Sam Cooke, who struck gold with "You Send Me", his first record on the Keen label, is pictured above discussing his latest recording session with Keen A&R Director, "Bumps" Blackwell (left) and Keen President, John Stamos (right). The record, which also launched the Keen label, got the company off to flying start. Cooke's newest for Keen is "Desire Me" and "For Sentimental Reasons". In addition, a Sam Cooke album is now being prepared by Keen.
THANKS

MUSIC OPERATORS OF AMERICA for voting RCA VICTOR Artists No. 1 In the Annual Cash Box Poll

BEST MALE VOCALIST OF 1957
(2nd Consecutive Year)
Elvis Presley

BEST COUNTRY MALE VOCALIST OF 1957
(2nd Consecutive Year)
Elvis Presley

BEST STUDIO ORCHESTRA OF 1957
(2nd Consecutive Year)
Hugo Winterhalter

BEST SMALL INSTRUMENTAL GROUP OF 1957
Three Suns

BEST COUNTRY INSTRUMENTAL ARTIST OF 1957
(3rd Consecutive Year)
Chet Atkins

BEST COUNTRY VOCAL COMBO OF 1957
(2nd Consecutive Year)
Jim Edward, Maxine and Bonnie Brown
As we enter the winter season we enter the time of the year when the heaviest volume of sales is traditional in the record business. In the next three months, retailers as a whole can expect to do 60% of their year’s volume. First there is the Christmas sale, during which albums are sold in the highest quantity. Then for the couple of months after Christmas there is the spending of Christmas presents, when record stores are usually crowded with customers spending the money they received as gifts. And if on top of this, there should be a big pop single that draws the teenagers into the stores also, the season is made.

There is a lot of talk this year of business being bad, of its decreasing. Naturally we have to be aware of economic conditions and how they may affect us. But it’s obvious that if the economic state of the country is such that a drop in spending may occur, now is the time to prepare for it. Not by standing in the corner and hiding ourselves from the facts. But by preparing new approaches to selling, new promotions, new ideas that will not only keep sales up but will increase them even in a declining market.

Too often, when an industry has gone along for several years with increasing grosses, the tendency is to assume that the old way is the right way. “It’s worked till now so why not continue it.” But unfortunately we may find after it’s too late that the old way was fine for certain conditions and not so fine for changing ones.

The record industry is in a unique position as far as the entertainment world is concerned. It has made spectacular progress in acceptance and sales in the last several years. It is the source of many, many new stars and a great deal of the entertainment which people enjoy both in their homes and outside of them. The future truly seems wonderful. For not only are records fully accepted today as the equal of all other entertainment media, but the increasing number of teenagers are finding their greatest emotional release in the product which the record industry is producing. But this future can easily be dissipated by an inability to recognize the need for constant improvement, constant refinement of methods, constant introduction of new, stimulating ideas.

During the next several months we can confidently look forward to a great record business. It is during this time that we should plan, prepare, think about the future. The time to prepare to meet a business crisis is when business is good not after the crisis has overwhelmed us.
<table>
<thead>
<tr>
<th>Chart</th>
<th>Date</th>
<th>Top 10 Records</th>
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<tr>
<td><strong>The Cash Box Top 60</strong></td>
<td><strong>Best Selling Tunes on Records</strong></td>
<td><strong>Compiled by The Cash Box from Leading Retail Outlets</strong></td>
</tr>
<tr>
<td>PIN UP SHEET</td>
<td>For Week Ending</td>
<td>DECEMBER 21, 1957</td>
</tr>
</tbody>
</table>

1—Raunchy
AP-7969—MUYSHA HUBBARD

2—The Rose
AG-7968—JU-5293

3—I'm A Fool
DC-7967—DADDY SATURN

4—The Party
BG-2968—DELL NORRIS

5—The Party
BG-2968—DELL NORRIS

6—The Party
BG-2968—DELL NORRIS

7—The Party
BG-2968—DELL NORRIS

8—The Party
BG-2968—DELL NORRIS

9—The Party
BG-2968—DELL NORRIS

10—The Party
BG-2968—DELL NORRIS

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**CODE:**
- AP: American Passport
- AT: Atlantic
- BA: Brunswick
- BG: Big Brother
- B: BMI
- BR: Brunswick
- BS: Brunswick
- CB: Columbia
- CD: Cadence
- CCM: Columbia
- CM: Columbia
- CR: Columbia
- CS: Columbia
- CT: Columbia
- DH: Decca
- DML: Demo
- DT: Dot
- DU: Document
- E: English
- EL: Elektra
- ER: Epic
- GO: Gone
- GR: Granite
- HE: Herald
- HI: Hi-Log
- HP: Honey
- IT: I-Ton
- JA: Jukebox
- JL: Jazz
- JO: Joe
- K: King
- KL: Key
- LN: London
- LP: Liberty
- LR: Liberty
- LS: Liberty
- M: Mercury
- MD: MGM
- ME: Melody
- MG: MGM
- MH: Mercury
- MI: Mercury
- ML: Motown
- MP: Mercury
- MS: Mercury
- MV: Mercury
- MZ: Mercury
- N: Nat
- NW: Northern
- O: Orbit
- OL: OLM
- OR: Orb
- OT: Ode
- P: Pale
- RA: Rama
- RC: Real
- RD: RDE
- RJ: RKO
- RZ: Red
- SB: Sire
- SE: Shenandoah
- SF: Star
- SMD: Star
- SMV: Star
- SO: Sony
- SS: Spectrum
- ST: States
- SV: Swan
- TA: Tamla
- TG: Chess
- TI: Time
- TP: Tower
- TR: Tivoli
- TV: Tempo
- UM: Universal
- UR: Urania
- US: United
- UN: United
- URS: United
- URU: United
- USO: United
- UTV: United
- UZ: United
- V: Varsity
- VB: Vee-Bee
- VC: Verve
- VF: Vanguard
- VPL: Victor
- VG: Victor
- VM: Victor
- VP: Victor
- WR: Warner
- WS: Warner
- X: X-Rated
- Y: Yesterdays
- Z: Zon-O-Phonic

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**TUNES:**
- *Love* 3
- *The Party* 1
- *The Party* 2
- *The Party* 3
- *The Party* 4
- *The Party* 5
- *The Party* 6
- *The Party* 7
- *The Party* 8
- *The Party* 9
- *The Party* 10

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**FABULOUS DAYS OF SILENCE:**
- *The Party* 11
- *The Party* 12
- *The Party* 13
- *The Party* 14
- *The Party* 15
- *The Party* 16
- *The Party* 17
- *The Party* 18
- *The Party* 19
- *The Party* 20

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**FABULOUS DAYS OF SILENCE:**
- *The Party* 21
- *The Party* 22
- *The Party* 23
- *The Party* 24
- *The Party* 25
- *The Party* 26
- *The Party* 27
- *The Party* 28
- *The Party* 29
- *The Party* 30

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**FABULOUS DAYS OF SILENCE:**
- *The Party* 31
- *The Party* 32
- *The Party* 33
- *The Party* 34
- *The Party* 35
- *The Party* 36
- *The Party* 37
- *The Party* 38
- *The Party* 39
- *The Party* 40

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**FABULOUS DAYS OF SILENCE:**
- *The Party* 41
- *The Party* 42
- *The Party* 43
- *The Party* 44
- *The Party* 45
- *The Party* 46
- *The Party* 47
- *The Party* 48
- *The Party* 49
- *The Party* 50

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**FABULOUS DAYS OF SILENCE:**
- *The Party* 51
- *The Party* 52
- *The Party* 53
- *The Party* 54
- *The Party* 55
- *The Party* 56
- *The Party* 57
- *The Party* 58
- *The Party* 59
- *The Party* 60

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**FABULOUS DAYS OF SILENCE:**
- *The Party* 61
- *The Party* 62
- *The Party* 63
- *The Party* 64
- *The Party* 65
- *The Party* 66
- *The Party* 67
- *The Party* 68
- *The Party* 69
- *The Party* 70

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**FABULOUS DAYS OF SILENCE:**
- *The Party* 71
- *The Party* 72
- *The Party* 73
- *The Party* 74
- *The Party* 75
- *The Party* 76
- *The Party* 77
- *The Party* 78
- *The Party* 79
- *The Party* 80

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**FABULOUS DAYS OF SILENCE:**
- *The Party* 81
- *The Party* 82
- *The Party* 83
- *The Party* 84
- *The Party* 85
- *The Party* 86
- *The Party* 87
- *The Party* 88
- *The Party* 89
- *The Party* 90
THE COUNTRY LADS

I WON'T BEG YOUR PARDON
b/w
ALONE IN LOVE
4—41062-c

DORTHA WRIGHT

THE KEEPER OF THE KEY
b/w
THEY LISTENED WHILE
YOU SAID GOODBYE
with JOHNNY BOND
and his orchestra
4—41073-c

GUY MITCHELL

THE LORD MADE A PEANUT
b/w
(I'm Walkin' Down a)
ONE WAY STREET
with RAY CONNIFF
and his orchestra
4—41075

JO STAFFORD

SWEET LITTLE DARLIN'
b/w
I'LL BUY IT
(from the CBS Television show,
"Junior Miss")
with PAUL WESTON
and his orchestra
4—41078

THE FOUR VOICES

BON BON
b/w
DANCING WITH MY SHADOW
with RAY CONNIFF
and his orchestra
4—41076

THE BIG BEATS

CLARK'S EXPEDITION
b/w
BIG BOY
4—41072

THE SURE-FIRE

HITS ARE ON

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
They're ALL Covering

THE ORIGINAL

THE NATION'S NEWEST #1 INSTRUMENTAL!

THE SWINGING SHEPERD'S BLUES

Written and played by

MOE KOFFMAN

Jubilee 5311

Demand for this unusual instrumental forced us to release this side as a single. From the Moe Koffman Long Playing Album "Cool and Hot Sax" Jubilee #1037

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
B: "DON'T CHA WANNA (3:19) [Darla Daret] The new Silver label and Darla Daret debut with a commercial R & R ditty that could catch on and establish the artist and company. Catchy jumper with a number of excellent background vocal gimmicks by a chorus. Tricky beat too.

C+: "HONEY HONEY" (2:00) [American BMI—Darlet] In addition to singing, the chip also penned both sides. This half is a contagious little ditty on the light and flirty side. Pleasant novelty.

EDMUNDO ROS ORCHESTRA
(1957)

B+: "COLONEL BOGEY" (2:40) [Boosey & Hawkes ASCAP—Alfred] With the "Colonel Bogey March" attracting attention on the juke boxes, turntables (the number is featured in the big up-coming movie "Bridge Over the River Kwai") London has pulled its merengue version of the same. The Record Box out of a Ros LP. Exciting dance interpretation that should take down a healthy share of coin in this long campaign.

C+: "SPANISH GYPSY DANCE" [Morricy BMI—Marquiso] From the same LP, "The Gypsies are our passing fancy," comes this passa d'ata. An exciting arrangement of what is probably the most popular passa d'ata song in the books.

TEARDROPS
(Dot 1956)

B+: "BRIDGE OF LOVE" (1:58) [American BMI—Ralph Peer and Tony Paul, two lads hailed as the Tear-Drops, sing this up with an exciting and commercial teenage sound as they smoothly cruise thru a potent R & R swinger that could boom in a biggie. Strong deck to watch closely. It's got the gimmicks that sell records.

C+: "SPELLBOUND" (1:58) [Simms BMI—Miller] A good rock-a-billy deck belted across with spirit by the team. Fine dance side.

LES BAXTER ORCH. & CHORUS (Capitol)

B: "THE INVISIBLE BOY" (2:38) [Granada ASCAP—Baxter] Les Baxter's crew drifts thru a beautiful melody which the maestro penned for the forthcoming film "The Invisible Boy" a melodious selection with the chorus acting as an instrument—singing without lyrics. Pretty mood item that grows on you.

C+: "I NEVER HAD A DREAM BEFORE" (2:58) [Bourne ASCAP] Colleen and Grant, Slegel] The chorus handles the vocal chores on this and the end, a pretty love item in a soft, romantic fashion.

SUNNY AND HIS GANG
(Jubilee 3130)

B+: "MEIN KLEINER SPATZ" (2:54) [Southern ASCAP—Skyler, Horn, and Fifth] It comes up with a colorful choral interpretation of the package. English-German lyrics. Could follow in "Lichtsteiner Polka's" footsteps.

C+: "WHAT D'YA SAY" (1:45) [Cinema Songs ASCAP—Freeman, Kyler, and Fifth] Another sprightly number pleasantly handled by the crew. Inviting joke box item.

"HEADING HOME" (2:15) [Panther ASCAP—Ram] The new Silver label and Darla Daret debut with a commercial R & R ditty that could catch on and establish the artist and company. Catchy jumper with a number of excellent background vocal gimmicks by a chorus. Tricky beat too.

DELLA REESE (Jubilee 5247)

- About two years ago the Jubilee label issued a recording titled "Heading Home" by the then unknown artist Della Reese. It was a sensational recording. When it was released with great success by newcomers, the disc went unnoticed. Today Miss Reese is a performer to be reckoned with and she's got a hit "And That Reminds Me" with the Jake box operators voted the disc the "most promising new female vocalist of 1957" in the recent Cash Box Poll. So Jubilee has re-issued this fabulous waxing of "Heading Home" by the lake, and this time it should go all the way. It's a thrilling blue side with a great beat that makes going east as the side progresses. Watch the charts for the future smash. Flip, "The Serenade," is another excellent reading of a ballad by the polished lark.

"GETTING READY FOR FREDDY" "THE BEST THING THERE IS" (1:57) [Winston BMI—(Is Love) (1:49) [Shelton BMI—Jone, Dixon, Smith] (Ralph, Wolf)

SHEPHERD SISTERS (Mercury 71244)

- The Shepherd Sisters, four singing larks who made a name for themselves with their exciting rendition of "Alone" bow with a sweet pair of new tunes this time under the Mercury banner. And it looks as if their latest offering will better the success of their "Alone" recording. One side "Gettin Ready For Freddy" is an exciting teenage swinger that features the gala galting for all their worth. A hand clapping guitar-filled jumper with the quick set swinging in exciting style. Side has that full sound the kids want. The companion deck is another wonderfui teen item dubbed "The Best Thing There Is (Is Love)". A slower beat and R & Jumper with a great pause gimmick and swinging harmony. Kids should flip over both ends.

"YOUR BOOK OF LIFE" (2:00) "SNOWBOUND" (2:07) [Geo. Pincus ASCAP—Drake] (Shannon ASCAP—Eddy, Stevens)

DEL VIKINGS (Mercury 71241)

- The Del-Vikings, who had a big 1957 with two smash hits to their credit ("Come Go With Me" and "Whispering Belle") head into the new year with another big two-sided that could make a heap of noise on the charts. The ballad side is dubbed "Your Book Of Life" and features the group with pretty harmony giving their all for the fish beat tune with a smart lyric. Melodie side the teens will look to. The companion piece "Snowbound" is an exciting latin beat rocker with solid dance tempo. Blaring trumpet effects add color to the side. Coupling could make it in a big way.

"IT'S A SIN" (2:28) [Milene ASCAP—Turner, Rose]

"MARY, MARY LOU" (2:40) [Champion BMI—Mangiacarina]

BILL HALEY & COMETS (Decca 30350)

- Bill Haley's name is destined for the charts again. And it's his great new two-sider that will turn the trick. The top half is a departure for Haley. For it's not the wild torrid type of material that skyrocketed him to fame. This time the artist has taken a smash country song that topped the charts a few years ago, and revamped it in today's idiom with great results. It's a tearful ballad set to a rockin' beat and dubbed "It's A Sin." Watch this one, it's best in quite some time. Flip is the more familiar Comet sound with Bill and the boys kicking up the dust as they rock thru a swinging dance opus "Mary, Mary Lou." Great companion deck. Both could take off.

TED NEWMAN (Kay 3511)

B: "NONE OF YOUR TEARS" (American BMI—Benny, Conway, O'Conner) Ted Newman made a strong first showing in the B department with his national best seller "Playingly," comes thru with another exciting teenage rocker featuring the same exciting gal group backdrop heard on his previous hit. Kids'll like it.

C+: "SOPHIE-BERNSTEIN A S C A P—Eaton) Another smooth rhythm item aimed at the youngsters. Good dance deck.

KAREN CHANDLER (Decca 30537)

B+: "TILL A LONG SILVERY MOON" (2:38) [Joy ASCAP—Tobias, Werner] A delightful lulling item that could catch on with the charts via Billy Vaughn's new instrumental arrangement, is treated to an excellent new vocal interpretation by Karen Chandler. Fine multiple voice plus a strong beat to make this potential hit. Side should bite off a good share of the sales melon.

C+: "I REMEMBER DEAR" (2:21) [Gibber, Left, Ford] This end offers Karen singing a fish-feat ballad out of the rhythm and blues field.

LILLIAN BROOKS (M-G-M 12593)

B: "IT'S YOU" (2:31) [Brandom ASCAP—La Vere, Fox, Dury] The disc offers a programatic romantic ballad with the help of a strong choral and orchestral arrangement. The text reveals plus a nice piece of conducting by orch leader Lew Doug. The disc pairs an item the appealing platter.

C+: "SORRY" (2:40) [Brandom AS- C A P—Douglas, Fox] This port of the disc has a smooth, soft-flavored instrumental piece. The vocalist offers a distinctive portrayal of the romantic ballad.

MONIA LITER (Lochinvar)

B+: "PLANO POLKA" (2:15) [Pic- cadilly BMI—Gregory, Cassen] With "Lichtsteiner Polka" going great guns for London, the disc offers another colorful polka hit that could do well. This one features Monia Liter's ork in a spectacular and colorful instrumental ditty. Could happen.

B: "FASCINATING RHYTHM" (2:30) [New World ASCAP—Gershwin] Strings and piano team up here for a smooth, jazz-tinged instrumental presentation of a Gershwin evergreen.

THE GEORGETTES (Ebb 125)

B+: "LOVE LIKE A FOOL" (1:55) [Enamor, BMI—Moody, Winn, Massarco] The Ebb label, riding high in the pop field with "Buzzy, Buzzy, Buzzy," could have another big money-maker in this area with the Gorgelettes' effort on a great teeny bopper. Catchy side that could step out.

B: "OH TONIGHT" (2:25) [House of Gain BMI—Moore, Papel] Another happy teen item that the gals put in a snappy, colorful fashion. Good gimmicks plus a fine beat make this side another contender.
DEALERS, JOCKEYS—
SIT RIGHT DOWN AND LISTEN TO BILLY’S

THE BILLBOARD
• Review Spotlight on . . .

POP RECORDS . . . Coral 61932

BILLY WILLIAMS . . . (Roosevelt, BMI)

BABY, BABY

DON’T LET GO . . . (Roosevelt, BMI)

This could be another “Sit Right Down” for the artist. Strong vocal on the tune, bolstered by sparkling guitar and chorus backing is a potent entry. Flip, “Don’t Let Go,” is an equally fine go on a medium rocker also waxed by Roy Hamilton.

BILLY WILLIAMS

"BABY, BABY”

"DON'T LET GO"

Orchestra directed by Dick Jacobs

9-61932

CORAL® RECORDS

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

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<td>A beautiful class act which Julie Wilson introduced in her recent dramatic singing role on the Kraft TV Theatre, is delightfully interpreted on wax by the thrust. The first half of the side is a pretty instrumental whistler. At mid-point, Julie joins in with a fragile, reminiscent song about a girl's first love. This one will grow on you.</td>
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<td>THE DOODLER (Liberty 25156)</td>
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<td>A cute up-beat shuffler handled in a master manner by Buddy and a group.</td>
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### The Cash Box

#### Sleeper of the Week

**BABY, BABY** (2:55) [Roosevelt BMI—Stone]

**DON'T LET GO** (2:54) [Roosevelt BMI—Stone]

Billy Williams Quartet (Cord 6192)

- Billy Williams, the polished veteran who proved he could be a smash disk seller with his "I'm Gonna Sit Right Down" hit, has another choice move for the teenage market. And it can't get a routing reception.
- Billy excels on the "Baby, Baby" side, a sprightly bopper with an R & R feeling and a simple, easy-to-remember lyric. Billy's charming personality comes across beautifully on this end.

Johnny Otis Show (Capitol 3582)

- The Johnny Otis Show, a wonderful troupe of rock and roll performers, makes a tremendous showing on Capitol with two great new R & R sides back-to-back that could result in a huge best seller for the label. One side of the disk is dubbed "Bye Bye Baby." It features the duet efforts of Otis and Marie Adams singing thru an overpowering jumper loaded with a number of terrific gimmicks. The lyrics of the song are nothing more than the titles of hit R & R tunes of the day, but the result is nothing but great. Kids'll flip when they hear this one. The coupling is another solid rocker tagged "Good Golly." This half-stars Otis alone in the vocal spotlight assisted by a wild big band backdrop. Two big sides that should earn loads of dough.

**SHE'S NEAT** (1:55) [Buckeye ASCAP—Wright]

**SAY THAT YOU CARE** (1:54) [Buckeye ASCAP—Wright]

Dale Wright (Fraternity 792)

- Fraternity Records introduces an exciting newcomer who could make the grade with his very first release. His name is Dale Wright and his initial offering is a powerful-high speed, rock and roll swinger aimed directly at the boppers. The tune is dubbed "She's Neat" and Wright's reading is enhanced by a number of excellent teen gimmicks (whistling, hand clapping, guitar work, etc.). Side has all the ingredients needed to become a favorite of the kids. The lower lid "Say That You Care" is a slow-beat ballad chanted warmly with a choral backdrop. Keep an eye on the top half.

**DECLARATION OF LOVE** (3:39) [Unart BMI—Wolf, Raleigh]

**LEGEND OF THE LOST** (2:40) [Unart BMI—Wolf, Lavagnino]

Joe Valino (United Artists 101)

- Joe Valino, a big voiced singer who achieved success in the disk field with his wowing of "Garden of Eden," debuts on the new United Artists label and helps the diskery get off to a big start with a dramatic ballad called "Declaration Of Love." It's a powerful, emotionally packed fish-beat love song which Joe belts across effectively. Exciting teen tune that could put Valino back onto the charts again. Flip is "Legend Of The Lost," a haunting title tune of a soon-to-be-released John Wayne-Sophia Loren film. Pretty tune with a Latin rhythm. Top half is the one that could step out.

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

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**Mario Lanza (KCA Victor 7119)**

- "NEVER TILL NOW" (3:00) [Robbins ASCAP—Webster, Green] A solid, ballad from a big MGM pie "Raintree County" is championed with great feeling and meaning by Mario Lanza. One of the star's most commercial disks in many months. Fans are sure to go for this one in a big way.

- "COME DANCE WITH ME" (2:45) [Ben Bloom ASCAP—Black, Lerner] A solid, ballad which Lanza sings in his forthcoming movie "Seven Hills Of Rome," is belted with spirit on this end.

**Jule Wilson (Vik 0312)**

- "LILAC CHIFFON" (2:57) [Korwin ASCAP—Hayes, Allen] A beautiful class act which Julie Wilson introduced in her recent dramatic singing role on the Kraft TV Theatre, is delightfully interpreted on wax by the thrust. The first half of the side is a pretty instrumental whistler. At mid-point, Julie joins in with a fragile, reminiscent song about a girl's first love. This one will grow on you.

- "COME TO ME" (2:46) [Korwin ASCAP—Hayes, Allen] Another superb ballad which the canvas introd on the same tune. Touching love song that becomes prettier with each listen.

**Buddy Roberts (Gene 5017)**

- "STRANGE SENSATION" (Tricky ASCAP—James, Winkler) This one has a potential smash in an exciting rock and roll ballad chanted with feeling against a good gimmick vocals backdrop. Buddy Roberts handles the lead vocal excellently. Watch this left-fielder.

- "WHERE THERE'S YOU" (Goodwill ASCAP—Shelley, Winkler) A cute up-beat shuffler handled in a master manner by Buddy and a group.

**The Doobie (Liberty 25156)**

- "SUGAR PLUM" (2:26) [Studio BMI—Mascari, Wenzlaff] The Doobies, a new male vocal combo on Lelby with a swinging R & R item featuring exciting guitar accompaniment and unforgettably warm vocals.

- "SMOKY POKEY CHOO CHOO" (2:16) [Studio BMI—Mascari, Wenzlaff] Another good jump item aimed at the youngsters. Cuts novelty with a solid dance beat for the boppers.
LAST CALL!

The Cash Box

Holiday Special

(Dated Dec. 28th)

THE GREATEST HOLIDAY GREETINGS ISSUE IN THE INDUSTRY!

GOES TO PRESS: Thurs., Dec. 19th

RUSH YOUR AD!

Phone—Wire—Write

The Cash Box

(PUBLICATION OFFICE)
1721 BROADWAY, NEW YORK 19, N. Y.
(PHONE: JUdson 6-2640)

CHICAGO OFFICE
32 W. RANDOLPH ST.
(PHONE: DEARBORN 2-0015)

HOLLYWOOD OFFICE
6272 SUNSET BLVD.
(PHONE: HOLLYWOOD 5-2129)
STEVE ROSSI & Robinaires
(Robin 1001)

B "POINCIANA" (2:55) [ASCAP—Simon, Bernier] The new Robin label gets off to an excellent start with a beautiful bolero interpretation of an evergreen featuring the powerful voice of Steve Rossi in the spotlight. The Robinaires' chorus assists. Dramatic reading of a class ballad.

B "I'M GONNA HATE MYSELF (In The Morning)" (2:50) [ASCAP—Romano, Bradford] The song's smooth voice comes over tenderly as he chants a pretty new romance. Choral backdrop again showcases the crooner excellently. Watch this lad, he has a fine voice.

TEDDY RANDAZZO
(Vk 0310)

B+ "RED RUBY LIPS" (2:00) [Quintet BMI—Mottola, Marsico, Watson] Young Teddy Randazzo is at his swinging best as he high-tails it thru a torrid rock and roll with blaring saxes and wild drumming. Sensational jumper that could take off.

C+ "TILL NEVER SMILE AGAIN" (2:26) [Fickweld ASCAP—Low] A great oldie is revamped in R & R fashion by Teddy. Dramatic delivery with a good dance beat.

DAVID HILL
(RCA Victor 7112)

B "KEEP ME IN MIND" (2:28) [Eden BMI—Ots, Corso] Young David Hill could have his first big money-maker in this emotional R & R ballad which he chants dramatically. Strong arrangement of a melodic teen pleaser.

B "THAT'S LOVE" (2:25) [Sheldon BMI—Hill, Stevenson] Dave breaks loose on this end and tears thru a Preliminary rocker with a solid rock-a-billy sound and beat. Side really moves.

RITA MOSS
(Debonair 137)

B+ "IN MY OLD KENTUCKY HOME" (2:39) [F.D. Foster] Dixie jazz looking for something different—extremely off beat—should find an appreciative home. King of the stand ard exciting, Rita Moss, working with an organ, piano and drum backdrop, tears thru a high-speed scat version that makes for thrilling listening. A sleeper to watch closely.

C+ "I SHOULD KNOW" (2:45) [Frank Kreiselm BMI—Kreiselm] A stylish reading of a class ballad.

PETE FOUNTAIN & DIXIELAND PLAYBOYS
(Brunswick 55045)

B "YELLOW DOG BLUES" (3:05) [Handy Bros, ASCAP—Handy] An exciting Dixieland item that's starting to attract attention on the coast, it hopped on by Pete Fountain and his boys. Excellent results. One of the more commercial Dixie items on the market.

C+ "TAILGATE BLUES" (2:51) [Champagne ASCAP—Cates] A poppy up-beat Dixie ditty has Fountain and his Playboys dancing along at a merry pace.

LOVETT SISTERS
(Todd 1001)

C+ "DEAR DADDY" (2:35) [Corman BMI—Phillips, Sorg] The Todd label enters the record field with a tear jerker delivered in heart-break ing fashion by the Lovett Sisters. Sad song about a father who's walking out on his wife and the questions the children are asking.

C+ "WON'T YOU SQUEEZE ME?" (2:00) [Windy City ASCAP—Lovett, Sims, Watts] A cute waltzer is pertly chanted by the sister team. Infectious bouncing with a pretty melody and a catchy lyric. Should appeal to the kiddie market.

DIZZY GILLESPIE ORCH.
(Verve 89183)

B "OVER THE RAINBOW" (2:59) [Lee Feist ASCAP—Arien, Harburg] Dizzy Gillespie's big six sets up an inventive jazz backdrop for Austin Cromer's rangy Ebkettish deliver a of a great oldie. Potent kick that offers good change-of-pace programming material.

C+ "JUDDY BOOGIE" (2:31) [Jataf BMI—Gillespie] Dix crew straightens-up and glides thru a good boogie woogie composition by the leader.

DE CASTRO SISTERS
(RCA Victor 7108)

B "BLUE AND BROKEN HEARTED" (2:32) [Mills ASCAP—Clarke, Leslie, Overs] De Castros give out with a strong rock and roll opus which they sing with emotion to a good dance beat.

C+ "OLD TIMERS TUNE" (2:40) [Leeds ASCAP—Raye, Dennis] The gas lit pleasantly thru a reminiscence ditty with a delightful old-fashioned flavor.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
ANGELE McNIEL (Felsted 850)
B "PLEASE DADDY" (2:20) [Leo Talent ASCAP—Winters, Paige] [Afterthought—Angelie McNiel, familiar to many television for her talent as a ventriloquist, makes a fine first ballad in the look with a good R & R ditty right up the teenager's alley.
C "CAN YOU TELL ME WHY" (2:40) [Chappell ASCAP—Rodgers, Hart] "Hit Parade" TV star Alan Copeland does some exciting work with multiple tracks and comes up with a Hi-Lo's sound as he fashions a rhythm arrangement of an oldie. Inversion from his LP "No Sad Songs For Me".
C "NO SAD SONGS FOR ME" (2:00) [Hi-Lo's ASCAP—McNeill, Enston] The young lady gets him all for a dramatic R & R ballad tuned up and romantic lyric for the youngsters.

ALAN COPELAND (Coral 61917)
B "THIS CAN'T BE LOVE" (2:55) [Chappell ASCAP—Rodgers, Hart] "Hit Parade" TV star Alan Copeland does some exciting work with multiple tracks and comes up with a Hi-Lo's sound as he fashions a rhythm arrangement of an oldie. Inversion from his LP "No Sad Songs For Me".
C "NO SAD SONGS FOR ME" (2:00) [Hi-Lo's ASCAP—McNeill, Enston] The young lady gets him all for a dramatic R & R ballad tuned up and romantic lyric for the youngsters.

BOYD BENNETT (King 5097)
B "SENTIMENTAL JOURNEY" (2:22) [E. Morris ASCAP—Brown, Horner, Green] Boyd Bennett's crew along with Big Mike's vocal effort showcase a slightly up-beat version of the standard. Bennett's refreshing arrangement of the melodic oldie could catch a chunk of deejay and sales action.
C "BOY MEETS GIRL" (2:30) [Tri-Emi—Young Jr.] A pretty tune with cute lyrics describing what happens when "Boy Meets Girl". Boyd Bennett and the chorus render the rock and roll flava selection in a winning style that should find a ready reception from the teenage market.

ELLA FITZGERALD (Verve 10111)
B "MIDNIGHT SUN" (2:42) [Chester ASCAP—Harlan, Burke] The noted songstress with the aid of a pretty string backdrop, lends her velvet vocal chords to the beautiful, evergreen with her usual poise and authority. Her delicate interpretation of the stylists' renders is sure to delight her many fans.
B "WHAT WILL I TELL MY HEARTS" (2:59) [De-Sylva, Brown, Henderson ASCAP — Tin-turn, Lawrence] Again the thrust issues a slow, romantic standard. DeVol's musicians once again contribute a lush background, while accompanying Miss Fitzgerald through her beautiful portrayal. The deejays will have a ball with both halves.

THE COOLBREEZERS (ABC Paramount 1865)
C "MY BROTHER" (2:10) [Pamco BMi—Bea Tibbits] The Coolbreezers dish out a warm rock and roll -- the lead describing how his brother stole his wife. The tune is similar to the J.J. "Great Pretender", and sounds like teenie ball. Fine new vocal group.
C "GO FOR YOU" (2:05) [Pamco BMi—Bea Tibbits] The flip side finds the group singing a catchy B-side which will catch the teenybopper.
Love Like a Fool
 Ain't It the Truth

Fontane Sisters

Dot
#15682

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

"YELLOW DOG BLUES"

"Sugar Train"

Dot
#15683

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
for the first time with full orchestra!

LES PAUL

MARY FORD

"GOODNIGHT, MY SOMEONE"
Mary Ford's vocal interpretation of a great tune from the new Broadway Musical, "Music Man"

"THE NIGHT OF THE FOURTH"
Les Paul's guitar backed by the orchestra on a beautiful instrumental

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

Frankie Laine and his wife returned from Europe over the weekend following a three-week business and pleasure sp., and with a visit to the Olympic Theater for two weeks, a split week in Belgium and Holland and then fulfilled singing engagements in Milan and Rome, where he had seven songs out of the top ten on Italy’s Hit Parade.

The Count Basie Orchestra will appear on the forthcoming Jerry Lewis NBC-TV spectacular on December 27. . . . Bob Thiele, head of A&R for Coral, to the Coast for a few days. . . . Dorothy Fields and Burton Lane have written six new songs for the TV version of "Junior Miss" which will be telecast December 20. . . . Bill Haley leaves this week on a promotion tour throughout the Midwest in connection with his latest Decca record "Mary, Mary Lou" and "It’s A Sin!" . . . Stan Ruskin has expanded his "Tigertown Five" to 17 pieces for his new Coral album, "Dixieland Goes Broadway". . . . Don Rondo into the Shell House December 27 and closes there New Year’s Eve. . . . Dick Gerash to handle promotion for the Seeco and Dawn labels. Seeco recently announced that it is entering the pop field with a group of 27 albums. . . . Jimmy Randolph, whose vocalist is "Way Beyond The Hills," will be working in Chicago this week. . . . Gene Krupa and his trio open at the Golden Strand Hotel, Miami Beach, Fla., for three weeks on December 20th. . . . Sally Blair, who was reported in the columns last week to be recording for Mercury, actually records for Bethlehem. . . .

CHICAGO:

Genial Lenny Garmisa, Garmisa Distributors, informs us that he has acquired local distribution for the new United Artists label. Lenny is very excited about UA’s debut waxings, Joe Valino’s "Legend Of The Lost," and We-Bryan’s "Lonesome Love." A couple of other bonanzas for Lenny are ABC’s "Paradise," a Very Special Product by Johnny Nash and "Too Young To Fall In Love" by the Teenettes on Josie. . . . Dick Absolom, James H. Martin Distributors, reports that London’s Vera Lynn and Felsted’s "Paying The Piper" by Steve Schulte are two of their best sellers. . . . 3 Roulette dentists have hit sales and high on the charts, according to Stan Pat, "Hey Little Girl" by the Techniques, "You’re The Greatest" by Valarie Karr going strong in all areas, and "Jo-An" by the Play-Mates (appearing to bust wide open, according to Stan), . . . Jerry Ferber, Universal shows Nelson’s "Me I Rattle" is raffling all over Chi, and "Love Like A Fool" by the Georgettes is starting to gain listeners. . . . Columbia’s cab, John Mathis, closing at the Black Orchid after a very successful stint. . . . Eddie Higgins and his quartette currently at the New Jazz Scene during his nights off from the New Jazz Scene’s general hosts are Jay Gilman and Joe. . . . Bill McGuire, Nermor Distributors, tells us that Cabot’s "True To Me" by the Turetones shows big action already and the "Railroad Album" on Cabot by the Terrifics looks very good. . . . Dee Jay Sid Gold, currently at the London House, named Jerry Allan, major premo man for Variety Publicity Associates, as his personal manager and publicity rep. . . . The Oriental Theater’s Mickey Gold spotted Johnny Mathis paying his way to see Pat Boone in "April Love." (Himm. mutual admiration society). . . . Tony Galgano and Rube Lawrence, Record Distributors, report that Doreen is terrific on "Airedale," and "Christmas," a major promotion to dealers. Recent releases are now available. Midwest Mercury’s Henry "Snazzy" Friedman is elated about action with "Stroll" by the Diodores and Nick Noble’s "Halo Of Love" and "Sugar Doll" by Johnny Jay. Vee-Jay’s Alber tells us that All-State Distributors were appointed to handle the Falcon label locally. . . . Jimmy Mott, James H. Martin Distributors, advises us that Bonnie Guitar’s "Make Believe" and "Sail Along Silvery Moon" by Billy Vaughn are causing a good deal of excitement.

HOLLYWOOD:

Joe Matthes, Promotion Manager, Popular Records for Capitol Records, on the Coast for one week for home office conferences in The Capitol Tower with Gordon R. "Bud" Fraser, Director of Merchandising, Dick Rising, National Promotion Manager, and others. . . . Stan Kenton hosted a cocktail party at his Beverly Hills home last week to launch the album of his Band "The Rendevous Balloon," where he and the band will be appearing weekends. . . . Dottie Vance making the rounds of the disk jockeys and TV shows with RCA Victor’s new artist Ray Peterson, whose waxing of "Fever" is breaking the Los Angeles area. . . . Dot Records President, Randy Wood flew to Memphis last weekend to address a conference on church matters presided over by James H. Elder, pastor of Mullins Methodist Church. . . . Eddie Cochran back in town after completing a five week tour of major cities in the U.S. and Canada with the Show of Stars. Liberty Records put a rush release on Cochran’s new single of "Cradle Baby" and "Twenty Flight Rock." . . . The new Del-Fi label holding a cocktail party this week to introduce pianist Henry Rose to disk-jockeys and the press. The new label’s first release features a vocal group on an unusual arrangement of "Caravan" which is getting excellent reception around the country. . . . Robert Clary will headline the new holiday show at Gene Norman’s Crescendo.

FRANKIE LAINE

JONNY MATHIS

JOHN CARROLL

ROBERT CLARY
the very wildest new single!

LOUIS PRIMA

with Sam Butera and the Witnesses

"BEEP! BEEP!"

a great new rocker
with a space travel theme
featuring unusual instrumental effects

"BUONA SERA"

lifted from Louis' great album
"the wildest"
to become a European smash hit!

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

**Disk Jockeys Played Most**

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

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<td>ROBBY HELMS (Decca)</td>
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<td>MARTY ROBBINS (Columbia)</td>
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21) LOVE ME FOREVER. 22) ROCK 'N ROLL MUSIC. 23) WHY DON'T THEY UNDERSTAND. 24) OH BOY. 25) WILD IS THE WIND. 26) PRETEND YOU DON'T SEE HER. 27) I'LL REMEMBER TODAY. 28) TILL. 29) A VERY SPECIAL LOVE. 30) CANDY TOPPER. 31) I WAS BORN. 32) JUST BORN. 33) BE BOP BABY. 34) FASCINATION. 35) OH OH OH. 36) BUZZ, BUZZ, BUZZ. 37) I ONLY WANT TO LOVE YOU. 38) BABY I DON'T CARE. 39) SATANAR. 40) DIRTY. 41) JINGLE BELL ROCK. 42) I NEVER FELT MORE LIKE FALLING IN LOVE. 43) CA C'EST L'AMOUR. 44) NO LOVE. 45) IF I CAN HELP SOMEBODY. 46) I'LL NEVER SAY NEVER AGAIN. 47) AGAIN. 48) MR. MARCH FROM THE RIVER KWAL. 49) SUGARTIME. 50) SAIL ALONG SILVERY MOON. 51) TREAT ME NICE. 52) LOVE BUG CRAWL. 53) JOHNNIE DREAM. 54) HEY ROSE. 55) EVERYDAY. 56) ALONE. 57) DON'T THAT REMINDS ME. 58) WHEN SCHOOL STARTS AGAIN NEXT YEAR. 59) DANCE TO THE BOP. 60) HEY SCHOOL GIRL. I'LL COME RUNNING BACK TO YOU. TEARDROPS. DESIRE ME.

**RCA Victor**

**45 ECONOMY PACKAGE OF "LENA HORNE AT THE COCOANUT GROVE"

EPA 4098 No cover. No minimum. But it's nightclub entertainment at its best as Lena sings: The Surrey with the Fringe on Top, Wouldn't It Be Loverly, Cockeyed Optimist and I Have Dreamed. It's going places at 45 rpm—America's favorite speed!

It's What's in THE CASH BOX That Counts—INTERNATIONALLY**
Bill Haley and his Comets

"MARY, MARY LOU"

and

"IT'S A SIN"

DECCA 9-30530

Brenda Lee

"ROCK-A-BYE BABY BLUES"

and

"ROCK THE BOP"

DECCA 9-30535

A NEW WORLD OF SOUND

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Sunny Gale
“A MEETING OF THE EYES”
DECCA 9-30518

Karen Chandler
and her Jacks
“SAIL ALONG SILV’RY MOON”
DECCA 9-30537

Sammy Davis, Jr.
“I’M COMIN’ HOME”
DECCA 9-30536

A NEW WORLD OF SOUND

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

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

And Mail To

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

List Your Top Ten Pop Tunes Here

NAME OF RECORD HERE                        ARTIST OR BAND HERE
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FIRM
ADDRESS
CITY...STATE...

Platter Spinner Patter
ALL ABOUT DISK JOCKEYS

Marie Peters, new gal deejay at station WTYM, Springfield, Mass., reports mail is coming in very well. Marie has been at it for about a month now and seems to have the situation well in hand. . . . WINS, New York, gave away turkeys to listeners who phoned the station after spotting deliberate errors made by Jockey Irv Smith on the 6 to 9 A.M. show, Monday through Saturday. The promotion ran through Dec. 7th. . . . Deejays will be seeing busy bee Buddy Basch about the time this column is in print. He'll be hitting seven cities in seven days to plug hit "Detroit, Cleveland, Toledo, Cincinnati, Indianapolis, Columbus, and Pitts-
burgh. . . . Dave Hart (WGUY-Banger, Me.) tells us that the station has changed it's survey for its weekly "Top Thirty On 1230". Now the program is "Top 30 on 1230 as reported by Cash Box Magazine". . . . Frank Bell (KTSU-San Antonio, Texas) reports that the station's 35th Anniversary party held Nov. 26, was a "fantastic success". Bell says that 8,000 people crammed into the Municipal Auditorium for the show and dance headlined by the Harry James Orchestra, with an additional 2,000 turned away. . . . John Stone, Wichita, Kan. deejay climbed into a pseudo satellite, hovering 40 feet above the ground Monday night, Nov. 4th, and stayed there for thirteen days, where he set a new record for broadcasting from the smallest and highest studio in the world. The "Mad Lad" studio is equipped with a telephone, an electric blanket, a stove and of course his turntable and microphone. Stone even received a guest, another Kansas deejay, Gary Chew. Stone's latest for Ebb is "Kenne Meeny Mienie Moe". Rose Artists Inc. handle his personal management. *

Johnny Bell (KYW-Cleveland, Ohio), host of the station's all night show, "Club Happy Hour", right to 6 A.M., sponsored the annual contest, "Capture the Band of Tomorrow" contest recently held at Cleveland's Public Hall. The Debonair's of Euclid High School won the big band division of the contest sponsored by two Cleveland newspapers, and the Chamber of Commerce. As sponsor of the Debonairs, Bell promoted them for various radio hops and invited them to appear live on several KYW broadcasts. . . . Walter Powell (WBVU- Barbourville, Kentucky) reports that after playing Roy Hamilton's disk "My Heart Sings", he was flooded with requests for more spins. The deejay feels that this one will be one of Hamilton's biggest. . . . Den Strauss (KXL, Missoula, Mont.) tells us that the station will be celebrating its tenth year of broadcasting, and would like to bring some top talent in for the occasion. Strauss wants to know if any readers can inform him as to how to go about this little task. The deejay says that money runs free in those parts, and "as you know, come on handy at times". Help will be appreciated. Bill Cusack, Bill Linne, Ray Mosher, Steve Smith, and Tony Rizz of WFST, Caribou, Maine, have been conducting record hops for the last four months drawing capacity crowds of teenagers. . . . Anita O'Day guested with Bob Eddy on WHEM, Watertown, New York, during "Beezer's Stampede". Curtiss Hover (KCSR-Chadron, Nebraska) invited 50 of his KCSR Bandstand listeners to a private screening of a recent motion picture on Saturday, Nov. 23. Invitations were based on correct answers to questions Hover asked about top 40 tunes and artists. Hover reports promotion was a real success.

VITAL STATISTICS:

WBAI-New York announced the appointment of Stephen F. Temmer to the post of General Manager. Temmer was formerly co-owner and vice president of Gotham Recording Corp, which he divested himself of earlier this year. . . . Dave Allen has left WACE in Chicopee, Mass. to take a 9 to 1, show at the new WTYM station in Springfield, Mass. Dave features music of the early thirties and forties and the show is reported bringing in a pile of mail. . . . Sam Zurek, Amsterdam, New York, is now a member of the WRSF, Saratoga and Glen Falls N.Y. Sam needs records immediately. Disks should be sent to WRSF, Saratoga, New York. . . . The appointment of Bill Armstrong as WDGY Program Director was announced by WDGY General Manager, Jack Thayer. Armstrong, in his new position, Armstrong announced that the station will continue to present "The Sound Of Today", popular music and news programs. . . . Joe Ryan (WALL-Middletown, N.Y.) is playing the official 1957 seal song "If I Can Help Somebody", every day until Christmas on his deejay show. . . . Chet Curtiss (WTRY-Ithaca, N.Y.) informs us that Duke Ellington and the Orchestra did one number there, December 5th. The deejay also states that Ray Nance and John Sanders stopped up to the studios and had a rather informal interview with Curtiss on his afternoon Waxworks program. . . . We hear Larry Gar (WSBC-North Wilkesboro, N.C.) has a successful Christmas program called "Xmas Carousel". It is the best used that every record firm has to offer in Christmas music. . . . Last week's issue incorrectly stated that Mike Laurence of WITH broadcast from Boston. The correct city is Baltimore.

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

December 21, 1957

• Billboard Review Spotlight

The Del Vikings

SNOWBOUND

AND

YOUR BOOK OF LIFE

MERCURY 71241

Johnny Jay

Billboard Spotlight Pick

Tears

COUPLED WITH SUGAR DOLL

MERCURY 71232

Sarah Vaughan

COUPLED WITH THE NEXT TIME AROUND

MERCURY 71235

The Gaylords

COUPLED WITH O MARI

MERCURY 71236

COMING DECEMBER 27th

NEW PLATTERS RELEASE "HELPLESS"

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY"
Nothing like it!

DOUBLE YOUR MONEY BACK

That's right! There's never been anything like it in the history of this industry! The Cash Box is the one and only publication in all the history of this industry that dares offer you DOUBLE YOUR MONEY BACK if, for any reason whatsoever you don't agree that The Cash Box is the finest publication for your purposes!

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

YOU CAN'T LOSE!!

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

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

NAME
FIRM
ADDRESS
CITY ZONE STATE
TO BE OR NOT TO BE

...excited when you know you have four great new records? Should you play it cool or beat the tom-toms? We're not biting our fingernails in indecision. We're wild about our new release.

OTIS BLACKWELL, writer of many big hits for others ("Don't Be Cruel", "All Shook Up" etc.) comes on strong as a performer of his own material in his Atlantic debut. RUTH BROWN is warm and sympathetic in "Look Me Up" and swings a mean beat in "New Love."

JOE TURNER has a two-sided smash in his combo of a teen-age rhythm side with a good old K. C. blues. CHUCK WILLIS, in "Betty and Dupree", has found a piece of folk-ish material that matches "C. C. Rider" in material appeal and strength of performance.

WHEN YOU'RE AROUND
MAKE READY FOR LOVE
Otis Blackwell 1165

LOOK ME UP
A NEW LOVE
Ruth Brown 1166

TEEN AGE LETTER
WEE BABY BLUES
Joe Turner 1167

BETTY AND DUPREE
MY CRYING EYES
Chuck Willis 1168

Probably the fastest selling single record in this country is this RCA waxing of "Mary's Boy Child" by Harry Belafonte. This has now topped the million mark six weeks after its issue and is a big landmark in our industry.

Paul Anka, now on a concert tour of Britain, made his initial bow last Saturday and was well received.

A Mario Lanza Concert at the Royal Albert Hall is scheduled for January 16. The Hall had S. O. notices outside the box office a couple of hours after ticket sales started. It is, therefore, most probable that additional concerts in London will be planned.

The excellent work of the Modern Jazz Quartet has been the talk of both pop and long haired musicians in the country.

Winifred Atwell has been honored once again. The Danish Royal Family asked her to appear in Copenhagen on December 14th for the Annual Royal Variety Performance there.

Plans for the Palladium vaudeville season next year include the possible appearance of Sammy Davis, Johnnie Ray, Nat "King" Cole and the Tren- ters for the big house. Also tipped to play the Palladium during that season are Tommy Steele and Lonnie Donegan.

There is a possibility of the Nat Cole's American TV show being seen over here. The Como Show is now set to start a twenty-six-week run on BBC-TV January 3 or 4. This show will now have a peak viewing slot and is bound to rate among the top shows in this country.

Channel 9 featured "The Pursuit Of Happiness Show" last Saturday which is known to you as the "General Motors 50th Anniversary Spectacular". The show, of course, was edited to slot in our commercials and ran for two hours. The show, although good, lost a great deal of its impact due to the fact that this was originally a colour show in the States and was shown to us on black and white.

The Dominion Theatre, where Judy Garland has recently appeared, is hoping to present more world-famous stars and, depending on availability, it hopes to bring Harry Belafonte over during 1958. Other stars being considered include Liberace and Jerry Lewis.

Frankie Vaughan who leaves for the States in connection with his first pic, "These Dangerous Years", may work with Mitch Miller while in the U.S.

Dave Shand, who used to play with the Ted Heath Band, moves into this Savoy Hotel with a resident band at this famous London landmark.

Frankie Vaughan has cut "Kisses Sweeter Than Wine" for English Phillips label.

PARIS: Henri Salvador, for many years under contract to the French Phillips label, has now decided not to renew his contract with that company. This great recording star would be quite a capture for any company particularly in the States since he is possibly one of the most versatile stars in Europe at the moment.

This Week's Best Selling Pop Singles (Courtesy "New Musical Express")

1 Mary's Boy Child
   Harry Belafonte (RCA)
2 Wake Up Little Sueie—Evelry Brothers (London)
3 I Love You Baby—Paul Anka (Columbia)
4 My Special Angel—Malcolm Vaughan (HMV)
5 Ma, He's Making Eyes At Me—Johnny Otis Show/Marie Adams (Capitol)
6 Be My Girl—Jim Dale (Parlophone)
7 Santa Bring My Baby Back To Me—Elvis Presley (RCA)
8 Let's Have A Party—Elvis Presley (RCA)
9 Alone—Petula Clark (Pyx-Nixa)
10 Reet Petite—Jackie Wilson (Coral)
11 Remember You're Mine—Pat Boone (London)
12 Let's Have A Ball—Winifred Atwell (Decca)
13 That'll Be The Day—Crickets (Coral)
14 Got-ta Have Something In The Bank Frank—Frankie Vaughan & Kayes Sisters (Philips)
15 He's Got The Whole World In His Hand—Laurie London (Parlophone)
16 All The Way—Frank Sinatra (Capitol)
17 Diana—Paul Anka (Columbia)
18 Peggy Sue—Buddy Holly (Coral)
19 Tammy—Debbie Reynolds (Coral)
20 Man On Fire/Wandering Eyes—Frankie Vaughan (Philips)
21 April Love—Pat Boone (London)
22 Wake Up Little Sueie—King Brothers (Parlophone)
23 Keep A Knockin' Little Richard (London)
24 Alone—Southlanders (Deca)
25 Alone—Shepherd Sisters (HMV)
26 My Dixie Darning—Lonnie Donegan (Pyx-Nixa)
27 White Christmas—Pat Boone (London)
28 My Special Angel—Bobby Helms (Brunswick)
29 Deep Purple—Billy Ward (London)
30 Handful Of Songs/Water Water—Tommy Steele (Decca)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Her 1st DECCA Release

FELICIA SANDERS

"THE SONG OF GERVAISE"

(TO HAVE and TO HOLD)

From the International Award Winning Film "Gervaise"

Written by

GEORGES AURIC WHO GAVE FELICIA HER FIRST BIG HIT

"THE SONG FROM MOULIN ROUGE"

DECCA 9-30538

A NEW WORLD OF SOUND

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

NEW YORK—The New York Foundling Home had its annual Christmas Party this year in the Grand Ballroom of the Waldorf-Astoria with Cardinal Spellman as host. Photographed at the affair with His Eminence are Irene Dunn, Mistress Of Ceremonies; and Capitol Records artist Delores Gray, who sang and entertained the children. About 2,000 persons attended and all proceeds from the affair went to the Foundling Home.

Wallichs Sets Plans For Angel Expansion

Hollywood—Glenn E. Wallichs, President of Capitol Records, last week announced plans for the expansion of the newly acquired Angel label.

"We are proud and happy to have the Angel label and its fine personnel in the Capitol family," Wallichs stated. "It is our intention to further expand the scope of this diverse repertoire and to intensify the sales and promotional efforts so that the entire country can be covered effectively at the time of release.

"There can be no possible conflict between our present Capitol line of Full Dimensional Sound classics and the Angel line. For the most part, Capitol Classics are recorded in this country, while Angel represents recordings made by outstanding artists in Europe and other parts of the world.

"However, to further assure the complete autonomy of the Angel label, it is our intention to maintain separate staffs devoted exclusively to Angel on all of the creative merchandising aspects vital to its continued development. We hope, of course, to considerably expand the overall sales through the Capitol branches and distributors which literally blanket the United States.

"While it is too early to release any details, right now we are developing plans for next fall and the year beyond for Angel, and we feel confident that the label will gain and hold a top position in the classical record field.

"Dario and Dorle Soria, who have contributed time and talent to the development of the Angel label in this country, will not be part of the Capitol organization. We understand that their intention is to remain in the field of music and we wish them continued success."

Record Stars Perform In Howard Miller Show

Chicago — The Howard Miller concert held Friday, December 9 in the Civic Opera House played to S. R. O. audiences in both the 7 p.m. and 10 p.m. shows.

Miller, well known local and national disk jockey, produced his third live stage revue, starring the Four Lads, Bonnie Guitar, Nick Todd, Sam Cooke, Jerry Lee Lewis and the Rays. Also on tap were Lola Dee, Eddie Dano, the Sprouts and the Del-Vikings.

Harry Meyerston To Decca

NEW YORK—Harry Meyerston, Director of Artists & Repertoire for MGM Records since the company's inception back in 1947, is leaving the MGM diskey and will join the A & R staff of Decca Records according to an announcement made last week by Milt Gabher, Decca vice president in charge of A & R. Meyerson will join Decca January 6, 1958.

Prior to his ten-year stint with MGM, Meyerston was with the Decca organization from 1934 to 1947. Before that he was west coast A & R head for RCA Victor.

Garner Wins Paris Award

NEW YORK—Erroll Garner was the recipient of a "Grand Prix du Disque" in Paris last week, for his Columbia album release in the French Capitol. The trophy was presented to him by the President of the French National Assembly, Andre Le Troquer, at a special Awards Luncheon of the French Academie du Disque, at which composer Darius Milhaud presided.

The Grand Prix du Disque is Garner's second such award from France. During the presentation festivities, Garner's prime album was buried in a time capsule for a Comedie Francaise, which is the French National Theater.

Columbia Records in this country launched a "Subtly To Garner," in honor of his many achievements, and have issued Garner's recording of his own composition, "Misty," to herald the special tribute.

Roulette Signs Picardi

NEW YORK—Roulette Records has just signed Lou Picardi to an exclusive recording contract. His first release for the label is a major purchase of two sides "You Need A Sweetheart" and "Make Up Your Mind." Picardi has been playing night-club dates in and around the New York area and resides in Brooklyn.

Roulette also announced the release of a new Hardtornes record of "Cry Like I Cried" and "So Good, So Fine," on the Gee label, a division of Roulette Records.

Million Seller

RKO Unique Records—1400 Broadway

ART MOONEY
And His Orchestra

“RIVER KWAI
MARCH”

MGM

Ernie Freeman
“Raunchy”

 Imperial Records

THE DYNAMIC MISS DOUGLASS
UNIQUE ALBUM LP 114

SANDS

SENSATIONAL!
“GREAT BALLS OF FIRE”

JERRY LEWIS

“MAKE-BELIEVE WEDDING BELLS”

NORMA DOUGLAS
Exclusive Recording Artist

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Canadian Capers

TORONTO TOPICS:

Cindy & Lindy (Sparton) appearing at the Imperial Room—Royal York Hotel. Nelson Eddy is booked into the same spot for New Year's Eve. Maureen Cannon (Reo) doing a wonderful job at The Stage Door. Fredie Sands (Reo) follows Dee 16th. Johnny Cash (Quality) in town guesting on The King Ganam Country Hoedown. Bobby Helms (Decca) scheduled for December 27th. Oscar Peterson packing them in at The Town Tavern for the past week. Josh King, now with CFRB, can be heard every Saturday from 1-2 P.M.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
3 Rocketing to the Top!

The Playmates

Rock With

"JO-ANN"

R-4037

Valerie Carr

Sings

"YOU'RE THE GREATEST"

R-4038

The Techniques

Blend

"HEY LITTLE GIRL"

R-4030

A SOUND BET...

BUY ROULETTE

Pat's Picks:

"MAKE BELIEVE WEDDING BELLS"

Recorded by

Dick Glasser

ARGO # 5283

Joyce "Pat" Ballard

(Merry Christmas and a great 1958!)
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**Cadence Celebrates 5th Anniv. With Pre-Xmas Party For Teenagers**

NEW YORK—Seven singers played pre-season Santa Claus when they entertained more than 500 Manhattan teenagers at a pre-Christmas pop music party at Hudson Guild Neighborhood House, 456 West 27th Street, in New York, last week.

Conspiring of youngsters, representing six Manhattan Settlement Houses, came to hear the Everly Brothers, Andy Williams and the Chordettes sing for them. All are recording artists with Cadence Records, which sponsored the festivities in honor of its fifth anniversary.

Also in the spirit of Christmas giving were the ceramic gifts made by Hudson Guild teenagers in their arts and crafts workshop and presented to Archie Bleyer, president of Cadence and entertainers by Robert McKnight, president of the Hudson Guild Neighborhood House Teen Council.

Assistant director of Hudson Guild, Thomas Wolf, M.C.ED the teenagers' part of the show and Bleyer put the professionals through their musical paces.

(Top Photo) shows the Everly Brothers singing "Bye Bye Love" to the youngsters. (Center Photo) shows Bleyer receiving a surprise 5th Anniversary cake from Bob Knight, president of the Hudson Teen Council. Looking on in the background are Ginny Lockard and Janet Bleyer, two of the Chordettes. The cake was bought by the youngsters with money from their Teen Council funds. (Bottom Photo) Andy Williams on stage entertaining the huge crowd.

**IA Pacts Cindy Tyson**

NEW YORK—Cindy Tyson, who is presently enjoying at New York's Copa, has signed a three-year contract for recording supervision with the Independent Artists Corp. of New York.

Miss Tyson, who recently signed with Mark Records of Utica, N. Y., is under the personal management of Frank Barbares of Detroit.

**Leo Israel To A&R Kiddie LP Series For New Judson Diskery**

NEW YORK—Judson records has concluded arrangements with Leo Israel to produce a series of children's records for the label. In the past ten years, Israel has written and produced albums for the leading companies in the children's record field. Some best sellers such as Prokoffier's "Cinderella", Tchaikowsky's "Sleeping Beauty" (both for Children's Record Guild) are Israel productions, as well as the "Just So Stories" with Garry Moore (Columbia), Israel has more than 150 children's albums to his credit. During the past year he has been producing the "Captain Kangaroo" records on Columbia.

Judson is planning to release an initial set of six children's albums during January and February. Thereafter two albums a month will be issued in the children's series.

For early release are the following albums: Stanley Holloway—"Gobbledegook Songs"; Alec Templeton—"Mother Goose"; Bob and Louise D'Cormer—"Songs Children Sing In Israel" (of Israel Arthur and Cyril Ritches); Hans Anderson's "The Chinese Nightingale" will be done with a local accompanies provided by Music Boxes. Two other stories, "The Steadfast Tin Soldier" and "The Emperor's New Clothes" will use the music of Grieg.

Rounding out the release are Susan Reed's "Story of Clesse"—The 15 Dancing Princes and the music of Mozart; Jon Arthur (of Jon Arthur and Sparky's "No School Today" Show); and Bible stories as published by Doubleday in an LP called "The Book Of God" by April Ouler Armstrong.

**Clark Inks Gallo Contract**

NEW YORK—The new Gallo label, with offices in New York, last week announced the signing of vocalist Lee Clark to an exclusive recording contract.

Clark's first release will couple "Please My Mother Loved", the title song of Milton Berle's first Roulette LP, with a new Nick Kean, a dubbing "Warm Lips and Cold, Cold Kisses".

**Miss Santa Assists Elvis**

ST. LOUIS, MO.—Jerry Lewis, record manager of the Interstate Supply Company, Victor's St. Louis distributor, dressed a young model in Santa Claus attire and sent her on a tour of local stations with Victor's smash "Elvis' Christmas Album". Miss Santa is shown above introducing the album to three local de jays Bill Crabbe, KXOK; Bob Gotch, KMOX; and Harry Fendel, also of KMOX.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
Audio Fidelity Offers First Compatible Stereophonic Disk

NEW YORK—Audio Fidelity Records, which has built a tremendously successful corporation by repeatedly offering the public something different, has done it again. The diskery, which has developed a hit streak following strictly on the quality of its merchandise, last week introduced the first stereophonic disk which it is calling the Stereodisc. (Audio Fidelity has already applied for registration of the Stereodisc name.) The recording features one of the label’s best selling artists, the Dukes of Dixieland on one side, and Railroad Sounds on the other. The album (shown above) is housed in an attractive jacket made of black linen and carries a gold band describing the contents of the disk.

The Audio Fidelity Stereodisc looks like any other record on the market today. The only difference is in the reproduction of sound and/or the actual direction of sound. All records produced today are monaural records in which the sound is transmitted into a single track which tends to lose the directionality of the sound. The new stereophonic sound is built on the separation and maintenance of two separate sound tracks which retain the directionality of the sound. One actually hears the series of sound or tonal variations with both ears instead of one. This might be similar to a definition of the difference between the ordinary motion picture and the wide-screen, three-dimensional spectacular.

The record, a prototype of Audio Fidelity Stereodisc records to follow, will be made available to the record public at the company’s regular list price of $5.95. Sidney Frey, president of Audio Fidelity, said that since the disk is a commercial pressing, it will be able to be turned out in volume to meet the expected public demand.

The Stereodisc is a compatible disk . . . it can be played monaurally on any type of system in use today and will also be able to be played bi-aurally on any home system that is bi-aurally equipped. Further records are made available to the mass market.

The Audio Fidelity Stereodisc was mastered using the Westrex system and pressed by B & C Recording, Inc. Because of the tremendous interest in response to the Stereodisc, Audio Fidelity has decided to make the record available, as a public service, to accredited members of the industry, upon request from any executive on his company letterhead.

Hi-Fi-Er Disk Kit

CHICAGO, ILL.—A new Wollensak Intros Stereo Tape Recorder called the “1515,” was recently introduced by the company.

The new system, shown above, enables recording and playback monaurally in both directions on the upper channel. The lower channel, necessary for stereo, is designed to plug directly into the Magnetic Phone at Tape Input of a Hi-Fi Pre-amplifier. If desired, with the addition of a small pre-amplifier, the lower channel can be connected to the phono input of your radio, phonograph or TV.

The system’s specifications are as follows: Wow and flutter less than 0.5% at both 8% and 7% I.P.S.; signal to noise ratio—80 dB; overall distortion—less than 0.8%; 50 DB crosstalk. The frequency response at the different speeds is as follows: 40–15,000 cps. ± 3 db, at 5.5 I.P.S.; 40–8,000 cps. ± 3 db, at 3.75 I.P.S.

The new Wollensak 1515 Stereophonic Hi-Fi Fidelity Dual-Speed Tape Recorder comes complete with Wollensak Stereophonic Head, ceramic-type wide-range microphone, 2 reels of tape, and cords. It retails at $225.50.

New United Speakers

NEW JERSEY—The United Speaker Systems Company of New Jersey last week introduced the X-200 and X-100 Speaker Systems in the moderate and low-priced categories. The X-200 employs two matched 8½-inch AccuSonic bass drivers coupled to an exponential horn with a mouth area of 4 sq. ft. The precisely designed X-200 horn is unique in that it does not fold, thus permitting more efficient coupling at higher frequencies. High frequencies are reproduced by 2 integral 3-inch cone tweeters. Overall frequency response is 37 to beyond 18,000 cycles.

Cabinets are of low-boy design suitable for either corner or wall placement, and come in pewter walnut, African mahogany or korina finishes. Overall dimensions are 28 inches by 37 inches by 18¼ inches deep.

The X-100, shown above, employs an 8¼-inch AccuSonic woofer with a 1 lb. 5 oz. alnico V magnet plus a 3-inch integral conetweeter to obtain a smooth frequency response from 45 to 16,000 cycles. Critical resistance is 600 ohms. Otherwise be it noted that 7½ cycles for extended bass response and clean transients. The X-100 comes complete with ¾-inch furniture hardwoods throughout with birch burl front panel in African mahogany, Swedish birch or pewter walnut.

Hi-Fi record specialties are invited and descriptive sheets are available to any readers upon request.

Hi-Fi-Er Disk Kit

NEW YORK—The Manhattan Recording Corp. last week introduced a brand new pop-line of Stereophonic Tapes.

The tapes, known as the Manhattan 100 Series, with a play time of fifteen minutes, list for $0.95 each, are presented on a 2-inch reel at 7½ inches per second, and are packaged in a multi-colored box, with a large, colorful red label plus program note inserts.

An opening catalog of four releases is now available in the East, and negotiations are now in progress with distributors throughout the country. A comprehensive repertoire is scheduled for future releases, to include Latin-American rhythms, jazz, classics, mood-dance music, international folk, standard pop instrumentals and vocal, flamenco guitar, primitive rhythms, etc.

The firm is headed by president, Nathan G. Shapiro, with A & R department under the helm of popular orchestra leader, Joe Renee.

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

NEW YORK — Everything that pretty Sylvia Robinson of the Mickey and Sylvia singing team is showing Santa Claus on her gift list probably adds up to one definite request: Dear Santa, please give us another hit record soon on the Vik label. Her partner, Mickey Baker, smiles his approval. They visited the bewhiskered gent at Blumstein's department store in NY.

Just Like a Picnic

WASHINGTON, D. C. — A picnic atmosphere prevails as The Sprouts, Bobby (left) and Billy (center) visit Mill Grant on the latter's popular "Bob and TV Show" broadcast daily in Washington, D. C. over WTUG. The Sprouts paid Grant a visit as part of a disk jockey promotion tour to plug their recent RCA Victor release, "Goodbye, She's Gone" b/w "Teen Baby Bopper.

Boston DJs Fete Duffy

NEW YORK — What the music trade would call "a real switch" happened to Bob Duffy, WBCN Promotion Manager.

Duffy arrived at his home in Jackson Heights and found the house in darkness as he entered. Suddenly all the lights went on and Bob was in the midst of a surprise-farewell-party given by a group of Boston disk jockeys. The occasion was the announcement of Duffy's transfer January 1st from the Vik operation to an RCA Victor field post in another part of the country.

The jockeys flew to New York for the party Tuesday evening and went directly back the same night in order to maintain their programming schedules. Among those present were Kenny Mayer, WBOS; Joe Smith, WYCA; Stan Richards, WORL; Norm Prescott, WZQ and others.

Duffy was presented with a gold watch inscribed as a memento of the event. His only comment was, "This is the first time I ever heard of disk jockeys running a party for a promotion man."
Goodmans Acquire Bally Records' Catalogue

NEW YORK—Music publishers Gene and Harry Goodman last week announced that they have acquired the last existing of released and unreleased masters formerly under the Bally banner, for an undisclosed figure. It was understood that the Betty Johnson singles which she recorded for Bally were not included in the deal. Betty's biggest record for Bally was the long running hit: "I Dreamed." The Goodmans were represented by Attorney Harold Orenstein.

BMI Awards Go To Songwriters, Publishers At 6th Annual Dinner

NEW YORK—Broadcast Music, Inc., last week honored songwriters and music publishers from twelve states for producing songs that attained national popularity in 1957. Robert J. Burton, vice-president in charge of domestic performing rights, for the music licensing organization, presented the citations at BMI's Sixth Annual Award Dinner in the Grand Ballroom of the Hotel Pierre.

A total of forty-eight songs received citations in recognition of the great national popularity they attained. The writers of the tunes represented twelve states ranging from Massachusetts as far west as California and Texas, and as far south as Tennessee and Georgia. Other states represented were Ohio, Missouri, New Jersey, New Mexico, New York, North Carolina, and South Carolina.


Liberty Gets "Baby" Master

NEW YORK—Liberty Records, under the direction of President S. Warenker, executed a rapid purchase and production deal, last week, when the firm added several companies for the rights to the song "Baby," sung by the groups and written by Don Burch, member of the vocal quartet. The deal was set, the tape flown to Beverly Hills from Houston, and records were pressed and shipped all on the same day.

Warenker predicts the record will be a "top holiday sales hit and one of the biggest grossers in the country by the end of this month." The record is backed with "You Mean Everything To Me," also sung by the groups. The group consists of Don Burch, John Goode, Tommy Kasper and B. Doyle, with J. Webb on bass.

Jubilee Releases 3 LPs; Signs New Artists

NEW YORK—Jubilee Records, inc., in advance of releasing new albums, issued three new LPs last week, it was announced by Morty Paltz, president of the company. The new albums are "Love Letters," by Fostini, a reading of romantic miscellany selected through the ages by historical figures and recited against a musical background; "Holding Hands," by Alex Tavares, a group of standards the singer has popularized while performing in his night club engagements; "The Jukebox Ballad QuinSett," a jazz album by Jackie McLean.

At the same time, Paltz announced the addition of two artists to the Jubilee roster: Jimmy Boyd, the teenage singer who rocketed to fame some years ago with his Xmas hit, "I Saw Mommy Kissing Santa Claus"; and Pat Kelly, a Nashville rock-a-billy artist. Boyd has already cut sides for Jubilee soon to be released.

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

CHICAGO—"Lil' Wally" Jagielo, proxy of Banana Records, has pacted the Ampol Aires, a polka group, whose first two polka releases are "Two Poles and a Pole of My Mother In Law, She Is Dead Folks." Shown above with Lil' Wally are, Andy Day, Roman Travers and Rudy Stenkowski of the Ampol Aires.
HOLLYWOOD — The only entertainers playing a command performance for President and Mrs. Dwight D. Eisenhower when the nation’s first lady and the President recently hosted a dinner for members of the President’s Cabinet at the White House in Washington, D. C., were Les Paul and Mary Ford, Capitol recording artists.

Les and Mary favored Mamie with their version of her favorite song, “Vaya Con Dios.” The vocal talents of the President and the keyboard artistry of Vice President Richard Nixon were amply displayed when they joined Les and Mary with a rousing rendition of “Deep In The Heart Of Texas.”

NEW YORK—Danny’s Hideaway was the scene of a recent cocktail party for the dealers, deejays and press held in honor of Milton Berle. It was the last of a series around the country given as part of a promotion for Berle’s Roulette LP, “Songs My Mother Loved.” The smiling faces, shown above from left to right belong to Gail Kuhr, featured dancer in “Rumpel,” Jerry Shifrin of The Cash Box, Berle and Ira Howard of The Cash Box.

**Les Paul-Mary Ford Entertain Ike**

Riverside Parties Press To Intro Abby Lincoln LP

NEW YORK—The Riverside Record Company last week held a cocktail party at the Le Cap almond to introduce songstress Abby Lincoln to the trade and to announce the label’s first jazz LP for the dinkory.

The new album, titled “That’s Him,” is a departure for Miss Lincoln in that it is her first jazz effort on wax as opposed to the sophisticated song stylings she had recorded in the past.

On her new disk, she works with such prominent jazz musicians as Sonny Rollins, Kenny Dorham, Winton Kelly, Paul Chambers and Max Roach. The recording will be released late this month.

Miss Lincoln opened a two week stint at the Cupidon spot December 16. And she is being set for a series of appearances in leading jazz clubs throughout the country.

Riverside is planning a major promotion for the label’s LP.

**Richard Linke To Manage Connie Russell, Ray Price**

NEW YORK—Dick Linke, who recently left Columbia Records to go into personal management, has just signed two more singers for his talent stable. They are the well-known Connie Russell and country singer Ray Price.

Linke has recently been in Hollywood where Andy Griffith, who is under his aegis, is filming “Onionhead.” He also manages singer Gloria Lambert, and Tommy Leonetti of TV’s “Your Hit Parade.”

**Jodie Sands Named Most Popular**

NEW YORK—Song Parade, a Belgian music publication, named songstress Jodie Sands the most popular female vocalist of the year and her recording “With All My Heart” the top song of the year, according to Bob Marcuccio, head of Chancellor Records, the label for which Miss Sands records.

Chancellor is currently plugging its Frankie Avalon disk “This Dee Dinah” and the youngster will perform the number on ABC-TV’s “American Bandstand” Show this week.

**Kupcinet MC’s “Off The Street” Xmas Show**

CHICAGO—Irv Kupcinet, Chicago Sun-Times man-about-town, emceed the huge “Off The Street Club” Christmas benefit show sponsored by the Chicago Federated Advertising Clubs at the Conrad Hilton Hotel, December 5.

Kup presented a colorful cast to a packed house, topped by the fabulous Jimmy “Schnozzola” Durante; Columbia recording star Johnnie Ray, currently appearing at the Black Orchid; accordionist Tony Bellus, star of the Camellia House of the Drake Hotel; Princess Abilia and King Christian, calypso artists from the Blue Angel; and a surprise guest—Jerry Colonna, who was recently picked by WBRB for the Late Show TV spot. The orchestra was conducted by Lou Breese.

Kup informed The Cash Box that proceeds from the benefit performance will bring Christmas cheer to thousands of needy youngsters throughout the area.

**Special Mercury Xmas EP**

CHICAGO — Mercury Records, in cooperation with the National Tuberculosis Association, has issued a special EP disk for deejays featuring the official 1957 Christmas Seal Song, “If I Can Help Somebody” as performed by Billy Eckstine.

The disk includes special introductions by Sarah Vaughan, Patti Page, David Carroll and Eckstine.

“**It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY**
Best Selling EP’s

1. **JAILHOUSE ROCK**
   Elvis Presley (RCA Victor EPA-4114)

2. **ELVIS’ XMAS ALBUM**
   Elvis Presley (RCA Victor EPA-4108)

3. **RICKY**
   Ricky Nelson (Imperial EP 153)

4. **FOUR BY PAT**
   Pat Boone (Dot DEP 1057)

5. **AND A VERY MERRY CHRISTMAS**
   Pat Boone (Dot DEP 1062)

6. **LOVING YOU**
   Elvis Presley (RCA Victor EPA-1, 2-1515)

7. **THE GREAT BALL OF FIRE**
   Jerry Lee Lewis (Sun EPA-1-107)

8. **AROUND THE WORLD**
   Nat "King" Cole (Capitol EPA-1-813)

9. **SPIRITUALS**
   Tennessee Ernie Ford (Capitol EPA-1, 2, 3-818)

10. **PEACE IN THE VALLEY**
    Elvis Presley (RCA Victor EPA-4054)

11. **JUST FOR YOU**
    Elvis Presley (RCA Victor EPA-4041)

12. **A CLOSER WALK WITH THEE**
    Pat Boone (Dot DEP 1056)

13. **HYMNS**
    Tennessee Ernie Ford (Capitol EPA-1, 2, 3-756)

14. **HERE’S LITTLE RICHARD**
    Little Richard (Specialty SEP-400-1-2)

15. **LOVE IS THE THING**
    Nat "King" Cole (Capitol EPA-1, 2, 3-824)

Leroy Anderson
FORGOTTEN DREAMS

Recorded by:
- Leroy Anderson on Decta Records #30403
- Cyril Stapleton on London Records #1754
- Frederick Fennell on Mercury Records #21170

MILLS MUSIC, INC.

Now... And All Through the Winter Season
Leroy Anderson’s Sleigh Ride
100% Recorded

THE ORIGINAL
Is On The Nasco Label
“OH JULIE”
by The Crescendos
NASCO 6005

NASHBORO RECORD CO., Nashville Tenn.
Southern Plastics, Nashville; Plastic Products, Memphis; Monarch, L. A.

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
Promotion Record Scores Canadian Success For RCA Victor-Kleenex

TORONTO, CANADA—A self-liquidating record-premium promotion starring Perry Como in his first such venture is scoring an outstanding success in Canada, according to Len Headley, manager of RCA Victor's Custom Record Department.

A Perry Como 45 rpm extended play record was offered publicly on "The Perry Como Show" of October 12 for a "write-in" to a Toronto P.O. Box number enclosing 50 cents and a Kleenex proof of purchase. The TV offer was supported by in-store displays and package inserts. The joint sponsors of the promotion used 6 different P.O. Box numbers—one number was used on the TV announcement, another on the in-store displays and still another in the Kleenex box inserts, thus enabling the sponsors to determine an accurate response pattern.

According to Headley the mail response to the initial TV announcement was almost instantaneous, being evidenced in the daily requests commencing the third day following the announcement and continuing at an increased daily tempo for another 10 days, at which point a falling off in the daily requests was noted. And, second and final announcement was made on the Como Show of November 2, 1957 which once again had an immediate effect on daily requests; the pattern this time being almost double the results following the first announcement.

About the third week following the original TV announcement the in-store displays and package-inserts began to reflect in the daily requests for the Como record. And a peak was reached at a point coinciding with the maximum impact of TV and point-of-sale promotion. As might be expected, the response to the final TV exposure began to dwindle and continue to fall-off, but the response to the point-of-sale exposure is continuing without any visible sign of fal-off.

This self-liquidating record promotion has already produced requests totalling in excess of 35,000 records in its first 8 weeks and, at its continuing rate of 1,000 to 1,500 requests per day, Headley states it is fully expected that the final figure will exceed 50,000 records.

The sponsors stated that they initially set 15,000 requests as constituting a successful promotion in Canada.

One Man Show

CHICAGO—Decca's recording star, Sammy Davis, Jr., frolicked through an exciting three hour, one-man concert performance with a seemingly never ending repertoire of routines and songs, gingerly spiced with peppery mini-cry; at Chicago's Civic Opera House December 2. The affair was a benefit performance for Chicago's Urban League (a Red Feather Organisation).

Sammy capped a busy week of appearances in Chicago by donating his services for the affair, playing before a full house. The show was titled "An Evening With Sammy Davis, Jr." He was accompanied by 50 piece orchestra conducted by Sammy's personal musical director, Morty Stevens and Walter Dyett.

The show was emceed by deejays Marty Faye of WAAF and WBKB-TV and Daddy-O-Daylle of WMAQ. Johnny Mathis, currently appearing at the Black Orchid, was a surprise guest on the stage with Davis during the opening portion of the show. Johnny's newest release is "Wild Is The Wind" on the Columbia label.

Prominent among the Urban League's officials who planned the affair were; Edwin C. Berry, General Director and Paul G. Gardner, Public Relations Director. Mr. Berry credited the entire membership of the league for the tremendous ticket sales; especially mentioning President N. O. Calloway, Finis Henderson and, of course, Sammy Davis, Jr.

United Artists Starts Spinning

NEW YORK—The first two disks ever to carry the United Artists Records' label are presented to President Max E. Youngstein (second from right) by his executive assistant, Alpert H. Tamkin. Witnessing the historic occasion are Harold L. Friedman (left), sales director, and Jack Lewis, artists and repertoire representative. The platters are being marketed in a national promotion tie with United Artists' multi-million-dollar Christmas release. "Leg-end of the Lost." They include the title tune from the film starring John Wayne, Sophia Loren and Rossano Brazzi.

Seeco Inks Elsa Maxwell To Wax Pact

NEW YORK—Sidney Siegal, president of Seeco Records, last week announced that he has signed Elsa Maxwell, famed party-giver and regular on the "Tonight" TV show, to a long term recording contract.

Siegal revealed that Miss Maxwell has long been interested in popular music and the entire repertoire in the album she will record for Seeco is made up of original tunes written by Miss Maxwell through the years. Miss Maxwell will sing her own songs backed by a full orchestra.

The front cover will be a reproduction of an oil painting made of Miss Maxwell by a contemporary artist. The LP will be released shortly after the first of the year and will be a part of the Seeco "Celebrity Series" which already includes such artists as Hildegarde, Skitch Henderson, Cy Coleman, Margurette Sierra and Milton Saunders.

Siegal's label recently pacted Jose Melis, also of the "Tonight" show and first learning of Miss Maxwell's hidden talents as a singer and songwriter from Melis.

Belafonte Disk Soars In England

NEW YORK—George R. Prutting, RCA Victor International Sales Manager, confirmed reports last week that Harry Belafonte's single record of "Mary's Boy Child" reached a sales figure of nearly 1¼ million copies in England.

According to Ted Lewis, Chairman of the Board for British Decca, this marks the first time any one record has hit a million in the British Isles. "The disk has made a steady appearance on the London Pop charts ever since it was released overseas in October, and attests to Belafonte's tremendous appeal in England." Prutting stated it is highly probable that Ted will issue a gold record to Belafonte in honor of being the first artist to accomplish such a success.

The Cash Box, Music Page 37 December 21, 1957

"It's what's in THE CASH BOX THAT COUNTS—INTERNATIONALLY!"

The Spades "BABY" and "You Mean Everything To Me" # 5510

Liberty

Records, Inc.

Don Carroll

"The Gods Were Angry With Me" Capitel # 3838

Central Gongs, Inc.


The Latest By THE CHORDETTES "PHOTOGRAPHS" & "BABY OF MINE" 1341

Cadence Records

119 W. 49th St., N. Y., N. Y.
"LES AND LARRY ELGART AND THEIR ORCHESTRA"—Columbia CL-1052 (1-12" LP)
The Elgart Orchestra under the leadership of both Les and Larry Elgart for the first time on record is in fine shape as it renders some easy on the ear sax sessions. The appealing brass delivery handomely compliments the selections, which include "You're Wild-Ly Crazy", "Biddin' My Time", "One Man On The Tube", and "Preludin To A Kiss". The issue should be readily accepted by the musicians' large following. Important dance band issue. Deejays andteeners should be spinning this one often.

"THE ROARING 20'S"—Enoch Light and the Charleston City Trio—CRL-57191 (1-12" LP)
The recording, representing the diskery's fourth issue describing the roaring decade, is a two disk entry this time. Enoch Light and the Charleston City crew offer authentic portraits of the racy tunes that reflected the bright outlook of the country at the time. The twenty four tunes heard include "I'm Looking For Four Leaf Clover", "Ain't We Got Fun", "I Want To Be Happy", and "Everybody Loves My Baby". The diskery can expect the same great success its had in the previous volumes.

"JIMMY LUNCEFORD IN HI-FI"—Sy Oliver and his Orchestra—Decca DL-8506 (1-12" LP)
Oliver, who was a member of the Lunceford organization, takes a dozen items associated with the late band leader and puts them through authentie reproductions. While employing some of the musicians who actually played with Lunceford, (Buddy Wilcox, Teddy Hawkins, George Dusenberry, etc.) Sy Oliver's crew offers "Taint What You Do", "Rhythm Is Our Business", "I'm Walking Through Heaven With You", "I'm Blue Heaven", and eight others. A number of copyright hassles hampered Sy in the original Lunceford style. This disk should share in the coin this new interest in the Lunceford will attract.

"SONGS OF FAITH"—Lawrence Welk—Coral CR-51791 (1-12" LP)
Once again the famous maestro displays his complete mastery of any type music, this time through a program of religious items. While featuring the vocal efforts of the Glee Club, the Lennon Sisters, and Jim Roberts, Welk lends his crew through "Somebody's Bigger Than You Or I", "The Lord Will Understand", "Give Us This Day", "Ave Maria", and others. The pressing is an excellent holiday issue. And should do well long after Christmas. Could be a long running item.

"SWINGING EASY"—Sarah Vaughan and her Trio—Emarcy MG-36109 (1-12" LP)
The top flight songstress once again displays that inventive delivery and the compliment any song so beautifully. Miss Vaughan is certainly at her melodic best on the pressing, and the small instrumental background admirably assists her. Some of the tunes receiving the distinctive stylings are "They Can't Take That Away From Me", "Polka Dots And Moonbeams", "Pennies From Heaven" and "Words Can't Describe". Another gem destined for lots of deejay and sales activity.

"JIMMY DEAN SINGS HIS TELEVISION FAVORITES"—Mercury MG-20319 (1-12" LP)
The platter showcases the TV country artist with a host of items well fitted to his style. Dean has a way with songs that can do nothing but compliment them as he displays while rendering puddies that are both slower items, as "Nothing Gonna Stop My Baby" and "Hello Mr. Blues", as well as quick beat tunes, such as "What This Old World Needs", and "Glad Rags". The album should receive a ready welcome from the songster's many fans.

"MISS SMITH GOES TO PARIS"—Ethel Smith at the Organ—Decca DL-8430 (1-12" LP)
The noted organist lends her creative stylings to a program of items familiar to France. Miss Smith's distinctive delivery is a compliment to any tune as she so convincingly shows while rendering the likes of "Under Paris Skies", "Mademoiselle De Paree", "If You Love Me", and "Portuguese Washerman". The Hammond perfectionist has a pressing destined for lots of deejay-sales action.

"THE WILDEST SHOW AT TAHOE!"—Louis Prima with Keely Smith, and Sam Butera and the Witnesses—Capitol C-105 (1-12" LP)
With Prima on trumpet, and sharing the vocal inserts with Keely Smith, the musicians run through some mighty enjoyable selections on the pressing. Prima, Smith and the Witnesses seem to be having a ball on the platter, which was recorded in actual performances at Lake Tahoe. The tunes include "On The Sunny Side Of The Street", "Hello, High The Moon", "Come Back To Sorrento", and "I've Got A Right To Sing The Blues".

"NO SAD SONGS FOR ME!"—Alan Copeland—Coral CR-1441 (1-12" LP)
Copeland's first LP effort for the diskery is a pleasing item. The songster, currently singing on the "Young Hit Parade" TV show, showcases a program of tunes that stick with the title of disk. Some of the numbers are "Nothing Ever Charms My Love For You", "Dear I Do", "Love Turns Winter To Spring", and "That Happy Feeling". The Leslie Horns' instrumental accompaniment handsomely compliments the talented vocalist. Okay set.

"INVITATION TO DANCE WITH BOSTIC!"—Earl Bostic—King 547 (1-12" LP)
The warping features the popular alto saxist displaying his distinctive stylings to a host of danceable items. The platter, which lends itself to an evening as a listening as it presents Bostic showcasing a number of evergreens ("Temptation", "September In New York", "She's Funny That Way", etc.) plus a few originals ("Just Too Shy", "A Gay Day", and "Excercise"). The musician has a disk sure to capture new fans.

"LARRY KERT SINGS"—Epic LN-3409 (1-12" LP)
The pressing represents the vocalist's initial effort for Epic, Kert, currently singing in the hit musical "Best Side Story" is ably aided by the orchestra under the direction of Fred Hellerman, Sammy Benskin, or Johnny Carisi. The tunes, all products of William Attaway, include "Please Tell Me Your Name", "Judy Browned", "This Thing I Must Do", and "Sweet Johnny's Eyes". Waxing offers some easy listening.

"DOGGIE BEAT FOR DANCING FEET"—Bill Doggett—King 557 (1-12" LP)
Doggett treats the listener to a program of numbers designed to offer a dancing beat. Playing along with the popular Bill Doggett on guitar, Shep Shepherd on drums, and Clifford Scott on alto and tenor sax, as well as the pianist, Doggett's highlights through his three current single "Softy", plus eleven others including "And The Angels Sing", "What A Difference A Day Made", "Ramb-Bunk-Shus", and "Hot Ginger". Lively dance issue.

"SONGS FOR THE MOOD YOU'RE IN"—Various Artists—Mercury MG-3541 (1-12" LP)
This Mercury issue programs twelve selections previously released as singles. Side one of the latter features an all male cast as Vic Damone ("In My Own Quiet Way"), Tony Martin ("I'll See You In My Dreams"), and Billy Daniels ("And This Is My Beloved"), among those heard. The flip side offers six female vocalists including the orchestra of Edwin Howard ("Make An Intellectual", "Fatti Puge (This Is My Song)", and Georgia Gibbs ("How Did He Look"). Pianoood stints.

"TEEN TIME"—Ricki Nelson, Jeff Allen, Gary Williams, and Rock Murphy—Verve MG-V-2085 (1-12" LP)
The platter features three previous Ricki Nelson hits as well as representations of Randy Sparks ("Yo, No Napoleon"), Jeff Allen ("That'll Be The Day"), Gary Williams ("Travelin' Blues Boy"), and Rock Murphy ("Electric Guitar Boogie"), among a "Teenager's Romance", and "You're My One And Only Love". This should meet with the hearty approval of the teenage market.
JAZZ

VERVE'S JAZZ AT NEWPORT SERIES—MG V-8232 through MG V-8245

At the left are two albums from a set of fourteen discs issued last week which were recorded at this year's Newport R.I. jazz festival in July. The fourteen albums represent all types of jazz played by George Lewis and his Merwyn Murphy At Newport MG V-8232, Modern Jazz Quartet with William Phipps and Isham Jones At Newport MG V-8233, The Chieftains with Bob Brokemeyer At Newport MG V-8234, Vocal (Gail Fitzgibbons and Billie Holiday) At Newport MG V-8235 and Gospel (The Drinkard Singers—The Back Home Choir At Newport MG V-8236). Some of the other jazz notables represented include Count Basie, Joe Jones, Jack Teagarden, and The Jazz Laboratory. The readers are promised a terrific reception from followers of the music who didn't make the festival as well as those who were on hand.

CLASSICAL

“MUSIC FROM JAMAICA”—Phineas Newborn, Jr.—RCA Victor LPM-1589 (1-12" LP)

Newborn presents a jazz-like interpretation of Harold Arlen's melodies. The orchestra that has become so popular disk-wise lately. The noted pianist received the expert assistance of the likes of Jimmy Cleveland (Trombone), Oss Johnson (Drums), and George Devierev (Bass) form of goodly promise which are "Pretty To Play With". "Here's That Yank Dollar", "Push De Butten", and "Take It Slow, Joe". Fine display of Newborn's piano artistry.

CHRISTMAS

PROKOFIEFF: Concerto No. 3, Gary Graffman Piano/Classical Symphony, San Francisco Symphony, Enrique Jordi Conducting—RCA Victor LM-1539 (1-12" LP)

Graffman's beautiful keyboard work and Jordi's fine conducting of the San Francisco crew make the issue rank among the better of both works. The great composer's pieces receive outstanding interpretations; the lyrical Concerto being handled by the singing pianist and Jordi's orchestra, beautifully with the wistful beauty of the keyboard artistry of Mr. Horowitz.

MIKOLO ROZSA: Concerto For String Orchestra, OP. 17—VITTORIO RIENTI—Dance Variations For String Orchestra—CARLOS SURINACH Conducting ICM Creative Music—MG-M G2665 (1-12" LP)

Carlos Suriach and the MGM String orch render laudable portrayals of the works of two composers. Rozsa, known for the scores of such familiar items as "The Thief Of Bagdad", "The Lost Weekend", and "Ivanhoe," is represented on side one with his Concerto for String Orchestra, OP. 17. Mide two features of the work of Vittorio Rieti, known for such works as his ballets "The Puppet", and "Oedipus". A worthy light classical entry.
The Cash Box "Sure Shots" highlight records which reports from retail dealers throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

**"A VERY SPECIAL LOVE"**
Johnny Nash
ABC Paramount 9874
Debbie Reynolds
Coral 61897

**"THE BIG BEAT"**
Johnny Nash
ABC Paramount 9874
Debbie Reynolds
Coral 61897

**"I WANT YOU TO KNOW"**
Fats Domino
Imperial 5477

**"DESIRE ME"**
Sam Cooke
Keen 4002

**"FEVER"**
Ray Peterson
RCA Victor 7087

**"A BROKEN PROMISE"**
Four Coins
Epic 9253

The Cash Box, December 21, 1957

ATTENTION, MANUFACTURERS

We are open and swinging. Staffed with the most experienced personnel in the Northern Ohio area, we are prepared to give your line the utmost in sales and promotion. We are now exclusive distributors for Sun Records in this area. Manufacturers invitations invited.

STERLING MUSIC DISTRIBUTORS, INC.
2928 PROSPECT AVE, CLEVELAND 15, OHIO
PHONE CH 1-5179

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
NEW YORK:
Just about the only things New Yorkers are talking about these days is the weather and the subway strike—neither of which are a cause for happiness. It has, at this writing, been raining or snowing for ten straight days. The weather and subway strike have local merchants screaming something fierce. . . . Heard from Mel Turroff, Roulette Records, and after listening to his story we’re not the only ones razzing the public transportation here in New York with our weather and strike. It seems that a couple of jockeys from Buffalo, long time anti-each-other, met in a local bistrot and immediately got into a verbal battle that was a real sight. One of the deejays ended the scene by leaving—but returned about thirty minutes later with two hoods whom he turned loose on his competitor. A local record store owner, not too impressed, in the spirit of Christmas already upon him, entered the arena and tried to soothe everyone concerned. So—they dragged him outside and beat him rather severely until passers-by ended the fracas. Mel tells us he tried to keep things peaceful. Oh well! Boys will be boys. . . . Al Silver, Herald and Embark bossman says “It’s a wonderful feeling,” when he was discussing how well his records are doing. With most labels waving the cry towel, Al has one of the hotter periods on his half a dozen years as a record manufacturer. His “The Joker” by Billy Myles, one of the country’s leading waxes, slipped for a little but is now on the upsurge again. To further broaden Al’s smile, “Walkin’ With Mr. Lee,” is now racking up sales like the air. Al is a Silver, “it will eventually be my number one seller of all time.” Also helping to build up the totals is “I Remember Dear,” by the Tune weavers on Casa Grande. The deck is beginning to move nicely. Silver also advises he has picked up another master from the Philadelphia wax gardens. This one is a hit in New Jersey. . . . Sid Arky and Al Silver, “it will eventually be my number one seller of all time.” Also helping to build up the totals is “I Remember Dear,” and the Tune weavers on Casa Grande. The deck is beginning to move nicely. Silver also advises he has picked up another master from the Philadelphia wax gardens. This one is a hit in New Jersey. . . . Sid Arky and Al Silver, “it will eventually be my number one seller of all time.”

LITTLE JR. PARKER

BM1 dinner and accept an award for Bobby Day and Records Music for “Little Bitty Pretty One”. . . . Don Robey’s new releases doing real well according to the Houston headman of Duke, Peacock and Back Beat Records. Little Junior Parker’s “Little Bitty Pretty One” as Back Beat’s “The Casuals” offering of “So Tough” and “I Love My Darling” have been received with open arms according to Reby. He is also very high on Bill Beddoes and Miller’s “Bitty Pretty One” as well.

LEO ROGERS AND DAVE ZOLNICK

The label’s first release “Cool” and “Cuddlin’” they tell us, is doing well in Philadelphia. Leo Rogers, who is representing the label with the Ohio State Rose Bowl Committee for Bill Doggett to play with the Ohio State Band during the intermission at the Rose Bowl game. Boone plans to attend the game, then take off for a vacation in Honolulu. . . . Bobby Short, Atlantic Records star, after nine weeks at the top Le Cupidon, goes into Billy’s in Cleveland for four weeks. . . . Country legend Little Furry and his country band are selling in “The Joker”, booked by Shaw Agency for the Ed Sullivan Show on January 26. . . . Billy Rowe, ex 7th deputy police commissioner, signed by Knickerbocker Bear to do a new cast TV show for them. The channel has not yet been set.

CHICAGO:

Christmas record merchandising is in full swing here. . . . Bill McGuire, Lorimar Distribs, reports excellent sales results from two new releases, “Been So Long” on the Mascot label, and “Further Along on Hull.” . . . Vee Jay-Falcon’s Abner returned from his trip east, looking chipper. Abner’s got a new hit with Dee Clark, whose current hit deck is “Seven Nights,” is leaving the west coast to play the Apollo Theater in N.Y.C. 12/15 thru the 14th, and then return to the west coast. Jimmy Reed was hospitalized for ten days following a nervous break-down. We’re told he is the whole show. . . . The Spaniels, “Time Makes You Change” skedded for the Apollo Theater, opening December 2nd. The Spaniels will bow their new disk “Crazy Baby” at a Xmas Day dance in Philly. Gene Allston phoned from New York to say that his new disk is slated for 12/26 release. Gene’s “You Can Make It If You Try” is #2 and snowballing across the entire country, according to Abner. . . . Sam Evans interviewing several artists regarding personal management. . . . “Sweezy” Frank and the Midwinters, in the same house, is slated about action he’s getting with Tishah Washington’s “Down Home Baby” and the Collins, “Why Don’t Somebody”, which, incidentally was selected as the theme for the Easter Seal campaign. . . . Artie Singer, Singular Records in Philly, visiting Chess Records accompanied by Max Weinberg. The hit was “At The Hop” by Danny and the Juniors. . . . Jerry Ferber, United Distribs, tells us that Roy Hamilton’s newie, “Don’t Let Go” is starting to hold on Tight. Ernie and George Leuener have just completed their new second floor offices. . . . King Record’s Bill Bolden informs us that he just talked to Johnny Miller of the Shifters and practically exploded excited about showing across the nation for Johnny Pete’s “Swingin’ Shepherd Blues” and Bill Doggett’s “Soft.” Ralph Baltimore, A&R king, signing an L.P. with Johnny Pate . . . Peggy Glass, All-State Distribs, tells us that the 3 big R&B decks this week are, “Three Times A Fool” by Otis Rush on the Jive label, “Titch” by Mississippi John Harris, and “Abner” by Chuck Willis and “Teenage Letter” by Big Joe Turner.

LOS ANGELES:

Aladdin Records reading a big push on its new Thurston Harris release, following his big seller “Little Bitty Pretty One.” . . . Bill Doggett and his orchestra packed them in when he played the Elks Auditorium locally, last Sunday Night. During his stay in town, Doggett was in town, and raving about the latest releases to plug his new hit, “Soft.” He also visited with Red Ross on the Panorama Pacific Show. . . . The Hollywood Flames in town for new recording sessions with Ebb Records. On the basis of their hit record of “Buzz” they’re down on the line of signed by Jack Archer, and Associated Booking is now handling the group. King’s Hill Stables is very excited about showing across the nation for Johnny Pete’s “Swingin’ Shepherd Blues” and Bill Doggett’s “Soft.” Ralph Baltimore, A&R king, signing an L.P. with Johnny Pate . . . Peggy Glass, All-State Distribs, tells us that the 3 big R&B decks this week are, “Three Times A Fool” by Otis Rush on the Jive label, “Titch” by Mississippi John Harris, and “Abner” by Chuck Willis and “Teenage Letter” by Big Joe Turner.

THE SPANiELS

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
The Cash Box “Territorial Tips” chart highlights Rhythm and Blues records showing regional action, which have not yet appeared in the national top 20.

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<tr>
<td>5 Satins (Embry)</td>
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<th>PEACHES</th>
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<tr>
<td>Little Jr. Parker (Duke 177)</td>
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<tr>
<th>PENNY LOAFERS AND BOBBY SOX</th>
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<tr>
<td>Sparkletones (ABC-Paramount 9867)</td>
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<tr>
<th>ROCK AND CRY</th>
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<tbody>
<tr>
<td>Clyde McPhatter (Atlantic 1158)</td>
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<tr>
<th>ROCK 'N ROLL MUSIC</th>
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<tr>
<td>Chuck Berry (Chess 1677)</td>
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<th>RHYTHM AND BLUES DANCE FEVER</th>
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<tr>
<td>Jimmy Cleveland (Atlantic 1152)</td>
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<th>LITTLE BITTY PRETTY ONE</th>
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<td>Bobby Day (Class 211)</td>
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<th>GREAT BALLS OF FIRE</th>
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<td>Jerry Lee Lewis (Sun 315)</td>
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<th>I'LL COME RUNNING BACK TO YOU</th>
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<td>Sam Cooke (Keen 34013)</td>
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<th>COULD THIS BE MAGIC</th>
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<td>Dubs (Gano 5011)</td>
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<tr>
<th>LUCIFER'S WINE</th>
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<tr>
<td>Gene Allison (Atlantic 1153)</td>
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<th>WHAT A WIGGLE</th>
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<tr>
<td>Myrna James (Vee-Jay 250)</td>
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<th>SWEET SUSIE</th>
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<td>Ike Turner (RPM)</td>
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<th>THAT'S MY BABY</th>
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<tr>
<td>Little Junior Parker (Duke 176)</td>
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<th>VOODOO MAN</th>
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<tr>
<td>Bo Diddley (Checker 378)</td>
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<th>SINNER WOMAN</th>
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<td>Joe Morris (Atlantic 1160)</td>
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<th>SO TOUCH CASUALS (Back-Beat 503)</th>
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<td>SPEEDY Babbettes (Atlantic 1159)</td>
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<th>THREE MINUS ONE</th>
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<tr>
<td>Tommy Languish (Ebb 110)</td>
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<tr>
<th>THREE TIMES YOU CHANGE YOUR MIND</th>
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<tr>
<td>Pain in My Heart (Boo 527)</td>
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<th>TONIGHT TONIGHT</th>
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<tr>
<td>Marlo-Kings (Margo 503)</td>
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<tr>
<th>WALKIN' WITH MR. LEE</th>
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<tr>
<td>Lee Aaron (Ember 1721)</td>
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<tr>
<th>BE BOP BABY</th>
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<tr>
<td>Larry Williams (Specialty 613)</td>
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<th>THE JOKER</th>
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<tr>
<td>Billy Holiday (Ember 1026)</td>
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<tr>
<th>SURE SHOT—CASH BOX BEST BUY—BILLBOARD HITS PARADE—MUSIC VENDOR</th>
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<tr>
<td>&quot;HARD TIMES&quot; (THE SLOP)</td>
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<tr>
<td>&quot;BEWARE ME&quot;</td>
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<td>&quot;SWANEE RIVER&quot;</td>
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<td>&quot;KISSES SWEETER THAN WINE&quot;</td>
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<td>&quot;THE JOKER&quot;</td>
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**THE NATIONAL'S R & B TOP 20**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>YOU SEND ME</td>
<td>Sam Cooke</td>
<td>Keen 34013</td>
</tr>
<tr>
<td>2</td>
<td>RAUNCHY</td>
<td>Freeman</td>
<td>(Atlantic 5474)</td>
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<tr>
<td>3</td>
<td>ROCK 'N ROLL MUSIC</td>
<td>Chuck Berry</td>
<td>(Chess 1671)</td>
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<tr>
<td>4</td>
<td>SILHOUETTES</td>
<td>Rays</td>
<td>(Cameo 117)</td>
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<tr>
<td>5</td>
<td>LITTLE BITTY PRETTY ONE</td>
<td>Bobby Day</td>
<td>(Class 211)</td>
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<tr>
<td>6</td>
<td>BONY MORONIE</td>
<td>Larry Williams</td>
<td>(Specialty 613)</td>
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<tr>
<td>7</td>
<td>BUZZ, BUZZ, BUZZ</td>
<td>Hollywood Flames</td>
<td>(Ebb 119)</td>
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<tr>
<td>8</td>
<td>JAILHOUSE ROCK</td>
<td>Elvis Presley</td>
<td>(RCA Victor 7035)</td>
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<td>9</td>
<td>GREAT BALLS OF FIRE</td>
<td>Jerry Lee Lewis</td>
<td>(Sun 315)</td>
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<tr>
<td>10</td>
<td>PEGGY SUE</td>
<td>Buddy Holly</td>
<td>(Carol 61885)</td>
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<tr>
<td>11</td>
<td>I'LL COME RUNNING BACK TO YOU</td>
<td>Sam Cooke</td>
<td>(Specialty 619)</td>
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<td>12</td>
<td>AT THE HOP</td>
<td>Danny &amp; The Juniors</td>
<td>(ABC-Paramount 9821)</td>
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<tr>
<td>13</td>
<td>COULD THIS BE MAGIC</td>
<td>Dubs</td>
<td>(Gano 5011)</td>
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<tr>
<td>14</td>
<td>HARD TIMES (THE SLOP)</td>
<td>Noble Watts</td>
<td>(Baton 249)</td>
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<tr>
<td>15</td>
<td>YOU CAN MAKE IT IF YOU TRY</td>
<td>Gene Allison</td>
<td>(Vee-Jay 256)</td>
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<tr>
<td>16</td>
<td>HONEST I DO</td>
<td>Jimmy Reed</td>
<td>(Vee-Jay 253)</td>
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<tr>
<td>17</td>
<td>SOFT</td>
<td>Bill Doggett</td>
<td>(King 5086)</td>
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<tr>
<td>18</td>
<td>SWANEE RIVER</td>
<td>Ray Charles</td>
<td>(Atlantic 1754)</td>
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<tr>
<td>19</td>
<td>KISSES SWEETER THAN WINE</td>
<td>Jimmie Rodgers</td>
<td>(Roulette 4031)</td>
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<tr>
<td>20</td>
<td>THE JOKER</td>
<td>Billy Holiday</td>
<td>(Ember 1026)</td>
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**NEW BIG HITS!**

The Penguins' new hit! "THAT'S HOW MUCH I NEED YOU" # 428

**A SMASHER!** "YOU GOT THE NERVE OF A MONKEY" Fillmore Slim—#429

**HOT INSTRUMENTAL!** "DANCE PARTY!" Peppy Prince # 430

**ALL TIME SELLER!** "EARTH ANGEL" The Penguins—#348

**“BEWARE ME”** Jessie Belvin (Carol 61885)

**CASH RECORDS**

1202 S. Berendo, Los Angeles 6, Cal.

**SURE SHOT—CASH BOX BEST BUY—BILLBOARD HITS PARADE—MUSIC VENDOR**

**"HARD TIMES" (THE SLOP)** Noble Watts (Baton 249)

**"BEWARE ME"** Jessie Belvin (Carol 61885)

Write for Sample

**CASH RECORDS**

1252 S. Berendo, Los Angeles 6, Cal.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
Crown LP Release
Hits 50 Mark

CULVER CITY, CAL. — Releasing 10 new albums this month, Crown Records with offices in Culver City, California, and New York, New York, has increased its catalog to fifty LP albums, retailing for $1.49. The new releases’ cover a total of 84 songs released by the company since July. The company, owned by Modern Records, the jazz-rhythm & blues label for almost thirteen years, has seen steady since releasing its first album slightly more than a year ago. In July the company established its New York office at 418 West 49 Street where it maintains shipping and warehouse facilities.

Plans for next year, according to Marvin Schwartz, Eastern Sales Manager of Crown, call for the release of approximately fifty more LP albums, averaging four per month, including several new show tunes, semi-classics, and a number of albums in the movies. In addition, Crown LPs will carry hit records.

Among the new releases is “A Toast To Tommy & Jimmy Dorsey,” recorded in Hollywood by members of the Dorsey Orchestra. The album offers such selections as “You’d Never Know,” “First Love,” “Swingin’ Side Of The Street” and most of the other Dorsey standbys.

As a companion release to the Dorsey album, the company has released “A Tribute To Glenn Miller,” also recorded in Hollywood by members of the Glenn Miller Orchestra. The release of this album was motivated by the success of the first Miller album offered by Crown last spring, “String Of Pearls.” The new show albums are “My Fair Lady” and “Oklahoma,” each on separate LP discs and containing almost the entire score of the Broadway hits, sung by Lloyd Harrison and Irene Cummings.

OUR BIG 4!!

GENE ALLISON
“YOU CAN MAKE IT IF YOU TRY”
VEE-JAY 256

“HONEST I DO”
JIMMY REED
VEE-JAY 253

“TIME MAKES YOU CHANGE”

“PAIN IN MY HEART”

“SEVEN NIGHTS”

DEE CLARK

“ROAD HOUSE”

BY AL SMITH

NEW RELEASES!!

“You Never Miss The Water”

BILLY “THE KID” EMERSON
VEE-JAY 261

“Oh, Oh, My Darling”

b/w “TIME WILL”

LARRY BIRDSONG

VEE-JAY 262

“My Only Love”

THE FALCONS

FALCON 1006

VEE-JAY-FALCON RECORDS

2129 So. Michigan Avenue
Chicago 16, Illinois

Masters WANTED
WILL GIVE OUTRIGHT OR LEASE POP, CLASSICAL, MUSICAL, ETC. MASTERS.
Inquire: P. R. & R.
102 E. 38th St., N. Y. 16, N. Y.

It's A HIT! NEW TUNES!

NEW STARS!

3 PLAYMATES

LUCILLE ALMA GWEN

“SUGAH WOOGA”

# 1528
b/w “LOVEY DOVEY PAIR”
PUBLISHED BY PLANEMARK MUSIC

SAVOY RECORD CO
36 MARKET ST
NEWARK, N. J.

BREAKING ALL OVER

“WAIT A MINUTE”

b/w “IT'S TRUE”

JO-ANN CAMPBELL

Gone 5014

GONE RECORDS

1650 Broadway, N. Y., N. Y.

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
BOBBY MITCHELL
(Imperial 4745)

B "I'M GONNA BE A WHEEL CHAIR DUM DEH YAY!" [BMI—D. Bartholomew/Hayes] Bobby Mitchell rocks out a quick beat jumper with a current style and comes up with a strong item for the teenie trade years ago and perhaps a heavy approach make this deck an item with a solid commercial approach.

B+ "YOU BETTER GO HOME" [Babs—Hayes] Babs makes another pitch at the Yule trade with a Gonzales type recitation in which he gives his version of a "cool" Santa. Gonzales has a successful Yule hop wax several years and perhaps he can do it again with this one.

C+ "I'M A BELIEVER" [Gonzales/Hayes] Babs建设项目 switch styles here and rolls a slow beat blues with sincerity and much appeal. Tuneful and entertaining.

BABS GONZALES
(End 1008)

B "Rock 'n Roll Santa Clause" (2:25) [Figure BMI—Gonzales] Babs makes another pitch at the Yule trade with a Gonzales type recitation in which he gives his version of a "cool" Santa. Gonzales has a successful Yule hop wax several years ago and perhaps he can do it again with this one.

C "Me-Spelled—M-E-ME" (Dandy BMI—Thompson) Gonzales might turn on the familiar item. Easy approach makes it an ok coupler.

JOHNNY PATE QUINTET
(Federal 12312)

B "The Elder" (2:34) [Arno BMI—Johnny Pate] The Johnny Pate Quintet plays its talents to a lilting slow beat bounce with LennieDrusky supplying the flute solo. Excellent sound. Flute kicks the deck into the realm of something different. Like it.

B "Swinging Shepherd Blues" (2:35) [Benell BMI—Moe Koffman] Similar comments on a slow beat rhythm piece.

MUDDY WATERS
(Check 1018)

B+ "I Live The Life I Love" (2:41) [Arc BMI — W. Dixon] Muddy Waters wails his usual accomplished southern style of slow beat item giving his philosophy of life. Slow shuffle down home material. Waters should rack up his customary good sale.

B+ "Evil" (2:38) [Arc BMI—M. Morganfield] Waters does a similar authentic deep south hunk of material with a fine treatment. Two good decks.

BILLY "THE KID" EMERSON
(Vee-Jay 261)

B+ "Do Yourself a Favor" (2:29) [Conrad BMI—W. Emerson] Billy "The Kid" Emerson chantaes a rhythm quick beat melodic ditty with a light hearted swingy treatment. The deck is infectious and a pleasure. Should grab off a good reaction.

B+ "You Never Miss The Water" (2:24) [Conrad BMI—W. Emerson] Emerson wails a middle beat hounder with sincerity and appeal aimed at the southern markets. Good listening.

R & B Reviews

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

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

TITUS TURNER
(King 5095)

B "Stop The Pain" (2:35) [Jay BMI—G. Turner] Turner belts a middle beat blues with a strong delivery. Turner aims the deck at the combined r & b south and north buyers. Swingy deck with listening and dancing appeal.

B "Hold Your Loving" (2:23) [Jay & Cee BMI—Turner, Helfer] Turner ups the tempo on this side and jumps to the wild hard hitting jump projection. Deck is exciting and the teeners should rock around to this beat with enthusiasm.

THE SIX TEENS
(Fig 329)

B+ "My Secret" (2:39) [Limax BMI—Ed Wells] The Six Teens blend beautifully on a slow, rhythmic Latin flavored item. A dreamy and moving effort that should find a receptive audience in both the pop and r & b markets. Keep a close eye on this side.

B "Stop Playing Pimp Dong With My Little Heart" (2:22) [Limax BMI—Ed Wells] The Six Teens offer a light romantic bouncing presentation. The kids are good and they show like on these two sides. Similar comment as those offered on the first side.

THE TEENETTES
(Joep 330)

B "My Lucky Star" (2:27) [Jeepster BMI—Marlene Jenkins] The Teenettes team effectively on a slow beat romancer. Typical teenage twang.

B "Too Young To Fall In Love" (2:16) [Jeepster BMI—Marlene Jenkins] The Teenettes offer a quick beat A side for the flip. Complete change of tempo and treatment. Ok r & b deck for the swinging clientele.

OSCAR McLOLLIE
(Class 216)

B "King Of The Pool" (2:45) [Prolific BMI—Spots, Nick] Oscar McJollie handles a middle beat pretty with his usual fine vocal job. The deck should result in a good sized sale. Both pop and r & b markets are the targets.

B "Scold Me" (2:30) [Recordo BMI—O. McJollie] McJollie offer another item aimed at both markets for his coupler. A dramatic, Johnnie Ray type vocal of a slow, rhythmic ballad. Two strong decks.

KENNY AND MOE
(Disc 6145)

B "Double Talk Baby" (2:16) [Maggie BMI — Carroll, Fuzey] Kenny And Moe hound exuberantly through a monotonous middle beat with that pleasing teenage wax with a simple melody and a basic beat that appeals.

B "<omitted>" (2:35) [Menlo BMI—Ballard, Pelham, Lucie] Kennedy And Moe back with a middle beat hounder of engaging qualities. The story of a wayward good-time lass and the fella who tells her "so long."
**R & B Reviews**

**A** Award & Slepper  **B+** Excellent  **B** Very Good  **C** Good  **C** Fair  **D** Mediocre

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**The Cash Box**

**R & B Sleeper of the Week**

"RING CHIMES" (2:59) [Stella Lane Greymark BMI—Stockholm]  
*THE STORY* (3:21) [Stella Lane Greymark—Stockholm]  
*THE SULTANS* (Dot 15677)

- The J. V. Leaguers dig into a quick beat hunch, "Ring Chimes", with a happy air and delivery. The J. V. Leaguers bounce gaily about the two and one-half minutes with a sparkle that makes the joyous ditty a strong bet for big action. Stick close to the wax—it could be a strong item. The flip, "The Story", is a slow beat piece of sweetness softly offered to the listening public. A driftly choral assist to the candle lead vocal makes this a moving wax—but not in the same commercial category as its top deck, "Ring Chimes."

"GOOD GOLLY" (1:58) [Dorado BMI—Otis, Hicks]  
"BYE BYE BABY" (2:15) [Dorado BMI—Otis]

THE JOHNNY OTIS SHOW (Capitol 3852)

- Johnny Otis and Marie Adams team up for an exciting pair that should mean money in the bank. See Pop Reviews.

"YOUR BOOK OF LIFE" (2:00) [Pinecus ASCAP—Drake]  
"SNOWBOUND" (2:07) [Shannon ASCAP—Eddy, Stevens]  
DEL VIKINGS (Mercury 71241)

- A pair by the Del Vikings that should grab off some good sized action. See pop review section.

---

**New Singing Sensation**

**THURSTON HARRIS**

**NEuest Release**

A 2-Sided Smash!

A Cash Box & Billboard Pick

**DO WHAT YOU DID**

b/w

"I'M ASKING FORGIVENESS"

*Aladdin #3399*

WILL CAPTURE BOTH POP AND RHYTHM & BLUES MARKETS

And Don't Forget—

"LITTLE BITTY PRETTY ONE"

*Aladdin #3398*

(On All Charts)

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*"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"*
Herman Lubinsky Donates Scholarship To School of Jazz

NEW YORK—The School of Jazz, Lenox, Massachusetts, has announced the receipt of a full scholarship grant from Herman Lubinsky, owner and director of the Savoy Record Company. The scholarship will provide full tuition, room and board, and private lesson fees to a promising instrumental student for attendance at the School of Jazz during its second annual session on the grounds of Music Inn, Lenox, Massachusetts, during August, 1958.

The Herman Lubinsky Scholarship will be administered by the scholarship committee of the School of Jazz which is headed by John Lewis, director of the Modern Jazz Quartet and Executive Director of the School of Jazz. It will be awarded on the basis of demonstrated performing ability, financial need, and the consideration of the student’s potential development as a professional jazz musician. The winner of the award will be announced late in the spring of 1958 after a careful consideration of the applicants for next summer’s session.

As head of Savoy Records, Lubinsky has played an important role in the development of the progressive jazz style on records. A major independent label in jazz since the thirties, Savoy was one of the first companies to devote space to such innovators as Charlie Parker, George Shearing and Errol Garner.

The School of Jazz held its first session during August, 1957. It is the only institution of its kind in the world that is devoted entirely to the training of jazz musicians in the jazz tradition, its technique, and the indigenous nature of jazz improvisation and composition.
ATTENTION: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 1721 Broadway, New York 19, N. Y.

“Why, it’s WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY!”

NEW YORK—Jack McDermott, WHIL, Boston disk jockey, keeps very busy even while honeymooning, as does Mrs. McDermott. While in New York, Jack visited publishers and manufacturers while the Mrs. rode for the Lightening C Ranch in the Madison Square Garden Rodeo. Here they are shown visiting Perry Como after his Saturday night TV show.

EMERSON BUYS OUT SUCHER

NASHVILLE—Lee Emerson has just announced that he has purchased outright the Emerson-Sucher Agency and is renaming it Lee Emerson Associates. The new-set-up will be located at 1501 Rosebank Avenue, Nashville, Tenn.

Emerson will continue to handle Marty Robbins, Bobby Helms, George Jones and Jimmy Newman. In addition to this, he will be looking all the talent for the “Country America” TV show on the West Coast.

Decca Re-Pacts Ernest Tubb

NEW YORK—Decca Records announced last week that Ernest Tubb has been re-pacted to the label for another long-term deal. Tubb first joined Decca in 1940, and during his 17-year tenure with the label has maintained a place as one of the leading country stars in the industry, with many hits to his credit.

JIMMIE WILLIAMS

sings on MGM

“AGAIN”

b/w

“YOU CAN’T MAKE ME CRY”

White Oak Music—BMI

Cincinnati 39, Ohio
Country Big 10

JUKE BOX TUNES

Country Reviews

"MADEMOISELLE" (2:57) [Trans World BMI—T. Edlin]
"THE TENNESSEAN ROLLIN' ROLLIN' HOME" (2:38) [Old Charter BMI—W. Hall, Jr.]
JOHNNY SIX (Decca 30512)

A+ BULLSEYE A+B+ EXCELLENT C+C+ GOOD D MEDIOCRE

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

Country Big 10

JUKE BOX TUNES

WAKE UP LITTLE SUSIE
Everly Brothers (Cadence 1337)

JAILHOUSE ROCK
Elvis Presley (RCA Victor 7035)

MY SPECIAL ANGEL
Bobby Helms (Decca 30423)

GEISHA GIRL
 Hank Locklin (RCA Victor 6984)

HOLIDAY FOR LOVE
 Webb Pierce (Decca 30419)

MY SHOES KEEP WALKING BACK TO YOU
Ray Price (Columbia 40951)

GREAT BALLS OF FIRE
Jerry Lee Lewis (Sun 381)

THE STORY OF MY LIFE
Marty Robbins (Columbia 41013)

WHY WHY
Carl Smith (Columbia 40984)

HOME OF THE BLUES
Johnny Cash (Sun 279)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Beginning in January, according to an official announcement from the office of the Secretary of Defense in Washington, The Red Foley show will be broadcast weekly from the South in parts of the continental United States and reaching every overseas base where American troops are stationed. In the U.S., the Dew Chemical Co. program is heard during the night on NBC, together with regulars from both his ABC television and AFN Radio shows. He is making four major personal appearances in Feb., headlining in Omaha and Waterloo, Iowa, and in Madison, Wis. and St. Louis, Mo. * 

The Porter Wagoner Trio guested last Sat., Dec. 14th, on the "Country Music Jamboree". Red Foley is transmitting a series of radio spot announcements in support of the 1953 March of Dimes. * Red's secretary for the past three years, Louise Carter, recently married John Sharp of Springfield, "Jubilee" Producer-Director, Bryan Disney and family have returned from a nine week vacation in Europe, during which time they were joined in London by exactly 20 additional "Jubilee" employees. The show now manned by announcer Jimmy Swaggart, currently under new management, is a regular visitor at "The Crossroads of Country Music". * 

**D. C. Mullins, "The Ole Pipe Smoker", types that he's built his WGEE-Indianapolis, Ind. "Country Classics" show into that city's number 1 c.w. program and would like to present him with his new releases with dupeos for use for hops. ** 

KBYE-Okiahama's City Program Director, Glenn Valentine and deejays, "Big John" and "Couise" Mullin, are currently hammering away with a stump to impress on the listeners that KBYE spotos c.w. exclusively. The crew decided to play Tom Glazer's "Coral sleighing" over and over, in fact they repeated it about 190 times one day. They also played it at 3 different speeds, 2 discs at a time and 2 slightly staggered. And an on-the-air chat was arranged with Glazer. * 

**KWE-Memphis, Tenn.'s Eddie Bond has added a new show to his phoning Bond, along with his Stoempers' Band, now has a live program, heard Mon. thru Fri., 4:00 to 4:30 P.M., and on Sat. live for one hour. His phoning is headlined by Barbara McCool, 117 Alexander St., Memphis, Tenn. and his latest Mercury-Starday pressing is tagged, "Love, Love, Love" and "Backslidin'. " ** 

Doejay, "Fiddlin' Curley Smith" has left the KELA-Rock, Ark. mid-listener list and joined WDKA-Detroit. His duties there will require him to cover the wide airwaves. He'd appreciate it if the promoters, men and discjockeys would send him the c.w.1 ads addressed to the new station. * 

Another jock to switch drives recently is "Couise" Ralph Dally who is now heard on KOFF-El Paso, Texas. He's currently in charge of the new musical unit to write to him at 20 High St., El Paso, Pa. 

Moore, president of the American Folk Musicians Association, wants those interested in joining the new musical unit to write to him at 26 High St., Clearfield, Pa. 

Webb's manager, is making plans with Universal International to feature Pierres in a short-subject film following the personal appearances to Milkey. * 

Bill Monroe, just finished a week's engagement at Ryan Perkins' Flame Theatre Cafes in Minneapolis and Madison, Wis. with his twin brothers, who are currently appearing there, "Lucky" Moeller has an extensive list of talent for future dates. * 

Fred Stryker, whose Fairway Music Corp.'s "Fraulein" was voted the top country disk of the year in The Cash Box Juke Box Operators' '57 poll, sends along his most sincere thanks to all the people who made the honor possible. Other tunes, that Stryker'sabelle is currently working on in area Youngstown & Capitol etching of "Snowball", Lawson Williams' Victor pressing, "Foreign Love" and "Geisha Girl", cut by Hank Locklin on Victor, Ernest Tubb on Decca and Steve Lawrence on Coral for the pop market. 


**D. C. Mullins Howard's KGBA-Little Rock, Ark. continues along woidg that Maxine Brown, of Victor's Brown's trio, is on the way toward, full recovery after her recent illness. The group's newest Victor release, out this week, is tagged "True Love Goes Far Beyond" and the flipside "The Man In The Moon". ** 

Dunn Reynolds writes that his MGM waxing, "Rose Of Texas" goes for national release this week. "Bobby's Home" was released last week in England. This joins his previous HMV singles, "Harley Loper" and "Louie". Dunn recently appeared on "Buddy Deane's Bandstand", WJZ-TV-Baltimore, Roy Lamont's show on WRYA-TV-Richmond, and Milton Grant's show on WTVF-Nashville. D. C. His current MGM is labeled "Bella Belinda" and "Blue Eyes In The Rain". * 

The December personal appearance schedule of Victor's Blackwood Bros. takes in Ala., Ind., Tenn. and Washington, D. C. * 

Carlos Misner pens that his tune, "I Never Cared For Candy" by Lucky Boggs on the Buddy label, has been taken on by Gene Bob Carpenter's "Hillbilly Hit Parade", WHP-F-Chicago, Ill., as well as catching on in the Mo. and Ark. areas. Flipside of the disk, which Carlos and Lucky also co-registered, is tabbed, "You Can't Stop Her". * 

The Miller Bros., having just finished a 3-week trek west, are getting a breather before they start taping their January radio shows for KWFT-Wichita Falls, Texas. The group has been sponsored by the same Automobile dealer for over four years. 

The Randy Blake show which featured country music from 7:30 to 9:00 P.M. over W.LV-Cincinnati, is no longer heard on that station. The show described by the popular disk jockey of "Summer Time Folios", WJJJD-Chicago. 

Al Runyon has just recorded Ray Baker's song "Day Before The Night I Cried" for Starday. Lillian Mum, president of the Janeskin Fan Club, and Asst. Manager of Skinner's Record Shop, was hospitalized due to influenza on her way home from WSN's country festival. She is scheduled to be in Philadelphia in Glassboro, N.J. Wednesday. Ky. Get well quick, Lillian! Laune Gumper has just wazed, for the Exponents' "Janie's Turn Again" a song written by Aunt Emmie and Lillian... The two new DJs carrying on the Country chores at WCKY are Arland Yaden and Wayne Ray. Adam looks like Victor's Skeeter Davis has a hit on her hands with the single she has been recording "I Can't Go Home With You". Skeeter was formerly part of Victor's Davis Sessions team. Billy Hayes really happy to learn that Elvis' Christmas LP continues his past music connection. "Blue Christmas". * 

The Austin-Rose staff reminds the jocks that since the Everly Bros. "Little One" is wide away they should turn it over and play the beautiful. "Maybe Tomorrow", a tune penned by Don & Phil Everly. 

Thurston Moore, who runs the "Verona Lake Ranch", Verona, Ky. notes that the deejays are ready to sell his 1958 edition of the "Hillbilly And Western Scrapbook". 

**The Country Records Disk Jockeys Played Most**

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

1. WAKE UP LITTLE SUSIE. Everett Brothers (Cadence) 
2. MY SPECIAL ANGEL. Bobbie Helms (Decca) 
3. STORY OF MY LIFE. Marty Robbins (Columbia) 
4. HOLIDAY FOR LOVE. Webb Pierce (Decca) 
5. WHY. Carl Smith (Columbia) 
6. BAND OF FARMERS KEEP WALKING BACK TO YOU. Ray Price (Columbia) 
7. HOME OF THE BLUES. Johnnie Cash (Mercury) 
8. JAILHOUSE ROCK. Elvis Presley (RCA Victor) 
9. I HEARD THE BLUEBIRDS SING. Browns (RCA Victor) 
10. GENDS GIRL. Hank Locklin (RCA Victor) 

**Country Round-Up**

Jim Allwood. *Venerable Tennesseean Floyd Tillman, was a recent visitor at "The Crossroads of Country Music". * 

Bey Monroe pens that he's moved from CKDM-Deibin to CHB-Moose Jaw, Sask., Can. and guarantees the dive to all c.w. artists who send them their way to CHB. * 

Jimmy Simpson, "The Oldfield Boy", KBYR-Anchorage, Alaska, writes that 'true country' music is going over big with the folks in the Arctic Circle area. 

Jimmy featured himself as a disc jockey on his 11:00 to Midnight, Sat. show and all the rest of the programs in the request category. 

D. C. Mullins, "The Ole Pipe Smoker", types that he's built his WGEE-Indianapolis, Ind. "Country Classics" show into that city's number 1 c.w. program and would like to present him with his new releases with dupeos for use for hops. *
program conveniently and profitably anywhere in the location with the...

Wall-o-matic 200

DUAL PRICING IS THE ANSWER
Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units that program singles at one price and album records (two tunes per side) at a proportionately higher price.
Here and There

NEW YORK—As the 1967 year comes to a close, business executives and economists are looking into the business prospects for 1968. Most of the findings have been on the optimistic side. Another prominent economist, Gordon W. McKinley, Prudential Insurance Company, sees "a little hesitation and then a brisk advance." Key to the "strong" upturn, according to this economist, is likely to be a "gradual but steady movement by consumers back to purchases of durable goods which will result in an over-all rise in consumer spending of $11 billion." He also expressed these views:

1) Business capital expenditures will decline only $3 billion below the record 1957 figure; 2) Home buying will rise about $1 billion as residential starts accelerate to end 1957 at an annual rate of 1,100,000; 3) Government expenditures will turn up gradually with total Federal, State and local spending accounting for a $5 billion jump over 1957. McKinley concludes with this very encouraging statement: "The second half of the year (1968) is likely to be strong."

NEW YORK—The National Association of Manufacturers (N.A.M.) is acknowledged the most conservative of all business organizations in this country, and when they issue an optimistic statement—then, it's really news. At its annual meeting at the Waldorf Astoria Hotel, here, the organization reported its findings of a survey made of its 4,300 manufacturing company members. "Sales in 1958 should equal or exceed those of 1957," according to these firms, "but," continued the statement, "profits are more likely to hold steady or even squeeze downward." The results of this group survey coincide exactly with the predictions over the past several weeks with those of most individual firms, as had been reported in this column.

NORFOLK, VA.—Still another statement which bursts the balloon of the sellers of gloom, was made this week by J. O. Wright, vice president of the Ford Motor Company, speaking at a dinner at the Norfolk Chamber of Commerce. Wright points out that auto sales in 1957 will approximate six million units, and he added "we can look forward with optimism that this sales figure will be duplicated in 1958." He stated that total consumer buying power is up one-half per cent from this time a year ago.

For a long time now everyone seems to have dodged the issue. It has been like a secret. Surrounded by quiet. And more quiet.

"Let's not start something that'll cost us more money," they said.

That's part of the story of EP (Extended Play) records in automatic phonographs.

But, as progressive operators around the nation began to desperately seek for the 'additional income' they required, more and more tried EP disk programming.

With the resultant effect that slowly, but, very, very certainly, EP play has been growing. And has continued to grow.

The secret is no longer a secret. The time for quiet is over. Here's a way, many now say, for the music operator to obtain additional income. Desperately needed income.

The growth of EP has been recognized by the leading record manufacturers. They are now advertising EP disks featuring the very latest tunes recorded by their most popular artists.

These manufacturers don't just throw money away. They know that EP is growing.

The fact that music ops get 15¢ per EP disk play, 2 EP disk plays for 25¢, hasn't hurt one bit toward the growth of EP play action.

There are those among the public who just simply love the new album tunes that are now being exploited by disk jockeys, by the press, by TV. These people want to enjoy these same album tunes in their favorite tavern, restaurant, or other location.

What, today, in all the music industry, matches album sales?

Those music ops who pioneered EP play action and stuck to their guns now report that they are programming more and still more EP disks.

Others are still holding out. They don't want EP. They don't believe that EP disks will help boost income. Furthermore, some claim, by purchasing EP records, they're increasing investment in their business.

But even the timid turtle must stick its neck out if it wants to get anywhere.

Some of the timid souls have tried EP play action. And are now happy, because they learned that they can actually obtain 15¢ per EP disk play and 2 EP disk plays for 25¢. That means more quarters in the cash box they report.

EP phono play, to be truthful, hasn't yet swept the nation.

But it's growing. More and more music ops are testing.

There must be something to this if even the largest of the record manufacturers are switching over to feature their latest EP recordings.

Perhaps they, too have come to realize the growth of EP programming on automatic phonographs all over the country which, naturally, results in more sales at retail.

What better than the automatic phono to help exploit and popularize EP disks?

Even before the timid souls realize it, EPs may be among the best moneymaking disks music ops can program to help themselves help their businesses to better income.
GEORGE MILLER REPORTS
MOA BOARD MIAMI DECISIONS

Miami Board Meeting "Greatest and Most Progressive," says Miller. Board Acted On TV Show, P.R. Program, Boston Tax Situation, and Legal Representation In Wash., D.C.

Starts Gottlieb Memorial Hospital With $500,000 Gift

MIKE MUNVES WINS HENRY A. GUNTER PLACQUE AT CHI PARK SHOW

NEW YORK — Mike Munves, known throughout the world as the "Arcade King," and who has been supplying arcade owners worldwide with equipment for the City Company; Nathan Gottlieb, vice-president, D. Gottlieb & Company; Edwin Sabath, president, Sabath De- partments Stores; guarantor, Nathan Perlman, president, Handy Button Manufacturing Company; and Joseph Share, president, Doust Die Casting Company; Phil Sang, president, Gold- 404t Cars Inc.; George Portes, Portes Drug Stores; and Milton Miller, Miller Supply Company.

Plans for the $4,000,000, 150-bed general hospital are being drawn by the firm of A. Epstein & Sons, Chi- cago. The hospital will be completely modern with 100% air conditioning and automatic air filtering. Pa- tients' care and comfort will be en- hanced by sound conditioned rooms, air conditioned corridors, pneu- matic tube drug and material delivery, closed circuit television, motorized beds and many other advanced fea- tures.

An unusual but practical emergency facility will be a bombproof shelter shielded against fallout and radiation which will be designed for a maximum of 250 people to accommodate hospital pa- tients or to expand bed capacity in the event of a disaster not affecting the building itself.

Future expansion will include re- search facilities in a cancer detection clinic, deep radiation therapy, a nurs- ing school, and a convalescent home.

Recent widening of North Avenue in this area to a six lane highway makes the area now acces- sible to present and planned super- highways.

Mike Munves, who has been the arrange- ments for the exhibit, "We had so many machines on hand," said Mun- ves, "I didn't know how they would all fit into our booths. But Joe would set them in, and then another batch would arrive. Joe, however, was equal to the problem. He would then re-arrange the machines, and sure enough, we were able to display every machine we sent to Chicago."

Mike reported that arcade owners were in a buying mood as they all had the most profitable year of all time for the 1957 season. His organiza- tion was able to place orders, none for immediate delivery, but most for de- livery in early Spring.

It's What's in THE CASH BOX THAT COUNTS—INTERNATIONALLY
Mechanically Correct for More Dependable More Profitable Operation

United’s New Phonograph

Designed and Built by Veteran Coin-operated Equipment Engineers

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CABLE ADDRESS: UNICORP

Unsurpassed Hi-Fidelity Sound Reproduction
Model UPA-100

Plastic Backglass For Chicago Coin Bowlers

ED LEVIN

CHICAGO—Edward E. Levin, director of sales for Chicago Coin Machine Company, this city, reported this past week that unbreakable plastic backglasses for "Classic Bowling League" and "TV Bowling League" are now available.

Levin suggests that operators who find it necessary to replace broken backglasses for these two bowling games order the plastic backglass from their nearest Chicago Coin distributor.

"While the initial cost of the unbreakable plastic backglass is a little higher", he said, "further replacement will be eliminated."

"In addition," Levin stated, "the operator can save himself a service call, and avoid loss of income resulting from the glass being shattered while the game is being played."

Levin also pointed out that the plastic backglass insures against breakage in transit as well as in the location.

New Counter For Metal Typers

CHICAGO — Standard-Harvard Metal Typewriter, Inc., this city, announced today that it now has in production a revolutionary and new counter for future models and existing models of the Standard Metal Typer. This new assembly will eliminate 75% of the few service problems which exist in connection with the operation of Typers.

Henry F. Barnas, vice president, reported: "The operator's chief complaint from the field has been that customers were continuously printing more than the full 32 spaces for which the disk is designed, with the result that these medals would jam and put the machine out of operation. The idea of cutting off play on the machine, after the disk had been imprinted through a full cycle, was in the back of our minds for sometime and we just decided to jump in and lick the problem, and we did!"

This item was developed by one of the leading engineers in the coin machine field and was exhibited at the recent N.A.P.P.B. Show with the visual aid of an unusual display model featuring a plexi-glass front, which permitted visitors to see all the workings on the new device.

"Barney", as Barnas is known in the industry, announced that this new counter would be incorporated on all future models of the Standard Metal Typer and that a kit consisting of mounting instructions and the new counter will be available for the market approximately January 10, 1958.
READERSHIP and LEADERSHIP
THE CASH BOX is SUPREME!

Wherever coin machines are operating —
The Cash Box is read.
Your advertising message reaches out to the far corners of the world.
The Cash Box

"INTERNATIONAL QUARTERLY EXPORT EDITION"

(Dated: December 28)

PRINTED IN: GERMAN, SPANISH, FRENCH, ITALIAN as well as ENGLISH


Why Is "The Cash Box" Acclaimed The Leading Publication Of The World's Coin Machine Industry?

The Cash Box is an essential part of every coin machine firm all over the world—being used just as constantly as it is in the United States.

It is used intensively for information on all types of American made machines, as well as for the prices of new and used machines of all kinds. "The Cash Box Price Lists" are officially recognized and accepted all over the world. The editorials and news features of The Cash Box are read as avidly in all countries throughout the world as they are in the U.S. Thru the power of these editorials (and the recent trip throughout Europe by Bill Gersh) intense interest has developed to the extent that representative importers and exporters from 41 nations have entered into membership into the "International Coin Machine Export-Import Council."

The Cash Box originates and pioneers for the benefit of the world's coin machine industry. Advertising in this "International Quarterly Export Edition" points the way for the advertiser to enjoy greater world-wide markets for his merchandise, while at the same time, building up his own business on an international scale. Your ad reaches the world's best buyers of all coin machines!

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(Dated Dec. 28th)

THE GREATEST HOLIDAY GREETINGS ISSUE IN THE INDUSTRY!

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(PHONE: DEARBORN 2-0045)

HOLLYWOOD OFFICE
6272 SUNSET BLVD.
(PHONE: HOLLYWOOD 5-2129)
US GALS
by Cissie Gersh

CHICAGO—Received some wonderful letters these past few weeks from many of my European friends. Also received quite a batch of mail from the gals in the good, old U.S.A. . . . Thanks to my new pen friend, Lucille (Mrs. Pat) Ford, for her very beautifully written note. (Aside: Your little note indicates you must be a very interesting person, Lucille. It would indeed be my pleasure to meet you personally. So how's about lunch some day soon?) . . . Nicki (Mrs. Bill) O'Donnell is in the Evanston Hospital, as I write this, with a cartilage torn away from one of her ribs. When I talked to Nikki, she just couldn't understand how one little rib could cause such excruciating pain. I'm just hoping she'll be but perfectly well for Christmastime. (Aside: Also hope she doesn't mind the way I'm spelling her name. "Nikki" seems to fit her so well). . . . Had a very nice chat with Edna (Mrs. Ray) Moloney. The Moloney's will spend the holidays on the very enchanting and beautiful island of Jamaica, Edna tells me. . . . Alice (Mrs. Sam) Clark of New York wrote me a note that started off with: "Remember me?" Well, how can I ever forget Alice? She was a happiness cure-all for me. We met in Rome for the very first time. This was during our last European trip. It was like meeting an old friend I'd known for years and years. When I asked Alice, after I met her, how she liked Rome, she answered, "Rome is Rome, but with a lot of Romany." Well, dear readers, after that shocker, we had nothing but laughs. Thanks to Alice for making our trip so jovial and hilarious. Because, by the time Bill and I landed in Rome, we were completely exhausted from working so hard, traveling so fast, and living out of suitcases for over six weeks. . . . If you have been reading this column regularly, I'm sure you must remember what I wrote about the very vividious and effervescent Collette (Mrs. Eric) DeStoutz of Geneva, Switzerland. The DeStoutz's were planning a trip to Ethiopia when we were with them in Genève. But, since then, I hear from dear Eric, they will vacation in Paris for the Holidays. We from America send Eric and Collette "spooky" foods. These include chocolate covered fried ants, roasted caterpillars, fried grasshoppers and pickled rattlesnake steaks. I sure do hope that they have received them. The DeStoutz's plan to give a very ultra-spectacular gourme'ts party featuring these foods. (If you, too, plan such a party, just phone or write me and I'll tell you where you can buy these foods). . . . Would like to thank my charming friend, Jean Stellman, via this column, for her very, very beautiful letter. Jean, as you all probably know, is the wife of my very favorite Marcel Stellman. He heads The Cash Box' offices in London, England. . . . I'm eagerly looking forward to spending some time with my very good friend, Eloise (Mrs. Joe) Mangone in Miami during the Holiday season. Expect to find Eloise's son, Joel, clambering over everything and running the family ragged. Especially if he has inherited just a teeny-weeny bit of his Mom's and Dad's energy. By the way, Eloise, isn't Joel just about 18 months old? . . . Well, I guess I'm running out of space. So, here's wishing all my readers—A Very Merry Christmas and A Most Healthy, Happy and Prosperous New Year!!!

Since so very many of you marvelous gals, in your most interesting letters, have asked to see more pictures of our European trip, below and to the right are some that may prove of interest.

#1—There I am between the two most handsome gentlemen in London, Marcel Stellman and Len Edwards. In front of Jack Isom's restaurant which is considered the Lindy's of London. (Hope Len will show this to Jack).

#2—I'm watching the changing of the Guards in front of Buckingham Palace.

#3—I'm marching right along with one of the Queen's Guards.

#4—That's Jean Stellman with me.

#5—All of you who have been there will surely recognize this very famous London monument.

#6—Bill and myself in front of ye olde White Bear Inn.

#7—Overlooking the ruins of former Roman glory.

#8—I'm holding onto one of the wrestlers in the gigantic and beautiful sports stadium in Rome.

#9—Walking up the stairs to the great Roman doors.

#10—St. Mark's Square in Venice.

#11—Doney's on the Via Veneto In Roma.

#12—Am trying to open these massive bronze doors.

#13—Entrance to the Royal Danielli in Venice.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Mr. Operator:

LET'S FACE FACTS!

DO YOU REALLY AND TRULY WANT LOW-PRICED MACHINES OR, INSTEAD, DO YOU ACTUALLY REQUIRE MORE PLAY ACTION FOR YOUR MACHINES?

REMEMBER — LOW PRICES, ESPECIALLY DURING A RECESSION, CAN BRING ABOUT A STAMPEDE OF NEW BLOOD, A LARGE NUMBER OF PART-TIME OPERATORS, JUST AS HAPPENED IN THE '30's!

PERHAPS YOUR BIG PROBLEM IS 10¢ PLAY PLUS A MORE EQUITABLE SHARE FROM THE GROSS INTAKE OF YOUR MACHINES AND A PROMOTION PROGRAM TO BRING YOUR MACHINES MORE PLAY?

Everybody, in almost every field, and in practically every business, blames high prices for all of their troubles.

Everyone says everyone else's charges are much too much.

Everybody seems to believe that, if prices were much, much lower, then everything would be just fine and dandy.

But, here in the entertainment business, is this true? Is it practical? Is this factual? Is this the real answer?

Let's face facts:

Old timers in the business, 30 and more years ago, used to tell manufacturers:

"For goodness sake, keep your prices up! What are you trying to do, bring down a bunch of part-time stiff on us so that we’ll have to face smashed commissions, upset deals, ruined locations, and have to get out of this business altogether?’"

Maybe times have changed. Maybe they haven’t—when it comes to low, low prices.

Maybe if prices were lowered down to absolute rockbottom, and the kind of equipment produced which would match such prices there would be a stampede of new blood into the field as happened in the early '30's.

Part-time workers. Most waiting to get back on their regular jobs. But, in the meantime, looking to take in enough to pay for “the eats” for the family.

That means guys who would offer locations 70% and 75% and 80% and even more. Just as long as they could get enough to cover the grocery bill. Maybe enough to also pay their rent.

They would operate three or four or five and, in a few cases, ten machines.

They, too, have cousins and aunts and uncles who own locations. They could, as a relative, knock out some operator from those locations.

They would, then, prove to uncle, aunt and cousin, that these fine location owners had been “overcharged” and “undercommissioned” all the time.

Do we have to go on in this vein?

You, as an experienced operator, know the answer.

Surely, we don’t have to draw you a picture!

Now, let’s face the actual fact! What you really require may be 10¢ play plus a more equitable share of the gross intake from all of your machines?

You may also need promotion to boom the play action on your machines?

Maybe your real problem isn’t low-priced machines to bring you cutthroat competition.

Maybe it is, instead, the fact that you are not getting what you should get from each of your machines.

And, maybe, at the same time, you are not promoting your machines to capture the greatest possible play?

TELL US WHAT YOU THINK!

Write Now To:

THE CASH BOX
32 W. RANDOLPH ST., CHICAGO 1, ILL.
The Emblem of
Dependability
and your Rock-Ola Distributor
bring you the

200 Selection, Model 1455 Deluxe
120 Selection, Model 1458
50 Selection, Model 1462

... all with 50c coin chute*
... all with automatic volume compensator
... all with the proven, dependable mechanism
... all with the original revolving record magazine
... all smaller in size than any other multi-selection phonograph

*optional
ATTENTION OPERATORS

Increase Your Income On Your Seeburg V-200 & VL-200

ORDER YOUR EASY VIEW TITLE HOLDER

Eliminating Use Of Program Drum

Now—A Program Holder Adaptable For Your V-200 & VL-200 Machines
10 Minutes To Install The Complete Unit, Without Removing Any Parts—Keeping Machine Intact

This Unit Is Mounted Directly Across Front Of Machine Covering Program Drum Unit Completely

27.95 C. O. D. Plus Post
27.95 C. O. D. Plus Post

Complete Pricing & Classification Strips With Every Unit
This Unit Can Be Used As A Master Program Holder For Custom Wall Box Installations
Order Now As The Demand Is Tremendous

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Through The Coin Chute
CALIFORNIA CLIPPINGS

Along Pico Boulevard the past week “Operation Christmas Rush” is in full swing with the distributors, one-stops and operators. Business in general took a decided up-swing which should make 1957 another big year. . .

At Leem- barger’s Records, Kay and Louise are keeping the operators with Christmas singles and LP albums which increases daily. Claire reports the big new Christmas record this year is Bobby Helms’ “Jingle Bell Rock” on Decca. For over a year Mary has asked the Gaylords to record “Oh, Marie” with an Italian vocal to answer the many requests she receives. They have just recorded this for Mercury and the predicts it will be one of the biggest records. Kay says the Playmates “Jo-Ann” on Roulette has taken off with the operators.

Jack Kem, Far East Amusement, Manila, visiting the distributors along Pico Boulevard the first time in four years. . .

At Badger Sales Company, Inc., Bill Happel awaiting a visit from his partner, Herman Paster of St. Paul, Bill keeping the phones busy taking orders for the AMI "V-200" phonograph. Marshall Ames reports used fourteen-foot bowlers continue in greatest demand by the operators of all used equipment. Jack Leonard busy re-ordering parts in the Parts Department to maintain their complete stock for all equipment. . .

Mr. and Mrs. Frank Tolzke starting a new Kern-Ghia sports car on their recent visit to Pico Boulevard from Mt. Oraive. . . Jack Simon returned to his desk at Simon Distributing Company after his recent trip to Chicago and very glad to get away from the freezing weather. Sonny Lossberg reports local business just as good as John Freeman makes out the way bills for a foreign shipment George Muraka has the equipment reconditioned and Earl Holloway has it cased and on its way. . . At Norty’s Music Center, Norty Beckham has had to put his entire staff on overtime to fill the mounting Christmas mail orders being received. Joe Gebhardt has sold of his biggest written order and it is “At The Hop” by Danny and The Juniors on ABC-Paramount. Jan Graham predicts Fats Domino’s next big hit will be his new release of “I Want You To Know” on Imperial.

At Paul A. Laymon, Inc., Lucille and Paul Laymon are receiving compli-

caments from the many operators who have viewed the beautiful Christmas display at their Pacific Palisades home. Ed Wilkes reports the first ship-

ment of Hally’s “Strike-Bowler” has been sold and they are awaiting the second momentarily. Ed says the operators are very pleased with the switches on the play field feature. Jimmy Wilkens says used music and games continues moving with Ben Peters, Russell Early and Gene Hick readying equipment in the shop and Randy Elder handling the shipping. Charlie Daniels reports sales of the Rock-Ola "1458" phonograph are holding fast. . .

Frank Lamb, Montebello operator, back visiting on Pico Boulevard after a bout with pneumonia. . . Sammy Ricklin and Gabe Orland report the Christmas merchandise at California Music Company is moving very nicely. Gabe returned from a quick trip to New York to find his wife and young sons welcomed with the flu. Andy Russell visited Sammy after finishing a tour of Argentina and cutting a new RCA-Victor album in New York. Randy Wood, president of Jet Records, paid a visit to California and discussed new national accounts and business with different members of the staff. Martha Delgado predicts Sam Cooke with another hit with his new release of “For Sentimental Reasons” on Keen. Buddy Robinson says Nicky Nelson’s new release of “Stood Up” on Imperial has started to move the first few days of release.

At C. A. Robinson & Company, Charlie Robinson returned from Chicago and reports he is very enthusiastic with what the United and Williams Fac-

tories are producing. Al Bettsman says they are anxiously awaiting the ar-

rival of United’s new “Royal” Bowling Alley and Ray Cleland reports they are enroute from the East. Hank Tronick reports used music and games are going out as fast as they come in with a shortage still anticipated on many model equipment. . .

At American Coin Machine Service Company, Bill, Andy, Nick and Vinny Lanzy are going full steam to keep abreast of the orders for their “Easy View” program holder for Seeburg “V200” and “VL200” phonographs.

Abe Susman of State Music Co. is showing ChiCoin’s new “TV Bowler”. Red McCallum is happy the cave will arrive on the 17th. . . A few familiar faces at the SMU-Notre Dame game at the Cotton Bowl were S. H. Lynch, Cliff Wilson, Fred Barber and Phil Weinberg.

. . . At Mason, Southwestern regional representative for AMI, he is very busy on business. . .


Tommy Chatman of the R. W. Morley Co., entertained customers last week-

end at his cottage on Lake Texoma. . . Sorry to hear Jim Story, general sales manager for the R. W. Morley Co., has the flu. . .

Ritchie returns from a one-nighter in Dallas. . . Dick Rising, national promotion manager for Capitol Records, in town for a few days. . . Bob Keels, sales manager for Capitol Records, in Houston visiting distributors. . . Peter de Witt, De Witt and Willetts announce new children’s album “Songs For Suburban Children,” with music and lyrics by Natalie Omish of Dallas, Bob Rogers, who arranged the album and whose orchestra plays the music, is a professor of music at the Texas State College in Denton, Texas. Television star Denise Foster did the vocal. The album has been endorsed by leading educators. It will ap-

pear under the trade mark “Dallas.” . . . Some of the visitors along coin-

row this past week were Marilynn Hart, Sweetwater; Doug Goodman, Mr. & Mrs. Drew Osborn, M. T. Johnson, Jenny McDonald, Fort Worth; Jim Garrett, Longview; Jack Griffith, Mineral Wells; W. B. Mossely, Paris; Harry Sutton, Bolter City, La.; Kenneth Rhodes, Isabel, Okla.; . . . Bill Herndon of American Amusement Company, reports his wife is expecting the stork to arrive in Dallas. He’s betting 2 to 1 for a girl.

"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY"
Ark. Op Tells About:

"The Dog That Starved In The Meat House"

CONWAY, Ark.—"The reason why I have been unable to make a profit is due to present prices of machines," believes Walter Dunaway of this city.

"The cost of operation has continued to go up," he adds, "and sales income has continued to go down."

The number of profitable locations in any territory become fewer all the time.

"The first machine that I ever bought," he says, "was a Wurlitzer P12. It cost me $325. Records were 19c. You know the cost of present and machines."

"Yet", claims Dunaway, "I got more money per week from the P-12 than I do today from a 200 selection phonograph."

"I don’t know why the decline. Probably a number of different things."

First, I always thought that the Juke Box was just a fad that would, some day, fade away.

"This notion probably come about because I remember the 190 old coin operated player pianos that my Dad had me junk and sell for scrap iron."

"Furthermore", continues Dunaway, "the machine manufacturers have put 'the operators in the position of the dog that starved in the meat house because there was so much meat he couldn’t make up his mind where to grab."

"There are probably other factors", Dunaway believes, "that have cut down on income. Like television and, especially, the general economic conditions that prevail and which have had their effect on all business."

Editor’s Note: It’s too bad that Mr. Dunaway junked those old coin operated player pianos. The demand for these, today, is tremendous. There are readers who are probably breathing over the fact that these were junked and who have continued to advertise in The Cash Box for months to obtain these.

Ohio Operator Reports:

Business Is Great

Advises Music Business in Healthiest Condition in Years. Good Tunes, Better Equipment, 10¢ Play, Better Public Relations, All Help Make Music Biz Great

POMERAY, OHIO—John R. Scott is just billing over with enthusiasm about the future of the automatic music business.

He believes that this is the beginning of profitable years for the industry.

"The music business", reports Scott, "is in the healthiest condition that I have seen it in a good many years."

"What with good tunes", he continues, "and better equipment, I am more satisfied than I ever have been."

"What’s more", he adds, "due to an upswing in all kinds of music, plus 10¢ play, I find that my business has increased about 25% over a year ago."

"I find that good service, good records and improved public relations are the basic reason for the increase."

"Be unceasing in your public relations efforts", urges Scott, "continue to give the best service, the best records and study your bookkeeping. Consult your tax men whenever the occasion warrants it."

Providence, R.I.—"Many of our present problems would be solved", reports Anthony Petteruti of this city, "If only the operators would agree to do two things."

"The first", he says, "arrange for a set standard commission basis."

"The second", he adds, "all operators to have friendly relations with one another."

"Because of strong competition", Petteruti reports, "we, as operators, are unable to obtain the adequate commission needed to cover depre-

"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY"
first we gave you...

BIG TENT

then...

SUPER BIG TENT

NOW...it's

DELUXE BIG TENT!

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

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

Mr. and Mrs. Ike Pierson, of Mitchell, S. D. in town for a few days visiting Ike's sister. The Pierson's expect to leave for Florida the early part of January and will be gone for a couple of months. Delayed congratulations to Jim Melcher of Black River Falls, Wis., who got himself married about a year ago and no one heard about it until this week. Sure kept it a secret... Harold Lieberman of the Lieberman Music Co., Mpls., attended the N.A.A.F. convention... Pete Vanderhyde, of Dodge Center, Minn., in town making the rounds. Pete expects to go south for a few weeks after the first of the month... Ben Jahnke of Hutchinson, Minn., in town last week for the show making the rounds... Gene Balza of Browerville, Minn., tells us that his route for the past two months has been way off, in collections and that his TV and appliance store the past two months has shown a tremendous increase in business... Charlie Mager of Bemidji, Minn., who has merchandising business along with his route is burning the candle nights to keep up... Harold VanBeek of Faribault, Minn., reports his route is also in the premium business, and reports that business has never been better... John Seglem of Duluth, Minn., hopes to get away for a few weeks and go south for the holidays. The art work for the ads weren't done... Jack Tomar of Two Harbors, Minn., in the premium business for several years says that this year has been the best he has experienced. Also, the route has last shown a substantial increase in gross and should show a nice profit... Joe Zid from the LeDoux of Virginia, Minn., took his son to the hospital to have his tonsils removed last Tuesday, and says that the youngster is getting along fine... Early Berkovich of the B. & B. Novelty Co., Superior, Wis., just over the border, now has the Mrs. in bed with the same thing... Frank Mager of Grand Rapids, Minn., reports that his business has held up very good this year. All his phonographs are on ten cent play and most of them on three for a quarter... Sally Rose of the Sander Dist., Co., Mpls., on a trip through the northern part of Minnesota this week.
Next week's issue of The Cash Box will be a tremendous combination. A big Holiday Special for greeting friends and customers through the world. Plus a great, outstanding "International Quarterly Export Edition". Printed, not in some fancy language! Italian is being added to the usual Spanish, French, German and English. Once again export data will show continuing growth of world markets. There will be a review of new and late equipment. And special articles from the world's leading coinmen. This is all the regular features, too, combined in one grand issue, made possible by The Cash Box is acclaimed all over the world as the leading publication in the industry. If you want to extend the Season's Greetings, why not ship these as gifts to domestic and world buyers, the December 28 issue is the one to order. Ad rates remain exactly the same. No extra charge for extra readers, extra newsprint and extra articles of great import to all in the industry.

Paul Hiebel advises that Keystone engineers have come up with a game that yields "7 times the profits". New game, "De Luxe Big Tent" is being shipped, and reported to be winning terrific receptiions. Visiting Paul at the company this week were Lee Grob and Tash Loccit of Ohio Valley Coin, Wheeling, W. Va., and Noble Zook of Superior Vending, Harrison, Ohio. "Ordering new rigs, machines and the new "De Luxe Big Tent" says Paul. Harold Dorgan started the week in Louisville, then working like inspired with distris and ops in Ill. and la. "Southern Style Salesman" Vel Albritten phoning Paul not only at the office, but also at home to get rush orders in for vendors and games. . . Empire's Joe Robbins doing a big job with United's "U-P-A-100" and Fred Miller, who also knows his phonos from A to Z. Over at Empire's Detroit office, Gil Kitt and Jack Burns expect to be working together for several more weeks. Lots of action reported in the Motor City, with ops demanding faster deliveries of "Royal Bowling Alley". Ray Hone and Alford doing a fine job of winning friends among Chi ops.

Bill O'Donnell cruises the phone for a few seconds to report plenty sales for all Bally sides. Specially thrilled over the way "Strike-Bowler" is going. And at the steady action on the Bally rides sides. Optimistic on Murray Holland says the future looks very good for the game biz here . . . Bill DeSel reports that all United engineers getting excited already as they look forward to this year's annual Christmas Party. Bill even more excited over the way "Royal Bowling Alley" has taken hold. First in Detroit, "and now being installed around the country." At Thoelke and John Casola, with enthusiastic praise from visitors to recent Park Show still ringing in their ears, hit the road on sales and service trips. Al To Detore at John Oomens, good word, and on trip now in Louisville, Knoxville and Chicago, this past week. . . . Hear that Jack Miltner, United Music, already starting to plan for a nearly completed addition to the plant. . . At ChiCoin, Sam Weltberg and Sam Gensberg still talking about amazing reception from their "Commando Machine Guns" at the convention and preparing to fill the orders. Bill Beyer of phone distributors quartet and deputy director's Detroit Bowling League", Mort Secore on trip east. . . United's Joe "Hot Coll" Kus advises he's coming back from "Upper Sisver" to the hottest climate of all.

Avron Gensberg at the bustling Genco plant trying to squeeze out more and still more production of "Show Boat". Avron reports using" machine received from distris and ops everywhere on firm's re-entry into the 5-ball field. Bill Beyer of Bally and John Oomens, daughter of Eddie and Adele Ginsburg at the North Shore Chevrolet, Glenview, Ili. "December has been excellent for business," reports Ben Coven, "the only one to expect it at this time of year." Sid Paris calling on ops in the Chi area. Herb Bideknap visiting other distributors to discuss the industry.

Subscription 52 Weeks
The Cash Box $15

.. Nice to talk with Jerry Miller, midwest sales mgr. for Cole Products, States Jerry, "I'm finding a lot of business these days from music and game operators who are now going into vending with hot and cold-drink machines" look forward to the ordered routes keep profits up.

Lou Casola, Rockford, one of the most progressive ops in the industry, reports firm's big route of cig vendors doing steady profitable biz. Lou known for his many civic activities and outstanding public relations work. Four members of the Oomens family claim they lose out on gifts every Dec. With birthdays this month for John, Pete, Donald (Andy's son) and Mrs. John "Izzy" Oomens, these members of the family only get one gift for two occasions! . . Phil Weishebler in Texas on a business trip this past week, with plenty of products and new ideas to discuss . . Smart local op Julius Mohil claims that biz is good and Star Music, "Switch games often", advises Julius, "give good service and the income will automatically take care of itself!" Julius is one op who has been around a long, long time, . . . Art Weinbarg reports so much pressure getting in on shipments of Williams new "Jig Saw" that he had to cancel his scheduled trip. Sam Lewis continues traveling all 'round the country visiting distris and ops. Harry Williams and Sam Stern working on new ideas. "One in particular", states Art, "about which they smile gracefully, but say it too early to talk about as yet."
This Is Your LUCKY Day!

New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- NATIONAL COIN REJECTOR in each chute
- NOW has TWO coin returns and other new features

GAME HOLDS approx. 1000 unmarked or start tickets.

EASY TO LOAD • SIZE: 18" x 8" x 6" • SHIPPING Wgt. 20 lbs. • Write for details

MARVEL MANUFACTURING CO.
2849 W. FULLERTON
CHICAGO 47, ILL.
TEN: DICKENS 2-2424

We need USED EQUIPMENT!

BINGO GAMES
Late Model GOTTLEB & WILLIAMS PINBALL GAMES
GUNS OF ALL TYPES

SEND IN COMPLETE LISTS
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genie and International Metronic Distributors

Remember IN NEW ENGLAND IT’S TRIMOUNT

40 WALThAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-4580

A.B.T. Guesser Scale

- EXCLUSIVE MODEL & DOMESTIC MODEL
- WRITE QUICK!

A.B.T. Rifle Sport Gallery
Kicker & Catcher
A.B.T. Challenger

Pace Aristoc Scale

Manufactured and Sales
J. F. FRANTZ MFG. CO.
180 W. LAST ST. CHICAGO 11, ILL.
(Tel. TAYLOR 9-2239)

Full line of parts at all times. Repair and Reconditioning on all A.B.T. equipment.

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1/3 Deposit Required On Each Order.
We are exclusive factory distributors for:
BALLY-WILLIAMS - ROCK-OLA

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Introducing **SHOWBOAT**

by GENCO

**Exciting New "CHANGE-A-CARD" Target**

with special "HOLD-OVER" feature

Hitting "Change-A-Card" target, lights playing cards in back rack. When all cards are lit, target and rollovers give Special Bonus. Holdover feature carries lighted cards from game to game.

**Specials:** for lighting 1-2-3-4-5 rollovers; for high score... "Match feature."

**HIGH SCORE TO 9,900,000**

- New extra powerful flipper that shoots ball at change-a-card target
- New — 5 atomic thumper bumpers
- New — 2 stretch rubber kickers
- New — All metal door and frame
- New — National Slug rejector coin chutes as standard equipment
- New — Metal legs... lock corner cabinet construction

**Genco MANUFACTURING**

Division of Chicago Dynamic Industries, Inc.

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**Chicago N.S. Auto Bowl League News**

**CHICAGO**—Gillette took two from Amber Music. High for Gillette was Chuck Meyers with 529 and Frank Dalton with 515. Johnny Oomens was high for Amber with 556.

Phono Service won two from Decca Records. Warren Pardee was high for Phono Service with 567. Ray Albemonte's 517 and Frank Tuto- mane's 529 were high for Decca.

Paschke Phono took two from Gar- missa Distributors. High for Paschke were Harry Kruger's 553 and Ray Gallet's 559. L. Alchevsky was high for Gar- missa with 476.

Mercury swept all three from Star Music. High for Mercury were Ed Kupsinik's 507, Mel Jones' 506 and Vern Imath's 483, which was also high for women. Myrlie Soenon was high for Star with a 478 score and a 201 game.

Caligano Distributors won two from Brown's Camp. Charley Alesi was high for Caligano and high for men with 569, along with Ed Teke's 547. Paul Brown's 497 was high for Brown's Camp.

Singer One-Step took two from Western Automatic. Al Calgano's 521 and Harry Walezek's 520 were high for Singer. Bill Nyland was high for Western with 482.

Gateway Distributors won two from Coven Music. John Mintz's 496 was high for Gateway. Frank Sciakstino was high for Coven with 540.

ABC Music Service took two from B & B Novelty. Les Taylor was high for ABC with 437. B & B's Mario Pierson was high with 512.

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**COIN MACHINE EXCHANGE, INC.**

Wally Finke • Joe Klein

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**CHICAGO Coin's TV BOWLING LEAGUE**

- No Contacts on Playfield!
- Real Pin Action—100% Bowling Ball Impact!
- Quietest Bowler Ever Made—Rubber-lined Ball Return—Sound-proofed Playfield and Back Stage!
- Giant 4½-Inch, 21½ lb. Balls!
- Giant Realistic Size Pins—larger than ever!

Order Now for Early Delivery!

Exclusive Distributor for Chicago Coin in N. Illinois and Indiana

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**TEAM STANDINGS**

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<th>Team</th>
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**BETTER TONE AT LESS COST!**

**NEW GOMCO HI-FI SPEAKERS**

The Only True Low-Priced High Fidelity Speaker!

- Hi-Fi Wall Model...$19.95
- Hi-Fi Corner Model...$33.95
- CoMco Extended Range SPEAKERS

- Wall...$11.95
- Corner...$16.95
- Ceiling...$21.95

**Covem MUSIC CORP.**

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Address: COVENMUSIC.

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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Now! The Spotlight's on a Sensational New Profit-Builder!

Gottlieb's 4 Player

FEATURING

"ADVANCING VALUE" ROTO-TARGETS

World's largest manufacturer devoted exclusively to the design and production of amusement machines!

Competitive play and outstanding player appeal make Falstaff a natural profit-builder . . . proven by world-wide location tests.

Exclusive new "Advancing-Value" Roto-Targets have attained phenomenal player acceptance. Contrasted with normal Roto-Target values by 10 and 100 for higher scoring playfield action. This sensational new feature is more fun for all and presents an even greater challenge to the skill and timing of every player.

Falstaff has many other outstanding features that include: Two-way "Rouladers" that add to upper playfield action; 2 holes that score 100 times target values when lit; "Two-Way" Double Match Feature for more Specials; super-powered flippers that fire ball up field at targets; cyclonic kickers; twin chutes and an all steel door and door frame.

See your distributor today!

D. GOTTLIEB & CO.

1140-50 North Kosner Avenue • Chicago 51, Ill.

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLAG REJECTORS

Canadian Op Cries Out Against Direct Distr. Sales

SIMCOE, ONT., CANADA—There are those of us here', advises Warren C. Jackson of Norfolk Colomotic, this city, "who are holding back from buying new equipment because certain distributors are selling to anyone. They are going into all locations and selling them music boxes, "What's more", he adds, "they offer a straight 50%-50% commission back just to get the locations where they can't sell the machines direct. In some cases", Jackson advises, "they have given locations time just after the first down payment and then work on the most ridiculous payment basis ever heard of. "I believe", Jackson says, "that distributors who are doing this should be blacklisted by every coin machine operator and every coin machine association."

Hub Enterprises Moves

BALTIMORE, MD.—Sol Silverstein and Joseph Wilner report the removal of their Hub Enterprises, Inc., to new and modernized quarters at 2216 Division Street.

Firm busy amusement and music machines.

Suggests Sales Direct To Ops

RICHMOND, KY.—"I believe that this business can and will be profitable", reports K. A. Cormany of Central Music, this city, "but", he adds, during. a new look and a different approach to the operator. "I think the manufacturers could and should sell direct to operators", advises Cormany, "as I cannot see where the distributors are worth the markup on the equipment they sell to the operators.

In this part of the country", Cormany claims, "the distributors start up a new operator everyday a person shows up in their store with enough money to make a down payment on 3 or 4 machines. This part time operator", reports Cormany, "is lucky to get his money back from the equipment and, at the same time, the income that an established operator does not then get is enough to help his operation a great deal."

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

IMPORTERS

We have the Music Machines, Shuffle Alleys, Pool Tables, Pinballs, and Arcade Machines you want... at THE PRICE YOU CAN PAY. We save you money as all equipment is shipped from New York. Perfectly reconditioned by skilled mechanics.

WRITE US YOUR NEEDS

RUNYON SALES COMPANY

Factory Representatives for:
AML, Inc., Bally Manufacturing Co.,
Femo, Inc.
155 10th Ave., New York 18, N. Y. 5-8800
721 Fieldingham Ave., Newark N. J., N. E. 3-8777
331 Winstead St., Hartford, Conn., Jb 5-4472

JOE ASH SAYS:

TERRIFIC REDUCTIONS

on 2 and 4 Player

GOTTLIEB GAMES

WRITE FOR PRICE LIST

SEA BELLES

CONTINENTAL CAFE

MACHINITY

DURY

EXCLUSIVE DISTRIBUTORS FOR WALTZER

D. GOTTLIEB and EXHIBIT IN SE. JERSEY,

AMUSEMENT MACHINES CO.

ACTIVITY

N. Broad St., Philadelphia, Pa.

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

Rock-Ola Names Fabiano Distr.

CHICAGO — Rock-Ola Manufacturing Corporation, this city, announced the appointment this past week of Fabiano Distributing Company, 14444 Fenkell Avenue, Detroit, Michigan, as exclusive distributors for Rock-Ola phonographs and music accessories.

The territory to be covered by the Fabiano organization, it was reported, consists of the state of Michigan, with the exception of the extreme northern counties.

"We are happy to announce this appointment", said a Rock-Ola official. "Frank Fabiano is well-known to the operators in the area, having been a distributor of Rock-Ola products in Buchanan, Michigan, for over ten years, and has the experience in the field to serve the trade in an outstanding manner."

Fabiano is a member of the board of directors of Music Operators of America (MOA).

States Fabiano, "It is my pleasure to announce that Lou Nemish has accepted the position of general sales manager of our Detroit office. Lou's great amount of experience in the music business makes him well equipped to provide Michigan operators with the finest service and cooperation."

"We intend to increase our efforts to expand the sale of Rock-Ola phonographs and to give all operators in the territory the very best deals, as well as the best service."

Frank Fabiano and Lou Nemish are said to be making plans for a grand opening in the Detroit district and showrooms, scheduled to take place right after the turn of the year.

In the meantime, according to a Rock-Ola executive, a quantity shipment of the complete line of 50, 120 and 200 selection phonographs, accessories and parts have already been delivered and are on display in the distributing firm's Detroit showrooms.

Offices in Buchanan, Michigan, also will be maintained to continue in sales and service for the western portion of Michigan.

WANT—To Purchase 5,000,000 Surplus Records, All Speeds. We Prefer Large Quantities and Will Buy For Cash. Top Prices Offered. Write us Phone, Collect—RANSEL TRADING CORP., 1000 AUSTIN BLVD., ISLAND PARK, N.Y. (Tel. Gen-2-1650), JESSE SELTER, PRES.

WANT—Used 12' American Bank Shuffleboards; 22 American and Rock-Ola Shuffleboards and Overhead Score Units. Quote best resale price. STATE AMUSEMENT CO., 1531 BROADWAY, TACOMA 2, WASH. (Tel. Fulton 3-2282).

WANT—Photograph Records—made before 1940, dealers or jube box stock or private collections. We will pay $150 to $300 per thousand. Some of the labels we are looking for are Brunswick, Vocation, Paramount, Gennett, Melotone, Victor, etc. JACOB S. SCHNEIDER, 109 W. 33rd St., NEW YORK, N.Y. (Tel. TR 7-9147).

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

WANT—AMI 80, 120, 200 selection Wall Boxes, Hideaway units, Phonographs, Late 2 Player Pinballs. Write stating condition, name and best cash price. ST. THOMAS COIN SALES LTD., ST. THOMAS, Ont., CANADA (Tel. 2646).

WANT—Route Wanted. Will pay cash for Large Route—Music—Games—Arcade—Alleys—Cigarettes, etc. Send us Your List. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029 PROSPECT, CLEVELAND, OHIO (Tel. Tower 1-6715).

WANT—45 RPM Records, new or used. No quantity too large or too small. Highest prices paid. Write stating quantity on hand. TONY GALANCO, GALANO DIST., 4142 W. ARMITAGE, CHICAGO 39, Ill. (Tel. Dickens 2-7060).


WANT—Gottlieb Novelty Games from 1954 up; King of Swats, Four Baggers, 1937 Baseballs, World Series and Shuffle Alley, AUTOMATIC VENDING CO., 291 WATER STREET, QUINCY 69, MASS. (Tel. Mayflower 9-0010).

WANT—Used Bally Bingos; Gottlieb and Williams Pins; Used Shuffle Alleys; Games & Phonographs. Send complete list. Highest prices paid. Representatives of Wurlitzer and Gottlieb Games. GABE FORMAN OR SANDY MOORE, 240 E. MERRICK RD., FREEPORT, L. I., N. Y.

WANT—Attention Everyone in the Coin Business. We are Arcade Equipment and all the Bally and United Bingos you have. Plenty of $88888 waiting. Don’t Write or Wire but call us collect—LeOET 4-4413. BALLENT AMUSEMENT, SOUTH BROAD ST., PHILADELPHIA, PA.

FOR SALE—WANT to sell: a 2000 pinball machine, playfield in excellent condition. (Used), $850.00. Phone or write: JU-1255, Chicago, Illinois.

FOR SALE—Bowling Games, Exhibit Ringer Ball $125; Geneva Skill Ball $125. Juke Box—Fleming, W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS 1, MO. (Tel. Central 1-9292).

FOR SALE—Make us an offer. 7 Beach Clubs, 1 Frolies, 1 Yacht Club, 3 Gatery, 2 Dude Ranch, 1 Pinball, 2 Scotti Novelty, 1998 ST., PORTSMOUTH, OHIO. (Tel. EL 3-1479).


FOR SALE—For Cash or Trade, Shuffle Alleys, Phonographs, Arcade Machines. Write us First List or Order—BERGER WEST SIDE DIST. CORP. 612 TENTH AVE., NEW YORK, N.Y. (Tel. Circle 8-3644).

FOR SALE—Used Records: 45's, 78's and LP's. No amount too small or too large. Write stating amount on hand. We pay premium price for proper merchandise. PEP. NOVELTY CO., 2244 N. PALMER, CHICAGO 40, ILL. (Tel. UPtown 8-9680).


FOR SALE—Mills Panoramas. Also Parts. Advise Best Price. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SIOUX CITY, IOWA 15, WASH. (Tel. MA 3585).

FOR SALE—For all types of used Pool Tables, Jumbo and Shuffle. Also late Shuffle Alleys. Will trade for AMI Juke or Seeburg. Special price on ultra modern speaker and Baffle (8 inch speaker), $75.00. GATEWAY DISTRIBUTING CO., 5622 W. NORTH AVE., CHICAGO 47, ILL. (Tel. Dickens 2-1214).

FOR SALE—Famous Sun-Glo Wax for your Shuffle Alleys. 24—1 lb. Cans for $4.50. Phone or write: L. B. WRIGHT, 180 HOWARD ST., SPokane 4, WASH. (Tel. MA 8585).

FOR SALE—One Double Header, like new, 41 condition, $475. LEWIS & GRAHAM, 1500 E. 34th ST., DALLAS, TEXAS. (Tel. Scovill 3-2000).

FOR SALE—Sells, buys and trades—Rectangular, 16 inch ultra flat, $25.00. Also, spare parts. Address: 9412 E. 8th ST., DALLAS, TEXAS. (Tel. MU-1000).
FOR SALE — Seeburg 20 Selection Wall Boxes changed over 3 for $25; 300, chrome, $55; Rock-Ola 120, $25; chrome, $55; Seeburg 100 Selection, Hammondoid Finish, $45; Rock- Ola, 1717 Steppers, $30; Vendor Coin Changer, $65; Bingo (Cleaned & Classified), Beach Clubs, $65; Bally Bean, $65 Facial Club, $45; Mexico's, $45; Bert Lanes' Dead Zone (New), $75; Long Pools (Like New), $65; Small Pools, $55; 1650 Wurlitzer, $250; AM A's (No broken plastics, cleaned & checked), $65; Jennings' Scales, $25; 8 Ohm Speckers, $99.55. H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., Moline, Ill.

FOR SALE — Closeout: Brand new original factory crates, United's Playtime, sacrifice, $475 ea. Write, Wire, Phone, IMPERIAL COIN MACHINE CO., 492 ANDERSON AVE. & CENTER, N. J. (Tel.: Whitman 5-2893).

FOR SALE — 18 Foot Rock-Ola Shuffle Board, $149.50; Shuffle Board Game Wax (12 cans), $3.50; Fast wax case (12 cans), $4.50; Packs (set of 8), $12; Fluorescent Lights, packs of 100, $18.50. PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: Jupiter 8-1814).

FOR SALE — We have a large stock of reconditioned Shuffle and Bingo Boards. For list, WES-TER-HAUS CORP., 3726 KESSEX AVE., CINCINNATI, OHIO. (Tel.: Montana 1-5000).

FOR SALE — Wurlitzer 1015, 1017, with Cobra pickup, $35 ea.; 9 Column Smoke Shop, $35; Wurlitzer 1555, 1556, 1557 Wall Boxes; 89; Seeburg Wall Boxes (chrome), $40; 14 Ft. Rally and United Bowlers, $525. All types Bingos wanted. LEW JONES DISTRIBUTING CO., INC., 1301 N. CAPITOL AVE., INDIANAPOLIS, 2, IND. (Tel.: Melrose 5-1593).

FOR SALE — 100 Telequix, with film. Reconditioned, refinished, ready for location. 5e or 10c play. Special price, $99.50. Write for quantity prices or information on other equipment. G & O SALES, 5216 N. LECLAIRE AVE., CHICAGO, ILL. (Tel.: Ave- nue 3-6818).

FOR SALE — Reconditioned Seeburg 100 Selection Wall-O-Matics, Model 3W1, Chrome Covers, New Selection Buttons, New Aluminum Instruction Plates, $27.50. Telephone or wire collect, SYRACUSE 7-1631. DAVIS DISTRIBUTING CORP., 1402 ERIE BLVD. E., SYRACUSE 3, N. Y.

FOR SALE — United 14 Ft. Bowling Alley, $495; Wurlitzer 1400 Phonograph, $55; Wurlitzer 200 Phonograph, $65; Wurlitzer 1200 Phonograph, $75; Wurlitzer 1900 Phonograph, $95; Wurlitzer 200 Phonograph, $95; Seeburg V 200 Phonograph, $695; Seeburg 100 Selection Chrome Wall Boxes, $45. WRITE UNITED DISTRIBUTORS, INC., 920 W. SECOND, WICHITA 12, KANSAS. (Tel.: HO 4-6111).

FOR SALE — Five 100-A Seeburgs for export. Have been cleaned, checked and expertly erad. $165 each, five for $750. Wire deposit or letter of credit to SHELDON SALES, INC., 881 MAIN STREET, BUFFALO 3, NEW YORK (Tel. Lincoln 9106).

FOR SALE — Williams, United and Chicago Coin Electric Front Pool Tables, $50 ea. Write, PENNSYLVANIA VENDING CORP., 1826 E. CARSON ST., PITTSBURGH 3, PA.

MISCELLANEOUS

NOTICE — That idea you have can become a new coin operated device. Contact Bob Young for Development and Engineering advice. BOB YOUNG'S SERVICE, 3427 BEN LOMOND PL., LOS ANGELES 27, CALIF. (Tel.: NO 2-3254).

NOTICE — Attention Operators: It pays to diversify your sources of income! Place Latex, Comb, Ball Point Pen machines and others in your present or new locations. Write for free catalog. NATIONAL SANITARY SALES, INC., 6640 N. WESTERN, DEPT. CB, CHICAGO 45, ILL.

NOTICE — It's your business to KNOW THE FACTS! How can operator-cooperative affect you? How can you get your locations' cooperation? How can "10c Play Plus" help you? What percentage of the nation's juke boxes feature 10c play? What percentage of U. S. amusements feature 10c play? All this and more appeared in The Cash Box. In addition to "The Cash Box Price List" which, for over 18 years since their inception, have been internationally recognized and officially accepted The Cash Box is the publication that conceived the idea for MOA (Music Operators of America). The Cash Box originated and has constantly crusaded for: "National Public Relations Bureau," "Dime Play," "National Credit Bureau," "National Board of Trade," "National School for Mechanics," "2-Minute Recordings," "Eualized Record Tone Level," The Cash Box "Quarterly Export Edition" has won world wide recognition and international acclaim. The Cash Box Annual Encyclopedia Edition plus its Anniversary Issue is accepted as "The Year Book of the Industry." When you send $15 for a full year's (52 weeks) subscription to The Cash Box (just about two weeks a year) you are getting what has been acclaimed by all as: "THE BIBLE OF THE INDUSTRY." Send your $15 check today to: THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N. Y.

NOTICE — Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is RUBY DISTRIBUTING CO. Write, wire or phone, 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel.: VERnon 2-7976).

NOTICE — Diversification with no investment! Our program has already proven itself to leading operators. Make hundreds of dollars each week with our "Especially made for the 'profit' trade merchandising approach" in the specialty food field. A.B.C. MFG. CO., 3441 W. NORTH AVE., CHICAGO 47, ILL.
How To Use “The Cash Box Price Lists”

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter “The Cash Box Price Lists” can only feature the market prices as they are quoted. “The Cash Box Price Lists” act exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. “The Cash Box Price Lists,” rather than show no price, retain the last known quotations for each equipment so that the subscriber at least has the last known price as a basis to work with. Prices may be 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, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher price 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 equipment being up-to-date to make average price adjustments to fit the peculiarities of his territory.

METHOD: “The Cash Box Price Lists” should be read as follows: first price is lowest price quoted for the week; second price is highest price quoted.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $20 to $25 on Pin Games—$25 to $30 on Photographs.

The Cash Box
Page 72
December 21, 1957

19th YEAR OF PUBLICATION
950th CONSECUTIVE WEEK’S ISSUE

How To Use “The Cash Box Price Lists”

[As known as the “C. M. I. (Coin Machine Industry) BLUE BOOK!”]

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

Manufacturers and date of game’s release listed. Code: (B) Bally; (CC) Chicago Coin; (E) Evans; (Ex) Exhibit; (G) Genie; (Got) Gottlieb; (Ke) Kenny; (Un) United; (Wm) Williams.

### PINBALL GAMES

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### HOW TO USE “THE CASH BOX PRICE LIST”

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
chicago coin’s new
TV BOWLING LEAGUE
PLAYS LIKE REAL BOWLING!
Now NO ROLL-OVER SWITCHES ON PLAYFIELD!

Now REAL PIN IMPACT

REAL BOWLING ACTION!
NO MORE ROLL-OVER SWITCHES UNDER PINS!

Available in 3 Sizes
13' - 16' - 20'

QUIETEST Bowler Ever Manufactured!!!
✓ Entire Ball Return Runway is Rubber Lined!
✓ Playfield Sound-proofed with Cork Backing!
✓ Back Stop is Sound-proofed with Cork!

NEW PROFIT MAKING FEATURE!
2 Games for 25c
Also available as One Game for 25c
Easily convertible to regular 10c play!

GIANT BALLS
4½ in. DIAMETER
2½ POUNDS
GIANT PINS
REALISTIC SIZE Larger Than Ever Before!

chicago coin machine
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of Chicago Dynamic Industries, Inc.
USED EQUIPMENT LISTS PROVE IT

WURLITZER CAROUSEL PHONOGRAPHs RETAIN HIGHEST VALUE

TRADE YOURS IN ON NEW WURLITZER 200-SELECTION, 50-CENT PLAY PHONOGRAPHs

“GET AN ASTOUNDING ALLOWANCE ON YOUR OLD PHONOGRAPHs”

GET HIGHER EARNINGS FROM YOUR PRESENT LOCATIONS

YOUR WURLITZER DISTRIBUTOR IS WHEELING AND DEALING AT TOP SPEED THIS WEEK

SEE HIM TODAY

THE WURLITZER COMPANY, NORTH TONAWANDA, N.Y.
Established 1856

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
CASH IN ON THE BIG SWITCH TO NO SWITCHES!
EQUIP EVERY LOCATION WITH UNITED'S NEW
ROYAL BOWLING ALLEY

REALISTIC BOWLING REGULATION SCORING
BALL HITS PINS JUST AS IN REGULATION BOWLING
NO PLAYBOARD SWITCHES ON SMOOTH ALLEY

BIG 4½ INCH BALL
EXTRA QUIET . . . EXTRA FAST
1 TO 6 CAN PLAY
BIG, DURABLE PINS

2 GAMES FOR 25¢
CREDIT UNIT
ACCEPTS UP TO 20 QUARTERS AT ONE TIME FOR FUTURE PLAY
ALSO AVAILABLE IN ONE PLAY FOR 25¢
CONVERTS EASILY TO 10¢ PLAY

New
DROP CHUTE MECHANISM
with NATIONAL REJECTOR
on Pull-Out Drawer for Easier Servicing

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 14, ILLINOIS

4 ALL-LOCATION SIZES
13 FT. LONG . . . 16 FT. LONG
EXPANDABLE WITH 4 FT. SECTIONS TO
17 FT. LONG . . . 20 FT. LONG

SEE YOUR DISTRIBUTOR NOW!
Bally Strike-Bowler

is REAL bowling alley... sensational money-maker

Smooth-alley bowling realism attracts new players, opens new locations,
injects new life into present locations, boosts bowling profits to new highs.
Get in on the ground floor of the real bowling boom. Get Bally STRIKE-BOWLER today.

NO SWITCH-ACTUATORS ON ALLEY

 Strikes...Spares...Blows scored by hitting pins with ball...exactly like real bowling

More Magic! More Money!

Bally Sun Valley

Biggest blaze of money-making "magic" ever flashed on a backglass! All 25 numbers in Magic Squares or Magic Lines!
Results: more fun for players, more coins through the chute, more profit for you! Get your share... get SUN VALLEY now!

Boost profits in SHUFFLE spots with new Bally ABC SUPER DELUXE BOWLER

SUPER-SIZE PUCK
SUPER-SIZE PINS
OFFICIAL BOWLING SCORES
DE LUXE CLUB-STYLED CABINET
BOWLING BEAUTY BACKGLASS
LIGHT-UP TOTALIZERS
SPEEDY PIN-SET

See your favorite distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS