. Palmer, Ted Parker and Hank Pellet. Bob Hamilton was supposed to attend, but was home in bed in

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
For
Permanent
Prosperity
equip every location
with the new, trouble-free
United
Phonograph

"It's entirely new from the floor up"
Write for complete information today!

UNited Music Corporation
2401 NORTH CALIFORNIA AVENUE
CHICAGO 14, ILLINOIS
CABLE ADDRESS: UMCORP

British Youth Makes Music Pay

LONDON, ENGLAND — Two young men, Cyril Shack and Gordon Marks of Phonographic Equipment Co., Ltd., this city, are making music pay.

Not only are they regional distributors of BAL-AMI, licensee of AMI, Inc., Grand Rapids, Mich., but, are also among the largest music operators in England.

Along with their financial guiding genius, H. Katz of the firm, Gordon Marks and Cyril Shack have set a merry pace for all Englishmen to follow.

They are among the progressive young men who are pointing the way for England.

They not only are enthusiastic over their automatic music business but are among those who have crusaded for higher coin play (following the suggestions which have appeared in The Cash Box) and also for elimination of royalty payments where they are not legally deserved.

Both young men are looked up to by all of England's automatic music industry. They are driving ahead as fast as is any firm in Europe.

They are following closely on the ideals of top American organizations.

"We hope to visit the United States during the forthcoming M.O.A. convention," reports Gordon Marks, "and meet with American operators and distributors."

Seen in the top picture are Gordon Marks and Cyril Shack in Marks' office.

In the lower picture H. Katz of Phonographic Equipment, Ltd., London, pointing out to Shack a story of mutual interest that appeared in a recent issue of The Cash Box.

A.B.T. Guesser Scale

A.B.T. Rifle Sport Gallery
Kicker & Catcher
A.B.T. Challenger
Pace Aristo Scale

A.B.T. MFG. CO.
1940 W. LAKE ST., CHICAGO 12, ILL.

J. F. FRANTZ MFG. CO.
666 N. Broad St., Phila., PA.

Cable Address: COMAC

JOE ASH SAYS:

It Pays...

TO CONTACT US BEFORE YOU BUY, YOU GET A BETTER DEAL on all your coin machine needs!

Exclusive Distributors for Wurlitzer,
D. Gottlieb and Exhibits in So. Jersey,
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ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Phila., PA.
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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
JUKE BOX OPERATORS:
YOUR VOTES
DETERMINE 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 WIRED 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.
All Over The Country Smart Buyers are flocking to see ROCK-OLA DISTRIBUTORS to take advantage of the "TRADE DEAL of a Lifetime"

Phone Today... and Join the Happy Throng!

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!!"
If you are reading someone else's copy of The Cash Box, why not mail this coupon today?

THE CASH BOX
1721 BROADWAY NEW YORK 19, N. Y.

Enclosed find my check.
$15 for a full year (52 weeks) subscription □
$30 for a full year (outside United States) □
$45 for a full year (Airmail outside U.S.) □

NAME □
FIRM □
ADDRESS □
CITY □
ZONE □ STATE □

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
Through The Coin Chute
NEW ENGLAND NIBBLES

New England ops voted the second annual banquet and Variety Show of the Music Operators Association of Massachusetts at Hotel Bradford’s main ballroom on Thursday night (December 2), amid more than 700 in attendance, a smash success. . . Biz is holding up well, although some of the distributors have found it a little quieter this week. . . Good weather has been bringing ops in to Boston from the outlying territories, however, and there is action, especially in games and music.

Al Dollins, Hyannis op, feeling fit after hospitalization for surgery, and made the banquet. . . At Redd Dist. (Wurlitzer), Earl Schultz, service mgr., in the hospital, the staff has been out with Asian flu here. Bob Jones, sales mgr., reports big returns for Bally’s “ABC Super De Luxe” shuffle and a “Bally Champion” going great. Chicago Coin’s “Classic” is stepping way up here and Geo. Good’s “Fantastic” over there. Jemmie Gottlieb, Findlay, has left for his new assignment.

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
c/o Sidney H. Levine Memorial Fund, Inc.
250 WEST 57TH STREET
NEW YORK 19, N. Y.

Bally Names Breithead Ass’t. S. M.

CHICAGO—John Stewart, general manager, Bally Vending Corporation, this city, announced Wednesday this week the appointment of Robert H. Breithead to the position of assistant sales manager. In his new position, Breithead will work closely with sales manager Fred Mills, Jr., and the Bally Vending regional sales representatives.

Bob Breithead, who has been with Bally Vending since its inception, in the capacity of service manager, will continue to hold that position in addition to his new assignment.

A further announcement advised that David P. Howle, Bally Vending representative working out of Dallas, is taking over sales in Colorado, Kansas, and Missouri, in addition to his present southwest territory.

In discussing the appointments, Stewart said: “In less than a year the Bally Vending sales organization has grown from ‘scrath’ to seven capable men who know vending and can be of inestimable help to vendor operators. Our business is good. With our new ‘Fresh-Brew’ unit soon to be available, we expect it to be much better!”

Hirsh de La Viez Named Chief Barker Of Wash. Variety Club

WASHINGTON, D. C. — Hirsh de la Vie, president of Hirsh Coin Machine Corp., this city, was elected Chief Barker of the Variety Club of Washington for 1958. This is the first time in the history of the Variety Clubs throughout the world that a Juke Box Operator was elected to this high office.

De La Vie is Chairman of the 22nd Annual Dinner to be held at the Statler Hotel on November 30th, 1957. Kitty Kalen will receive the “Personality of the Year” award at this dinner. Miss Kalen will also receive the Key to the City of Washington at the District Building on Friday, November 29th at 12 P.M. Red Buttons, co-star of Warner Bros production of James H. Michener’s novel “Sayonara” and Eileen Barton, Coral recording star, will be Kitty Kalen’s guests at the Award Dinner on No...
Bill O'Donnell Reports

"We're Going Ahead"

Reveals Bally Plans Outstanding Products to Meet Needs of Ops Worldwide

because we believe that we can supply the products the trade requires to assure the greatest growth it has ever enjoyed.

"The world's operators", O'Donnell said, "look to Bally for the newest and the best. We have never yet failed to satisfy their demands. We plan to bring the operators, internationally, the finest and most outstanding products they have yet seen.

"We feel", O'Donnell claims, "that we can do everything in our power, here at Bally, to help the industry to go ahead. We're going ahead. We feel that all the trade is going on ahead. This is the time to reveal we have great plans for the future of all concerned with the industry.

"We have never failed for even a day", O'Donnell explained, "working ahead to develop the kind of products which will help all in the field enjoy better times.

"These products which we are developing and testing are the result of the great many years of experience which our firm enjoys. These will, when the time comes, prove to be the products that will help all in our industry to enjoy greater growth.

"Today", O'Donnell reminded, "the operator is beset with many problems not of his making. Inflation has zoomed up his overhead expenses. Other problems also plague him.

"Therefore", O'Donnell adds, "at Bally we feel that we have to bring the operator the kind of equipment which will more quickly amortize itself while, at the same time, allow the operator to enjoy a decent return on his investment over a reasonable period of time.

"We urge all operators to go ahead with their plans for a greater and better future in the industry. We, at Bally, will work with the operators, as we have always done, to assure them the most outstanding products to help bring about this greater and better future.

CHICAGO—"We're going ahead," reported William T. (Bill) O'Donnell, sales manager, Bally Manufacturing Company, this city, this past week.

"We're going ahead," he repeated, "not only because we have faith in the future of the industry, in its continued growth, but," he added, "also..."

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Through The Coin Chute

CALIFORNIA CLIPPINGS

The number of operators visiting Pico Boulevard is on a constant increase and the telephone and mail order business is going strong. At Badger Sales Company, Inc., Bill Happel took leave of his office this week to enjoy a well deserved visit in the sunstate of Palm Springs. Marshall Ames reports Genco’s "Motorsana" has proven very popular with the operators and the shop is going very well. Marsh says used 14' bowlers are being shipped from Badger as fast as they are received. Jack Leonard reports the operators must be staying near home base as evidenced by the great increase in mail orders in the Parts Department. ... There was quite a commotion at the Malt Bar when Jimmie Rodgers, Roulette recording star, dropped in to see Mary, Kay and Claire Solle, Barbara Chandler cut two classes at U.C.L.A. to be on hand to tell Jimmie how well his new release of "Kisses Sweeter Than Wine" was doing, along with a number of other operators. Claire is spending every free moment selecting paintings, wall papers and fabrics for the redecorating the girls are doing at their home. Kay predicts Eddy Germe with another big hit with her release of "Love Me Forever" on ABC-Paramount. Many reports "I Get The Blues When I Rain" by Rusty Draper on Mercury has taken off with the operators. At Simon Distributing Company, Jack Simon has his reservations to attend the Park Show in Chicago commencing December 1st. During Jack's absence Sonny Lemberg and John Freeman will handle always increasing foreign and local business at Simon.

Norty Beckman is receiving high praise from many operators on how functional everything is at the new home of Norty's Music Center. Many comments on the unique brackets used for display in the LP Album section. Norty is looking forward to a week-end in Palm Springs with his wife, Clara, Jan Graham present. The operators have much to look forward to in "Great Balls Of Fire" on Sun. Harold Goldfine reports The Coasters' "Sweet Georgia Brown" on Atox has taken off and headed for the charts.

Bally's "The Great Laxiade" featuring Ray Peterson, dropped by California Music Company to visit with Gabe Orland and Sammy Ricklin. Gabe told him there were many comments on our home grown hit on "We Found Love" by Ray. "Fever", he says, is Ray's latest number and is doing great business. Sammy does not think the year operators are buying their Christmas merchandise is going to pull down in popularity. In the Spanish Department, Jimmy Wilkins says the reports from operators on the new Rock-Ola '1458' phonograph have been unanimous in their praise and he is receiving many re-orders in this short time.

Charlie Daniels reports Bally's "ABC Champion Bowler" continues in demand by the operators as well as used music and game equipment. All friends along with Bally's "Redhead Company" friend from Malt Bar, "Robinson's new streamlined" figure. Phil is very optimistic about his new figure to the point he has had all his clothes altered. During his stay in Chicago for the Park show he plans on visiting the Chicago Coin factory where he will view their new machines. He says operators interest remains high with Chicago Coin's "Classic Bowling League".

RCA-Victor representatives Ray Peterson, dropped by California Music Company to visit with Gabe Orland and Sammy Ricklin. Gabe told him there were many comments on our home grown hit on "We Found Love" by Ray. "Fever", he says, is Ray's latest number and is doing great business. Sammy does not think the year operators are buying their Christmas merchandise is going to pull down in popularity. In the Spanish Department, Jimmy Wilkins says the reports from operators on the new Rock-Ola '1458' phonograph have been unanimous in their praise and he is receiving many re-orders in this short time.

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More Than 700 Attend Annual Mass. Music Ops Banquet

BOSTON, MASS.—More than 700 phone ops and their friends attended the second annual banquet and variety show put on by the Mass. Music Operating Assn. of Massachusetts, held at the Hotel Bradford's ballroom Nov 12. At the head table were the officers and directors of the association: David J. Baker, president; Dave Grojman, vice-president; Arthur C. Sturgis, treasurer; Saul Robinson, clerk; Arthur Sherman, general counsel; directors, Cyrus L. Jacobs, Ralph Lackey, Peter Pomper, Israel Specter, Philip Swarts, Sidney A. Wolbarsht, Bob Rome, James Geraesco, and their wives.

Jerry Flatto, Boston Record Distributors, emceed the big variety show in which recording artists dominated. In to appear for the music ops were: Richard Hayman, Mercury; Four Leds, Columbia; Cathy Barr, RCA-Victor; Pat O'Day, RCA-Victor; Kay Arnone, Decca; Billy Porto, Mercury; Don Bando; Jubilee: Ladd Lyons, Johnny Nash, ABC-Paramount; Evans Sisters, Jimmy Joyce, Judy Valentine, Joanne and Stanley Kayne, Paula Dolan. Music was by Jerry Marten's Orchestra, conducted by Jack Sager.


Door prizes of a hi-fi record player and albums were given to lucky ticket holders. The committee in charge comprised the officers and board of directors. There were present from all over New England and voted the affair a smash success.

Look Forward To "Int'l. C.M. Export-Import" Meet

NEW YORK—Under the sponsorship of Atlantic New York Corporation, this city, fifty operators attended the first in a series of "Operator's Music Forums" on Monday, November 11. "The meeting," reported Meyer Parkoff, president of Atlantic-New York, "was an unqualified success in every way. Operator participation was enthusiastic and unrestrained. Only the late hour of the evening brought the session to an end. Operators are looking forward to the next meeting scheduled for December 2.

Meyer Parkoff opened the meeting and introduced Joseph Godman, Esq., attorney specializing in problems affecting the coin machine industry, who spoke on "Legal Trends in our Industry. Godman covered such pertinent topics as "Location Contracts," "Loan Agreements," "Promissory Notes," "Confession Judgments," etc.

An open discussion and question and answer period followed Godman's discourse. The subject, so close to the vital organs of each operator's business, brought forth a full hearted discussion and questions that drove knife-like to the very heart of the special problems associated with the juke box business. Means of controlling the abuses was discussed at length.

Refreshments were served by the host, Atlantic-New York Corporation. Meyer Parkoff has already set the second of the series for December 2 at the Seeburg distributor showrooms, 56th Street, and Tenth Avenue. The subject to be discussed then will be "How To Promote Better Relations Between the Operator and Location Owner." The speaker of the evening will be named at a later date.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
CHICAGO—The evening started with Galigano Distributors sweeping all three from Piano Service. Tony Galigano was high with 524, Bank Parade was high for Piano Service with 488.

Garmin Distributors took two from Star Mule. Hank Sharp was high with 481, Star's Tony Genovese was high with 437.

Brown's Camp took two from Decca. Brown's Jim Price was high with 483, High for Decca was Jerry Noland's 530, Tony Ignoffo's 506 and Ray Albamone's 500.

Singer One-Step won two from Air. Harry Wolenski's 477 was high for Singer, Al Rice's 533 and Irv Cairo's 517 were high for ABC.

Amber Music swept all three from Gateway Distributors. Johnny Oomens was high man for Amber with 508, Jane Minter's 410 was high for Gateway.

Mercury swept three from Paschke Phonos. Jerry Zylstra's 505 was high for Mercury and high for men with 626, along with Vera Islam, whose 408 was also high for women. Rene Gallet was high for Paschke with 588.

Western Automatic took two from B&B Novelty. Lou Espersono was high for Western with 505, Marino Fi-crom's 521 and Bob Gann's 506 were high for B&B.

Coven won all three from Gillette. Roy Hagen's 562 was high for Coven and Chuck Meyers' 497 was high for Gillette.

DENVER, COLO.—Jerry Harris, who has spent many years selling to operators in the Midwest area where he has resided in Omaha, Nebraska for sometime, was named sales representative by L. D. Shulman for his firm, Modern Distributing Co., this city.

Shulman reports, "I want to take this opportunity to announce the appointment of Jerry Harris as sales representative for our firm."

"I hope you will continue to offer the same outstanding and friendly service to the operators," Shulman continued, "as he has in the past.

"He has been identified with the coin machine business in the Midwest for many years and, therefore, has the experience necessary to help all of our customers," Shulman concluded.

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

**Replacements**

**SEEBURG**

Model 100C—Highly polished chrome tubes replace glass tubes. **$14.95**

Model 146-147-148 Domes. **$15.95**

Model C—Chrome Platters. **$17.95**

**LONG LIFE PLASTIC REPLACES ORIG. GLASS**

Model 1900 Door—100. **$4.10**

Model 100C Dome side. **$2.75**

Model 200 Dome side. **$3.70**

Model 200 (200 rei) W.O.M.—1.75

(200 set) W.O.M.—1.95

**WURLITZER**

Model 1250 **$19.95**

Model 1400 Dome side, etc. **$10.00**

Model 1500 Center Dome. **$14.50**

**FOR COMPLETE LIST — WRITE**

TERMS: 1/3 deposit, balance C.O.D. or S/D. Satisfaction guaranteed. All prices F.O.B. Chicago.

**MONTREAL IN FRANCE**

**PARIS, FRANCE—Probably one of the most outstanding sales organizations on the European continent is the firm of Seebodix, S.A., of this city.**

This firm is the exclusive distributor for Seebodix phonos and music accessories for France. Not only are they noted for the service which they extend to their many customers, but also for their progressive methods to help everyone of the purchasers of Seebodix equipment enjoy the fullest possible profit. S. Lieuvel is president of the firm, Dr. Henry Klein and J. J. Galliard are technical and commercial directors respectively.

These men have made it their business to cooperate closely with every one of the music people in France. They not only arrange for the finest sort of operation of the Seebodix musical instruments, but also make certain that their customers are programming the phonos correctly and continue to check with their buyers at regular intervals to help them in every possible fashion. Seen here, top left—A. J. Galliard, top right—Dr. Henry Klein, below, the Seebodix building in Paris.

**MONTREAL SUPERIOR COURT RULES FOR PINBALL OPS**

The Criminal Code, as interpreted by the Quebec Court of Appeals and the Supreme Court of Canada, ruled that devices for games "of which the result was more or less an affair of chance or hazard" came under the terms of the Code.

Judge Ferland decided the machines, that were studied in another case, were identical to those which the city cited in its case.

For this reason he decided to maintain the action of the plaintiff (Parkway Amusement Co., Inc.) against the city.

Seeboodix in France
Chicago Coin's Commando Guns Open Path For New Operating Era


CHICAGO — While showing the complete and very impressive set-up of an entire battery of the "Commando Machine Guns", Samuel Gensburg of Chicago Coin, this city, stated:

"It took more than two years of engineering and intensive testing to arrange for production of the 'Commando Machine Guns'.

Set up as a battery operation the "Commando Machine Guns" are extremely impressive and very fascinating.

Such a battery operated at Riverview Park this past season, and even tho’ it was not in a good location, proved the "Commando Machine Guns" one of the finest, long-life, top moneymaking operations.

Inquiries, ever since this operation in Riverview Park, have continued at a very impressive rate.

But what fascinates almost everyone who sees this outstanding battery set-up at the Chicago Coin factory, and will also see it at the forthcoming NAAPPS convention at the Sherman Hotel here, December 1 thru 4, is the fact that a battery of the "Commando Machine Guns" gives every promise of opening an entirely new, different and better type of arcade operation.

"From what we have already been told", reported Samuel Wolberg, president of Chicago Coin, "many feel that complete batteries can be operated in various heavy traffic centers in the heart of cities, aside from amusement parks and general arcades.

"It seems", commented Wolberg, "that a great many foresee a complete battery of 'Commando Machine Guns' operating in some of the most outstanding locations in the hearts of large communities.

"This leads the way", he said, "to opening an entirely new operating era for those people who realize the tremendous profit potential in batteries of our 'Commando Machine Guns'.

The guns, themselves, are completely self-contained. There are no troublesome air hoses or other exterior connections. The hopper in each individual gun holds about 8,000 rounds of ball-bearing shots. These are loaded in right thru the top of the gun.

In fact, once shot by the player, they return to be completely oil washed, so that they are new in every regard, before they are again dumped into the individual gun. Everything is fully automatic. This makes for easy as well as tremendously simplified operation.

The guns shoot in three bursts, less than a half-second to a burst. The operator can set the gun, on either 50, 100, 250 per day, to give anywhere from 120 to 525 shots per coin. The average method is 150 shots for 10c, and the 150 shots takes just about a minute to complete. This is probably the fastest dime ever earned. Yet, shooting the gun itself, it seems to take much more than a minute. This makes for a fascinating operating angle in every regard. The targets are most outstanding and attractive. There is a velocity control adjustment to fit whatever depth is required for the targets. This is one of the most ingenious developments ever yet seen for any gun ever manufactured.

There is no doubt that, most interesting to all concerned, is the fact that the "Commando Machine Gun" is bound to open a new type operating era. Not only will it revive arcade operations everywhere but, what is most important, it will create a new and better type of business which can be featured on the most outstanding main streets of every community.

So far the firm has revealed its merchandising plans for the sale and operation of batteries of "Commando Machine Guns".
41 NATIONS REPRESENTED IN THE “INT’L C. M. EXPORT-IMPORT COUNCIL”

All Look to THE CASH BOX’ “International Coin Machine Export-Import Council” to Point the Way to Better Understanding, Finer Relations and a More Assured Business Future Thru Closer Cooperation Among Exporters and Importers Internationally.

CHICAGO—A great many, throughout the industry, have been amazed at the rapid growth of The Cash Box’ “International Coin Machine Export-Import Council”.

In about three months, since the first proposal for such a council appeared in this publication, representatives of exporters and importers from 41 nations have entered into membership.

In addition to the U.S.A. there are members from the following countries: Canada, Germany, Belgium, Cuba, England, Venezuela, South Africa, France, Panama, Honduras, Switzerland, Hong Kong, Federation of Malaya, Austria, Peru, Ecuador, Italy, Puerto Rico, Holland, Morocco, Lebanon, Philippines, Costa Rica, Australia, Haiti, Nicaragua, Portugal, British West Indies, Guatemala, Netherlands West Indies, Mexico, Denmark, Virgin Islands, Japan, Sweden, Ireland and Portuguese East Africa.

There should be no surprise among U.S. exporters at the great, very rapid growth of The Cash Box’ “International Coin Machine Export-Import Council”.

These men should realize that importers of American machines, worldwide, look for greater interest and better understanding of their problems.

They believe that they can enjoy a more assured future business if there is cooperative effort put forth in a very sincere fashion by both exporters and importers.

The acquaintanceship which can be brought into being by The Cash Box’ “International Coin Machine Export-Import Council” is bound to result in friendships that will bring into being closer cooperation on all levels of export and import in this industry internationally.

This can only come about when both exporter and importer understand each other better and come to know each other's problems.

The U.S. coin machine industry has helped build a finer relationship with peoples all over the world thru its entertaining equipment. Its juke boxes and amusement games are known everywhere in the world. Its vending machines have won over merchandisers of various nations and gained people's respect.

The time has, therefore, arrived for the U.S. exporters to become more closely acquainted with the importers of the world. To know them better. To understand their problems. To cooperate with them. To bring into being a more closely knit worldwide organization that will benefit all concerned with the coin machine industry.

All the world's exporters and importers look to The Cash Box’ “International Coin Machine Export-Import Council” to point the way to better understanding by helping to arrange a closer relationship that will result in friendship among the peoples engaged in this industry internationally.

Europeans are very open in their statements that they look with great hope to The Cash Box’ “International Coin Machine Export-Import Council” to bring them closer to the exporters in the U.S., both manufacturers and distributors and to, therefore, give them the opportunity to discuss their business prospects with the men from whom they are purchasing so much of their equipment.

The same is true of the Germans, the British, the Danes, the French and the Japanese. Now that they, too, are building machines, most under license, they want to meet with peoples from all over the world and to bring about a closer relationship to help benefit all concerned.

American distributors and manufacturers have come to realize that export is one of their mainstays. That, to continue progressively, they must be able to compete in the world's markets. And the world's markets continue to grow greater as more and more people become acquainted with U.S. coin-operated products.

This means a continued extension of market potential. Greater sales for the future. And greater sales mean growth for this industry in every country on the globe.

Each year, since 1947, export business has continued to grow in volume and has reached a very impressive figure. Total phonograph exports in 1956 amounted to $13,741,933. Amusement machine exports for 1956 amounted to $3,846,815. Vending machine exports reached to $1,858,737.

What is most impressive in these figures is that the far greater majority of the equipment exported from the U.S. was reconditioned machines. This means, as these machines quickly wear out that, in almost all cases, new equipment will be exported. This seems to be the case in 1957 even tho the exportation of used machines continues at a very heavy rate.

There is no doubt that the export figures for 1957 will show a remarkable gain over 1956. This means that U.S. exporters have found themselves a tremendous market for their reconditioned machines.

This, in turn, means that America's manufacturers will have a finer domestic market while, at the same time, building a tremendous export business.

To give some idea of the growth of the export field, for the first 6 months of 1957 almost as many vending machines were shipped, 15,140, as were shipped for all of 1956, 15,362. The value of the shipments for the first 6 months of 1957, $1,106,840, was almost equal to the entire year of 1956, $1,858,737.

In short, as soon as the third quarter's figures are in, there is no doubt that in 9 months the vending machine division of the industry will have far, far exceeded all of the past year of 1956.

The same is true in the amusement machine field. For the first six months of 1957, 20,773 machines were exported for a valuation of $1,106,840. For the entire year of 1956 only 15,362 machines for a value of $1,858,737 were shipped.

In just about six months of 1957 the amusement machine field has practically equalled shipments for all of 1956.

Even the 1956 was considered the most outstanding year for export of music machines, 24,354 machines for a value of $18,741,933 were shipped, already for the first six months of 1957 there have been 12,269 juke boxes for a valuation of $7,719,447 shipped.

Not only is the music field holding its own, regardless of how great an export year 1956 was, but, is actually surpassing in total number as well as in dollar value shipments for the first six months.

The above figures alone give some idea of the importance for better understanding, closer cooperation and more friendly relations between exporters and importers worldwide.

It is therefore no surprise that The Cash Box’ “International Coin Machine Export-Import Council” has shown such great growth in a period of only three months with membership from 41 nations and all looking with hope to the council to help bring into being a closer relationship between exporters and importers internationally.
Genco App’ts J. Rosenfeld

J. Rosenfeld Company, St. Louis, Missouri, as distributor for all Genco products for the state of Missouri.

"With the appointment of Jack Rosenfeld to represent us in the area," Genensky stated, "we anticipate a more intensive sales and service effort among all the operators in Missouri.

"We feel confident that Rosenfeld and his sales manager, Jack Getz, as well as other personnel, have had the many years of experience in the field to be well qualified to do an outstanding job of serving the operators."

Jack Rosenfeld and his distributing organization are reported to be thrilled over the appointment. They advise that the operators in Missouri have been notified that the firm is ready and eager to extend the finest cooperation and service.

Genensky said that a large shipment of Genco products and parts have already been delivered to the J. Rosenfeld Company.

More "Int'l C. M. Export-Import" Members


Pinball Hit With Laplanders

UMEA, SWEDEN — Freis Danneman, Freis Danneman & Co., this city, sent in the picture reproduced here as evidence that the lure of the amusement game is strong even in the far away and isolated portions of the globe. "We are enclosing a colour photograph from the north of Sweden or more exactly 56 miles north of the Arctic Circle," writes Danneman. The picture showing a Laplander beside a D. Gottlieb & Co. "Super Circus," was taken at a cafe called "Cafe Nord," in Jokkmokk. Jokkmokk is the center of Lapland and the original inhabitants, the Laplanders, come from Kiruna, Gallivare and Karusen. undo twice a year visiting their markets, conduct their weddings, bury their dead, and have their festivals and parties. These festivals and markets bring together a lot of tourists and other interested people from the whole world. Jokkmokk is also a place for most of the Swedish water-power installations which now take place among the rivers of Lapland.

During the summer the sun shines 24 hours a day this but in the winter only 3 or 4 hours a day.

Danneman also supplies the additional information that this same location has a Wurlitzer 1920 and purchases its records from Leslie Distributors in New York "with the guidance of your excellent paper".

ChicagO — The number of coin operated machines on locations everywhere in the U.S. are believed to be at a new peak.

Over the past ten years, since the start of the post war era, hundreds of machines of every kind and make have been placed on locations all over the U.S.

These have been constantly replaced as the years have gone by with the result, leaders believe, that there are today more machines on U.S. locations than at anytime in all the history of the industry.

A survey conducted about a year ago indicated that there are at this VA, 21,000 pinball machines on locations in the U.S.

It is believed that, in addition to these, there are far over 1,000,000 games as well as that many and probably more vendors.

This coverage is duplicated in many instances. For example, one location may have, in addition to a phone, two or more games and, at the same time, two or more vendors.

Even with such overlapping of phones, games and vendors, it is believed that far over 1,000,000 locations are today covered with various coin operated machines.

This being the case, there are more locations with coin operated machines of one or more types, than ever before in the history of the industry.

The greatest portion of this growth is based on the past ten years. The there are still prewar machines of many kinds on locations all over the U.S., mostly vending machines, the greater majority, it is believed, are postwar products.

This, therefore, indicates that the largest number of machines covering the greatest majority of locations, were sold from 1947 to 1957.

Many are of the belief that this is the peak number of locations that can be covered. Others are of the opinion that, as new retail businesses and more industrial firms open around the nation, that more locations will become available.

Top Earnings From Phonos

KANKAKEE, Ill. — Joe Darter of Darter Amusements, this city, reports that his comprehensive record systems of machines of every kind and make have been placed on locations in the U.S. and Canada, in which it has a national interest in each of his 30 juke box locations, has made the firm's phonograph route as profitable as the games route.

"Maintaining our record system," Joe states, "enables me to know all about every record on the boxes. I keep stock of all records bought, where the records are used, when taken off, where moved, and the number of plays each record had in the location."

Joe also said that taking a personal interest in the efficient operation of every one of the juke box assures him of a personal cooperation of the location owner.

Stated Joe Darter, "The Cash Box' Top 60 in retail stores is a true and accurate guide for buying records for juke boxes."

"I use The Cash Box exclusively and consistently," he concluded.


FAIRMONT, W. VA. — The West Virginia Music Operators Association, Inc., announced a meeting of most operators in the north central area of the state at the Morrison Hotel here on May 8, 1957.

Topics discussed included legislative, program, city and state license, and many general operating problems.

Those who attended were William N. Anderson, state president, James Steen, vice president, C. H. Planey, director, Dana M. Hicks, executive secretary, Erroll Gerertz, Phil Sweeney, Kenneth Mathew, Harold Shaw, William Edmond, Jack Dellig, Maurice Boyer, Louis Olivo, Robert Manley, Elmo Trickett, Edgar Henderson, John Swisher.

Refreshments were under the direction of Kenneth Mathew.

AMIs In 6 Macy Hi-Teen Centers

SAN FRANCISCO, CALIF. — Shown (L. to R.) at the launching of Macy's Hi-Teen Shop program are Walter A. Huber, AMI distributors; T. H. Sams, AMI Factory personnel; John McCrae, KOBY Radio station; Melchoir, Macy advertising agent; Ida Moe Hunt, Hi Set co-ordinator. Macy's has opened Hi-Teen Shops in their San Francisco store as well as in Hillsdale, San Jose, Hayward, Richmond and San Mateo where teenagers can sip cokes, relax and enjoy their favorite recordings. Huber Distributing Company and the AMI factory are furnishing complete equipment for the six Hi-Teen centers.
The big event of the year in this city was the biggest event in the history of the association's. At the annual "A-Ball" banquet, Saturday night, Nov. 9, drew a capacity attendance, with tables set on both balconies of the Waldorf's grand ballroom. The usual galaxy of top personalities was present, and the entertainment was provided by Mrs. C. Weber of Blue Earth, Minn. reports that his business the past two weeks dropped sharply. Thinks that the Asian Flu and hunting season had a lot to do with both. . . . Art Berg of Farmington reports that Elmer has gotten over the flu bug and is feeling much better. . . . Another item that was discussed was the bug was Don Beller as he dropped for three days and is now on the route but still a bit shaky. . . . Lawrence and Mrs. Sanford, of Dodge Center, Minn. in town for the day picking up some business. . . . Elgin McDaniel, of the name of Wagnor, reports that he now has his entire phonograph route on 10ye, and that his gross has picked up octoberably. . . . Chuck Manigault, of the London of the S. London Co., Milwaukee, Wisc., in Mpls., to visit his branch office for a couple of hours and flew back same day. . . . Izzy Alpert, of Twin Ports Sales, Duluth, Minn. in town for the day and in a hurry to get back. Izzy owns one of the largest restaurants in the state and before Xmas is pretty busy. . . . Iz Bernstein of the Empire Variety Co., Mpls., still a bit weak after two weeks of the flu, and home in bed with the bugs. Robin, of the Vegetable Music Co., picked a good week to travel Iowa as he will wind up in Iowa, City to see the Iowa-Minnesota football game.

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

GENEVA, SWITZERLAND—Just being an importing-distributor is only part of the task of Eric DeStoutz of SARI, this city, who is exclusive dis-
Through The Coin Chute

ChICAgO CHATTER

Most coinmen in this windy city have been saying that business is better this week and that demand for both new machines and repairs is on the increase. "But the competition," they advise, "is tough." Distributors report higher sales volume with less profits. Others admit getting both, and intimate optimistically that their profits are up. Plans are all set for new growth in months ahead. The more progressive coinmen here are working harder to keep inventories up. They are using every possible selling and promotional plans to stimulate sales. Orders looking over the new releases of the manufacturers they would like to see the products to themselves, but at the same time enthusiastically approve the play action, modern design and assurance of bigger collections.

... Bill Donnell at Bally talking away on long distance phone all day. With so many different products rolling out of the big plant, Bill has a lot of fast figuring to do as he schedules the shipments out. "Call me Grandpa," greeted Ed Levin at ChiCoin. It was a most welcome word from the manufacturer, but for this year's anniversary period. Harold Hearne and Herb Gettinger and Bill DeSelm advising business is plenty good and getting better, in addition booming on "Jumbo Bowling Alley" and the new 6 Star Shuffle Alley." Jack Mitnick working on increasing output of United Music's phonographs and accessories. Calls from sales reps Johnny Casola, Al Theimer and John Stahr indicate enthusiastic response in orders Tucanillo, Ill. and distributors visited in the territories they're covering. Over at Marvel Mfg., Ted Rubenstein advises he's really going to town on his "Ludlow" and "Georgia" venders. Ever-cheerful Estelle Bye and Paul Lerner in Chicago chiming in that she's also going to town billing for the new plastic phonograph, Cole (Xeed and Coin) and Mildred Weiss celebrated their 13th wedding anniversary Nov. 8, at the Black Orchid.

Ayrton Genshaw all hopped up over the action features, engineered by Genco, of the firm's forthcoming 5-ball game, soon to be released. "Showboat" to be name of Genco's first pinball machine, is 5 balls back from Indpls visiting Al Calderon's op's, and from St. Louis working with Jack Rosendorf, Torpedo Corp. In, he says, was to check results of earnings tests on "Motorama" in Ind. and Mo. "My fingers," Al claims, "became very red from trying to count the money in "Motorama" cash boxes". Ruth and Ralph Sheffield proud and happy as can be over their installation (Tues., Nov. 19) as Worthy Matron and Worthy Patron of the Order of Eastern Star. Herb Mitnick's letter to the author, copy for so many different Bally products. Herb just about gets his desk cleaned up before commencing another batch of projects. Alvin Gottlieb put it in a nutshell when he said, "The future of the coin machine business is what we make of it." Alvin predicts that pinballs will eventually be in almost every location, and become as much a part of the location as a neon sign. Dave and Nate Gottlieb stating they'd like to see many more "mechanically simple" status like "The Lane of Pinballs" by Julian Selig, in October issue of Harper's Magazine. (Reported in Nov. 16 issue of The Cash Box).

One leading coinman here notes that investments in diversified routes are being made with care and caution. "The oldtimers are aware of the great growth possibilities," he observes, "and are expanding their operations with very little risk and try and test. Then go ahead on the solid belief that diversification offers great potential for the future." Many who know Martin Meros of Milwaukee coin Machine Exch., Winnipeg, Canada, were saddened to hear of his sudden death last week. Meron's wife was away for many years and well known in the industry. ... Bally's Art Garvey, back from trip thru the east, advises he had a grand time visiting with nearly all eastern pinball men. And his dinner of the Music Ops of N.Y., held at the Waldorf Astoria, ... Bob Lassiter, son, Bill, who's getting married Nov. 24 in Philly. Just out of the army, Bill was previously in the business with his father.

Dave Rockola calls Ed Ristau and Kurt Kluwe. Ed reports this week's "prelude to 1958 planning to formulate our own thinking on current and future policies." According to Rock-Ola is ignoring signs everywhere of sales, and in the firm's own program, expects a sales increase in 1958 comparable to increase in 1957. Ed also hears of interest in periodic contacts with distributors. Les Riek covering eastern cities this past week. ... Dave Liebling, Cleveland Coin, called long distance to advise that on Morris Glisser's swing thru here, Nov 6. Ed also heard that the same period of contacts with distributors. Les Riek covering eastern cities this past week. ... Dave Liebling, Cleveland Coin, called long distance to advise that on Morris Glisser's swing thru here, Nov 6. Ed also heard that the same.

AL WARENN

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Certified Location Tests Insure
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1012-14 WASHINGTON AVE., CHICAGO 22, ILL. Phone: EVERYPLACE 4-2600

14 hours a day at his big car wash and gas station, keeping an eye on steady stream of cars rolling off of the rack. Says Oscar, "I still love the coin-operated business, and keep in touch thru The Cash Box" ... Over at Atlas, Nate Feinstein thankful his flu shots prevented a bad case of the flu. Frank Mallek still in charge of shipping and receiving at Atlas. With the firm 23 years, the half-toner weighs 125 lbs., has worn out over a dozen big, husky men over the years. Harold Schwartz took last weekend to see his son, Arnie, at U. of Mich., Ann Arbor on Dad's Day.

Joel Stern at World Wide getting ready for well-deserved vacation in Miami Beach. Len Micon expects to be very, very busy indeed. Both thrilled and glattified at letters from coinmen in Europe commending the firm for fine reconditioning and prompt shipments. States Joel, "It's The Cash Box that brings exporter and importer closer together thru pictures, stories and news" ...

Joe Robbins reports that he and Jack Burns were hosts to George Woldridge of Blackhawk Music, Sterling, and several of his associates at Packer-Bears football game. Joe advises that Herb Heidken's youngest son, 9 yrs. old, while going thru seige of pneumonia, had to have appendix removed. Herb had to stay home for one mighty tough week. But the boy is O.K. now, and reportedly coming along fine. John Frantz having kids taken of his scales, along with Polish singing star visiting here.

HAPPY BIRTHDAY THIS WEEK TO: H. M. Brandon, Louisville, Ky. ... Harold W. Ross, Bloomington, Ill. ... Bill DeSelm, Chicago, Ill. ... W. F. Foster, Pine Bluff, Ark. ... Harry Niederzyn, Bay City, Mich. ... William H. Salyer, St. Louis, Mo. ... Joseph Lukin, Cleveland, O. ... George E. Hermet, Savannah, Ga. ... George Jenkins, Chicago, I11. ... John Stewart, Chicago, I11. ... Vincent C. Shay, Chicago, Ill. ... William L. Whitcomb, Jacksonville, Fla. ... Fletcher G. Fuller, Orlando, Fla. ... Sam Rakewitz, Birmenn, N. J. ... Joseph R. Lassiter, Kinston, N. C. ... Harold C. Miller, Cedar Falls, Ia. ... Frank Urban, Philadelphia, Pa. ... Lester C. Rieck, Chicago, Ill. ... Desmond C. Forrer, Pontiac, Ill. ... John W. Kern, Colorado Springs, Colo. ... William H. Nyland, Chicago, Ill.

WORTH REPEATING: The gem cannot be polished without friction; nor man perfect without trials.

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

ED RISTAU

The Cash Box Page 71 November 23, 1957
Gottlieb’s

Means More Coins! More Profit!

 whoever 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 Now 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 S-1-1-V-E-R is hit; then, complete name lines target for specials. Silver also includes: Rollers and up button that complete numbers 1-2-3-4 to life holes for specials; super-powered flippers that shoot ball up field at Roto-Targets; cyclonic kickers; twin chutes and an all steel door and door frame for lifetime service. Match feature.

See your distributor today!

Genco Mfg. reports continued heavy demand for “Motorama”

Sam Lewis Resigns

CHICAGO—The Exhibit Supply Company, this city, announced today that it has accepted the resignation of its president, Samuel B. Lewis.

Lewis has been with Exhibit for two and one-half years. He was first employed in April, 1955, as general manager and was made president and elected a member of the board of directors later that year.

Under Lewis, Exhibit introduced and pioneered “Skill Pool.” The result was one of the biggest overall sales in Exhibit’s history as well as in the history of the Industry.

At the present time, Exhibit’s facilities are being used to bolster the vital production needs of its parent company Electro-Snap Switch and Manufacturing Company. Demand for Electro-Snap products, having to do with aircraft and missiles, have recently increased substantially to the extent that resumption of game production will have to wait at least a few months.

The production of Exhibit’s arcade equipment and cards and card vendors will continue as usual.

Lewis reports he has no plans at the moment. He is considering several offers from both within and outside the industry.

Ralph Sheffield, general manager of the firm.

“Demand from operators for this new type of game has been so outstanding,” Sheffield stated, “that production has gone ahead without the slightest let-up until we are even now beyond the number of games we had planned to manufacture.”

Sheffield added that reports from operators everywhere indicate play holding up, with most operators enjoying greater collections from “Motorama” than they did during the first week or two in location.

In bowling alleys, terminal spots, arcades, department stores—“Whenever there’s a transient trade,” Sheffield advises, “the take is amazing.”

On “Motorama,” player actually drives a miniature car at variable speeds by means of a steering wheel and throttle lever. Car runs free on playfield, turns right and left, goes forward and back, and is guided over targets to score a trip around the United States.

Altho Genco is reported to be readying a new five-ball amusement pinball, Sheffield said that production of “Motorama” will continue heavy for some time.

“The Cash Box Top 60 in retail stores is a true and accurate guide for buying records for juke boxes.”

Joe Darter, Darter Amusements, Kankakee, Ill.
FOR SALE

WANT—Used Bingos; good condition, no offers, Seeburg M100A, M100B. Are interested in agencies and in games for Belgium or Luxembourg. Airmail offers including seaworthy packing fees. New York and catalogues to: ETS, SONBEL, 30, AVE DU PORT, BRUSSELS, BELGIUM.

WANT—For Cash or Trade, Shuffle Alleys, Phonographs, aresounds, aresound, HARRY BERGER WEST SIDE DIST. COR. 130TH AVE. NEW YORK, N. Y. (Tel.: Groove 6-8464).

WANT—For record! 45’s, 78’s, moderns. They are not substitutes for talent. Survey reports Michael Antheas, Barrios, 1 Year. Softer Music is coming back. Write or Post Card for free Michael Antheas Catalogue. "Coin Record Promotions, 214 HOLLYWOOD WAY, BURBANK, CALIF.

WANT—A European Buyer Interested in Absorbing Approximately Fifty Used Seeburg, Wurlitzer And Aresound Phonographs Monthly. We Guarantee Consistent Delivery, Good Quality. Please contact H. W. NOVOLT CO., 1494 N. PAULINA ST., CINCINNATI 10, ILL. (Tel.: Uptown 8-9680).

WANT—Gimmicks, Screeching, Bowling. They are not substitutes for talent. Survey reports Michael Antheas, Barrios, 1 Year. Softer Music is coming back. Write or Post Card for free Michael Antheas Catalogue. "Coin Record Promotions, 214 HOLLYWOOD WAY, BURBANK, CALIF.

WANT—For sale—Famous Sun-Glo Wax for your Shuffle Alleys. 24—1 lb. Cans—per Case, $6.75. HASTINGS DISTRIBUTORS, 1100 THIRTEENTH ST., TOLEDO, OHIO 38750.

WANT—For Sale—Mutoscope Photomatic With Envelope Vendor, $150; Supplies $250. Used Seeburg scoreboard 4 Player, $225. Gottlieb Jumbo 4 Player, $250; Gottlieb Tournament, $250; Williams Piccadilly 2 Player, $210. C. M. & R. M. DISTRIBUTING, 100 MAIN STREET, GALENA, KANSAS (Tel.: 400).

FOR SALE—Used Bally Bingo; Gottlieb and Williams Pins; Used Shuffle Alleys; Guns and Phonographs. Send complete list, highest prices paid. Received in Mail of Wurlitzer-Shuffle Coin Machines. GABE FORMAN OR SANDY MOORE SCOTTISH ROYAL, 6506 S. KEDZIE AVENUE, CHICAGO 25, ILL. (Tel.: Unipier 8-2111).

FOR SALE—Bally Model "P" Hot Rod Kiddie Rides. Completely Reconditioned. $350 each. Donating DISTRIBUTING COMPANY; 5007 NO. KEDZIE AVENUE, CHICAGO 25, ILL. (Tel.: Unipier 8-2111).

FOR SALE—We are selling Expert—Leaving Exporters of Arcade Machines—Also Music, Vocal, and Phonograph Machines. Have All Equipment. Write Us Your Needs. MIKE MUNYES, 577 TENTH AVE., CHICAGO 36, N. Y. (Tel.: Bryant 9-6677).

FOR SALE—Hi-Speed Super Fast Slot Machines: 24 one-coupled cases per case, $8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. Distributor for D. Gottlieb, Chicago, J. H. Keener, State Music, C. M. & R. M. DISTRIBUTING COMPANY, 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Bally Bowler, Model "T," $400; Bowler, Model "S," $300; Bally Double Header, $300; Bally Miami Beach, $120; Big Bally, $200. SCOTIO NOVELTY, INC., 1909 5TH ST., PORTSMOUTH, OHIO. (Tel.: ST. 3-4479).

FOR SALE—Bowlers: A.B.C. Bally '14' and '11', Deluxe Congress, DeLUXE AMUSEMENT, DeLUXE AMUSEMENT. Key Westa, Big Shows, Big Times, all models. GLOBE DISTRIBUTING COMPANY, 1110 BELMONT AVENUE, CHICAGO 47, ILL. (Tel.: 5-6785).

FOR SALE—One New 100 Selection Ami Mechanism, in original box from factory, $245. WESTERN DIST. 1780 SOUTHWEST 16TH AVENUE, PORTLAND 5, ORE. (Tel.: Atwater 7565).

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more for the best. We entertain your money back if not completely satisfied. Good for a bank or a mill. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. (Tel.: Circle 2-7680).

FOR SALE—New modern wall speakers, $11.95 ea.; C.C. Band Box (2), $14.95. Wurlitzer 3500, 1400 Wall Boxes, $29.50; Seeburg 100 Wall Boxes. $49.50. BIOLITTA DISTRIBUTORS, 1110 SOUTHWEST 16TH AVENUE, NEWARK, N. Y. (Tel.: Newark 590).

FOR SALE—United and Chicago Coin Shuffles, 10th Frame and later models: Wurlitzer 1500*, 1400*, 1250's, 1015's: all type Bingos; Coin Hunt, as is or shopped. CAN BE SOLD TO YOU. W. L. Co., DIST. CO., 301 E. 7th, TUCSON, ARIZONA (Tel.: 3-8683).


FOR SALE—Records!!! 50¢ over wholesale, and label. Free tip strips. Quick service. New accounts taken on deposit with order. We also purchase surplus records now unwased. For more info., call: 614-A-5346. JERRY GARDNER, 1701 JAMAICA AVE., JAMESTOWN, OHIO 32, N. Y. (Tel.: Olympia 8-4012, 4013).
FOR SALE — Wurlitzer 1015, 1017, with Cobra pick-up; $35 ea.; 9 Column Smoke Shop, $35; Wurlitzer 4851 Wall Boxes; $89; Seeburg Wall Boxes (chrome); $40; 14 Ft. Bally and United Bowlers, $525. All items new, wanted, SEE BAYES DISTRIBUTING CO., INC., 3581 N. FLYING FORK AVE., CHICAGO 30, 1961, Ill. (Tel.: YP-3-5593).

FOR SALE — Gottlieb 5 Balls: Register 4 Play; $325; Derby Days; $175; Slugging Champ; $140; Score Board; $135; Harbor Lites; $100; Southern Belle; $160; Auto Races; $135; Bell; $220; Diamond Lid; $100; Old Faithful; $30; Williams 3 Balls; $250; Gay Race; New 4 Play; $400; Shamrock 2 Play; $235; 3 Deuces; $135; Porky; $175; Can Can; $150; Yukon; $250; Cigarette Machines; $5—$8 Column Electro; $50 ea.;—2 Column Electro; $100 each; Seeburg 14 Ft. 100 R; Bell; $625; Seeburg 100 A $135; Rock-Ola; $195; Seeburg V. 200; $650; American; $265; Wurlitzer 2000; $750; Rock-Ola Fireball; $1450; AMI; $400; H.Z. VENDING & SALES COMPANY, 1201 DOUGLAS STRETE, OMHA, NEBRASKA, Phone: 2-7475.

FOR SALE — 100 Telequix, with film. Reconditioned, refurbished, ready for location. 3c or 10c play. Special prices. Write for quantity prices and list of other equipment. D. S. COOK SALES, 2216 N. LECLAIRE AVE., CHICAGO, ILL. (Tel.: AVE. 6-6818).

FOR SALE — Reconditioned Seeburg 100 Selection Wall-O-Matic, Model 3000, with lock and key; $450; Wurlitzer 1400 Phonograph, $135; Wurlitzer 1900 Phonograph, $135; Seeburg 1900 Phonograph, $795; Wurlitzer 2000 Phonograph, $1500; Seeburg V. 200 Phonograph; $695; Seeburg 100 Selection Chrome Wallboxes, $45; United Distributors, Inc., 920 W. SECOND, WICHITA 12, KANSAS. (Tel.: HO-4-6111).

FOR SALE — Seeburg 20 Selection Victor Deluxe, 148 selections, $45; Seeburg 30-20 Selection Victor Deluxe, 148 selections, $55; 30-20R 4 selection, $18; Rock-Ola 120, Chrome, $.55; Seeburg 100 Selection, Chrome; $15; Juke Box, $33; Rock-Ola 1717 Steppers; $30; Vendor Coin Changer; $65; Bingos (Gleaned & Checked); Beach Clubs, $65; Ball Beauty; $65; Yacht Club, $45; Mexico’s; $.45; Best Lanes Dead (New); $75; Long Lows (Like New); $.65; Small Poolos; $.05; $1650; Robinson 450; $.05; AMI’s; $350; No broken plastics, cleaned & checked; $65; Harko Slides, 22; 8-Om Speaker (wall); $.95; H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOHINE, ILL.

FOR SALE — Williams, United and Chicago Music — Electronic, 200 selection Tables, $50 ea. Write, PENNSYLVANIA VENDING CORP., 1826 E. CARSON ST., PITTSBURGH 3, PA.

FOR SALE — Music And Amusement Machine Route On East Coast Of Florida. Over Fifty Pieces Of Equipment on Location. Room For Expansion. Must Be Seen To Be Appreciated. For Information Write LOUIS MOSKOVITS, 617 CANAL STREET, NEW SMYRNA BEACH, FLORIDA.

FOR SALE — Broadway, $200; Big Time, $85; Gayety, $75; Gay Time, $110; Night Club, $115; Big Race, $275; Seeburg M100C, $425. NASTI DISTRIBUTING CO., 912 POYDRAS ST., NEW ORLEANS 12, LA. (Tel.: Magnolia 6386).

FOR SALE — Books, Games, Music,发布了更多广告类广告每周在所有其他杂志上的广告发布在一个月内证明完全的行业。CASH BOX CLASSIFIED AD SECTION 作为"THE INDUSTRY'S MARKET PLACE."
How To Use "The Cash Box Price Lists" (Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK")

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

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

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $10 to $25 on Pin Games—and $25 to $35 on Phonographs.

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

THE CASH BOX
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November 23, 1957

PHONOGRAPH - CONTINUED

1. M100B, '31, 100 Sel., 45 RPM...
2. M100BL, '31, 100 Sel., 45 RPM, Light Cash...
3. M100C, '33, 100 Sel., 45 RPM...
4. HP100, '51, 100 Sel., 45 RPM...
5. HP100R, '34, 100 Sel., 45 RPM...
6. V300, '35, 300 Sel., 45 RPM...
7. V250W, Wall Box Se...
8. V323 Walla-Matte...
9. W5L-56...
10. W3L-56, Wall Box Se...
11. W6L-56, 5/19, Wireless...
12. SW7-56...
13. SW1 Walla-Matte...

WURLITZER

1. 1015, '46, 24 Sel., 78...
2. 1017, '46, 2 Sel., 78...
3. 1080, '46, 24 Sel., 78...
4. 1100, '47, 24 Sel., 78...

SEEBURG

1. 1465, '46, Standard, 20 Sel., 78 RPM...
2. 1465ML, '46, Master with Remote Attach...
3. 1477, '47, Master with Remote Attach, 20 Sel., 78 RPM...
4. 1484S, '48, Standard, 20 Sel., 78 RPM...
5. 1484S, '48, Master with Remote Attach, 20 Sel., 78 RPM...
6. 1485ML, '48, Master with Remote Attach, 20 Sel., 78 RPM...
7. 1500, '49, 100 Sel., 78 RPM...
8. M100AL, '39, 100 Sel., 78 RPM...

ROCK-OLA

1. 1612, '46, 20 Sel., 78 RPM...
2. 1612ML, '46, Playmatic, Hideaway, 20 Sel., 78 RPM...
3. 1650, '49, 20 Sel., 78 RPM...

FINNALL GAMES

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (E) Evans; (K) Exhibit; (G) Genco; (G) Gottlieb; (Kc) Keesey; (Wm) Williams.

1. ABC (Wm 3/52)...
2. Ace High (Got 1/57)...
3. Across the Board (Un)
4. All Star Basketball (Got 1/55)...
5. Amphora Night Light (Got 12/53)...
6. Army Navy (Wm 10/53)...
7. Arrow Head (Wm 7/53)...
8. Australian (Un)
9. Auto Race (Got 9/56)...
10. Ball-A-Poppin' (Wm 10/53)...
11. Beach Bunny (B 11/55)...
12. Beach Club (B 2/55)...
13. Beauty (B 11/52)...
14. Big Ben (Wm 9/54)...
15. Big Show (B 9/56)...
16. Brilli (CC 7/55)...
17. Big Time (B 1/55)...
18. Blondie (CC 8/56)...
19. Brinnit (Un 10/56)...
20. Bright Lights (B 5/51)...
21. Bright Spot (B 11/51)...
22. Broadway (B 12/55)...
23. Caravan (Wm 12/56)...
24. Caravan (Un 8/56)...
25. Circus (CC 10/56)...
26. Caravan (Un 2/56)...
27. Caravan (Wm 6/52)...
28. Chinatown (Got 10/52)...
29. Cinerat (Un 8/52)...
30. Cinerat Wagon (Wm 10/55)...
31. Coach Club (Got 7/56)...
32. Coronation (Got 11/52)...
33. County Fair (Un 9/51)...
34. Crossroads (Got 5/52)...
35. Crossroads (B 1/56)...
36. Cue Ball (Wm 2/53)...
37. Cyclone (Got 5/51)...
38. Daffy Derby (Wm 8/54)...
39. Daisy May (Got 12/55)...
40. Dancing Queen (Got 2/54)...
41. Derby Day (Got 5/56)...
42. Diamond Jill (Got 12/54)...
43. Disk Jockey (Wm 11/53)...
44. Domino (Wm 5/52)...
45. Double Action (Ge 1/52)...
46. Double Feature (Wm 12/55)...
47. Double Header (B 7/56)...
48. Dragonne (Wm 6/55)...
49. Dude Ranch (B 9/53)...
50. Duette (Got 4/55)...
51. Easy Acres (Got 12/55)...
52. Eight Ball (Wm 5/52)...
53. Fizz (Wm 6/52)...
54. Five Star (Un 5/53)...
55. Flag Ship (Wm 1/55)...
56. Flying High (Got 2/53)...
57. Four Bulls (Got 11/54)...
58. Four Corners (Wm 12/52)...
59. Gold Rush (Wm 9/50)...
60. Golden Nugget (Wm 12/51)...
61. The Great Outdoor (Wm 11/53)...
62. Grand Champion (Wm 3/53)...

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<th>Slot Machine</th>
<th>Nickname</th>
<th>Year</th>
<th>Value</th>
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<td>Fort Stearns</td>
<td>200000</td>
<td>1952</td>
<td>50.00</td>
</tr>
<tr>
<td>Golden Nugget</td>
<td>100000</td>
<td>1952</td>
<td>50.00</td>
</tr>
<tr>
<td>Royal Flush</td>
<td>50000</td>
<td>1952</td>
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<td>Penny Slot</td>
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<td>1952</td>
<td>50.00</td>
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*Please note that the values listed are approximate and may vary.*
## Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F.O.B. factory.

### AMI, INCORPORATED

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>B-200 200-ssel. phonograph</td>
<td>$395.00</td>
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</tr>
<tr>
<td>H-300 100-ssel. phonograph</td>
<td>$295.00</td>
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<tr>
<td>H-100 100-ssel. phonograph</td>
<td>$395.00</td>
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### J. H. KEENEY & CO., INC.

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<thead>
<tr>
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<th>Price</th>
<th>Details</th>
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<tr>
<td>Bowl-O-Rama (6 Player)</td>
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<tr>
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<td></td>
<td>11 Foot</td>
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<td>Snack Vendor</td>
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<td>Soup Vendor</td>
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<td>Delux Hot Coffee Vendor</td>
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<td></td>
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<td>Hot Coffee &amp; Hot Chocolate Combo Vendor</td>
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### ROY-OLA MFG. & CIP.

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<tr>
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<th>Price</th>
<th>Details</th>
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<tr>
<td>Model 1455, 120 Sel.</td>
<td>$295.00</td>
<td>1545, 200 Sel.</td>
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<tr>
<td>Model 1452, 50 Sel.</td>
<td>$295.00</td>
<td>50</td>
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<tr>
<td>Model 1548, 50 Sel, Wall Box</td>
<td>$295.00</td>
<td>Wms. Club-Name Ball Speaker</td>
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### J. P. SEEBOARD CORP.

<table>
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<tr>
<th>Model</th>
<th>Price</th>
<th>Details</th>
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</thead>
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<tr>
<td>KD200 Phonograph</td>
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<td>6 Player</td>
</tr>
<tr>
<td>DMM-Wall-O-Matic 200</td>
<td>$295.00</td>
<td>6 Player</td>
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### UNITED MFG. CO.

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<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Details</th>
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<tbody>
<tr>
<td>6 Star Shuffle Alley</td>
<td>$295.00</td>
<td>6 Player, Pull Type</td>
</tr>
<tr>
<td></td>
<td></td>
<td>De Luxe 6 Star Shuffle Alley</td>
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### J. F. FRANTZ MFG. CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kicker &amp; Catcher</td>
<td>$295.00</td>
<td>(Coin Operated)</td>
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### MURPHY & CO.

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<td>Model 2100 Phonograph</td>
<td>$295.00</td>
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<td>2210 Wall Box</td>
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### INTERNATIONAL Mutoscope CORP.

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<tr>
<th>Model</th>
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<td>BANG-O-RAMA</td>
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