The new AMI automatic music machine is destined to be seen as far away as the River Kwai, says Mitch Miller who helps introduce the Model “I” series above. The new machines are currently being shown throughout the country by all AMI distributors. Likewise Mitch has a hit which is probably on most of the machines currently on location, “River Kwai March & Colonel Bogey” on Columbia.
Did you hear about Jerry c/w The Marching Saints 47/20-7176

I love you more c/w Overnight 47/20-7171

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

RCA VICTOR
For years the record industry has been plagued with the problem of bootlegging. It is estimated in some quarters that several record firms are losing as much as 25% of their gross business because their label and product are literally being stolen. And yet no one has bothered to come up with an effective answer.

If ever there was a project for the Record Industry Association of America, as spokesman for the record business, to work on, we would think this is it. Here obviously is an industry-wide problem which by the farthest stretch of the imagination cannot be termed controversial. Here obviously is a project which everyone who manufactures records should be in accord with—the attempt to keep the record manufacturer's product from being put out on the market without his consent and without any income being realized by him.

Why then no action? Mostly because record executives, even through their own organization, are not in contact with each other. For instance the problem of bootlegging is obviously an interstate matter. Yet no one is dealing with it on a national basis. Each state has a different law referring to the problem, i.e. when there is a law at all. In many states there is simply no statute at all by which the bootlegger of records can be prosecuted and even in states where there is some sort of legislation, prosecution is in most cases practically impossible because of the ineffectiveness of the law. Furthermore, if we continue to deal with the problem state by state, nothing is ever going to be accomplished. It seems clear therefore that the only logical way to deal with bootlegging is through federal legislation.

Now how is federal legislation achieved? One obvious way is through a lobby. Almost every industry in the nation is represented in Washington by experienced personnel who know how to present the problems of that industry to Congress in an effective manner. Why shouldn't the record industry, which has the major problem of trying to keep its product from being stolen, also be represented in Washington?

The cost? It is infinitesimal compared to the amount lost each year in bootlegging. Wouldn't it make sense for every record firm to accept an appropriation in proportion to its RIAA dues to create an effective lobby in order to achieve this obviously necessary legislation which is the only way by which the product of the record industry can be protected?

Now that the gross sale of records is no longer a minor matter, now that stealing even a small percentage of the total gross can amount to millions of dollars, doesn't it make sense to spend a fraction of that amount to achieve legal protection?

The answer is obvious.

It's time for the RIAA to act—and to act with vigor. And if it doesn't, then let the record company officials, who make up that organization, stop complaining about bootlegging and simply accept the fact that nothing is going to be done because they are unwilling to act in concert to prevent their product from being stolen from under their noses.
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<th>No.</th>
<th>Song Title</th>
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<td>Nothing Else</td>
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EVERYBODY'S COVERING...
BUT THERE'S NO STOPPING
THE ORIGINAL...

THE NATION'S NEXT No. 1 HIT

"WISHING FOR YOUR LOVE"
by
The Voxpoppers

Mercury
RECORDS

SOLD
TO MERCURY RECORDS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
"The answer to a HIT is another HIT!"

"I FOUND A JOB"

b/w

"DOWN ON MY KNEES"

R-4054

THE HEARTBEATS

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The Cash Box, Music

March 1, 1958

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

1. GET A JOB
   SILHOUETTES
   DO-1505—Mills Bros.
   EM-1029—Silhouettes

2. DON'T
   ELVIS PRESLEY
   VT-7150—Elvis Presley

3. AT THE HOP
   DANNY & JUNIORS
   AP-9571—Danny & Juniors
   DO-15675—Nick Todd

4. THE STROLL
   DIAMONDS
   CR-61930—Lancers
   ME-71242—Diamonds

5. SAIL ALONG SILV'RY MOON
   BILLY VAUGHN
   DE-30357—Karen Chandler
   DO-15661—Billy Vaughn

6. SHORT SHORTS
   ROYAL TEENS
   AP-9882—Rapit Teens
   DC-175—Four Winds
   KI-5114—Tiny Bradshaw

7. CATCH A FALLING STAR
   PERRY COMO
   VT-7128—Perry Como

8. SUGARTIME
   McGuire SISTERS
   CR-61942—McGuire Sisters
   CR-61908—Charlie Phillips

9. LA DEE DAH
   BILLY FORD'S THUNDERBIRDS
   KI-5170—Bennie & Rusty
   SW-4002—Billy Ford's Thunderbirds

10. YOU ARE MY DESTINY
    PAUL ANKA
    AP-9850—Paul Anka

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11. DEE DINAH
12. DON'T LET GO
13. STOOD UP
14. OH JULIE
15. WITCHCRAFT
16. I BEG OF YOU
17. RIVER
18. SWINGING SHEPHERD BLUES
19. RAUNCHY
20. PEGGY SUE
21. OH-OH, I'M FALLING IN LOVE AGAIN
22. GREAT BALLS OF FIRE
23. MILES
24. MAYBE
25. COME TO ME
26. MAGIC MOMENTS
27. JO-ANN
28. IT'S TOO SOON TO KNOW
29. ANGEL SMILE
30. GOOD GOLLY, MISS MOLLY
31. APRIL LOVE
32. ARE YOU SINCERE
33. BELONGING TO SOMEONE
34. KISSES SWEETER THAN WINE
35. SWEET LITTLE SIXTEEN

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

UP! UP! UP!

CONNIE FRANCIS

K12588 on 45 and 78 rpm

THE STROLLERS
Featuring
ARTIE MALVIN
GIJII
(From the MGM Film “Gigi”) and
MOONLIGHT COCKTAIL
K12614

LOVE THEME FROM
“THE BROTHERS KARAMAZOV”
(From the MGM Picture)
Featuring
JACK HILL at the Cymbalom Orchestra conducted by Harry Geller
K12624

CHARLEY AND JUNIOR
CUDDLE LOVIN’ BABY
K12615

SAM (THE MAN) TAYLOR
BIG GUITAR
K12613

DAVID ROSE & His Orch.
SWINGING SHEPHERD BLUES
K12608 on 45 & 78 rpm

RICHARD BARRETT
(When Your Heart’s On Fire)
SMOKE GETS IN YOUR EYES
K12616

MARVIN RAINWATER
WHOLE LOTTIA WOMAN
K12609

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

**ROCK MURPHY**

(Verse 10118)

**B+** "GOT WHAT I WANTED" (2:40) [Vivid ASCAP—Kessel] Rock Murphy could make big noise with this torrid lowdown blues. His dominant, moody voice, plain guitar, and driving rhythm section loaded with all the dancing ingredients the kids could want make it a thrilling sound. Watch this sleeper.

**B** "THE GAY EVENING" (2:20) [Vivid ASCAP—Kessel] This end is a strong singer, but item also tailor-made for the teemers. Sax and guitar blend beautifully on both ends.

**CHARLES BROWN**

**B** "NOW AND FOR ALWAYS" (2:24) [Sequence ASCAP—Alfred]

**ONE HEART** (2:00) [Brockwin ASCAP—Cari, Wells]

**GEORGE HAMILTON IV** (ASC-Paramount 9989)

- George Hamilton IV follows up his smash waxing of "Why Don't They Understand" with another warm and winning performance of a tender ballad that should bounce onto the charts in short order. This time the song is titled "Now And For Always". It's a fragile love song set to a familiar melody we used to sing on the campus and in summer camps. Simple stirring, but effective. A pretty ballad that might suggest a string section and a chorus join in with that school glee club sound. Side hits home. Watch this smash take off. Flip, "One Heart", is another soft item but with a lilting tempo. It's the top half that rates.

**THE GROOVIN' B** (EMI)

**B** "THE SKIP-A-STEP" (2:20)

**GEORGIA GIBBS**

(RCA Victor 7166)

**B+** "MACK MARTIN BM—Wolfe, Soloway"

One of Georgia's best sides in a long time is this swinging rocker with a cornball flavor that could send it over the hill. Snappy handclapper that deserves mention. Could be a big one for Her Nibs.

**B** "YOU'RE DOIN' IT" (2:05)

A smooth rockin' item with a softer beat than most R & R items, is handled with class by the lark.

**DICK HAYMES**

(Halma, 2000)

**B** "A VERY PRECIOUS LOVE" (2:58)

[Willmark ASCAP—Fain, Weisler] The new Halma label gets off to a big start with a delightful reading of a big tune from the "Hollywood String Quartet" plp as fashioned by the polished voice of Dick Haymes. Wonderful reading that could catch.

**B** "THE LONG HOT SUMMER" (2:46)

[Feist ASCAP—North, Carlin] This film production is handled with finesse by the veteran songwriter. Rich, warm ballad.

**JOHN GART**

(Kapp 211)

**B+** "LIDA ROSE" (2:14)

[Frank Dorf ASCAP—Carter] One of the most charming "All American" songs from the smash B'way musical hit "Murder, She Wrote". This is handled in a delight-ful, liltmg manner by John Gart and the Happy Harts. Light and inviting soft item that should get heavy air play. Deck has a homespun sound.

**C+** "SKIPPING MJ POLKA" (2:25)

[Manhattan ASCAP—Gart] Ops and dealers interested is a change-of-pace polka item that has a choice morsel in this filler.

**THE KIRBY STONE FOUR & ED SULLIVAN**

(Columbia 41212)

**B** "IT'S A REAL BIG SHOW" AND "LIGHT" (2:20) [Alpha ASCAP—Stone, Gardner] Comedy singer, Stan the Man Four, has written the Ed Sullivan show and come up with a hilarious disk. Ed Sullivan lends a hand with a few lines here and there. Upbeat novelty that the public should find enjoyable. If you're a fan of the Sullivan show, the lyrics are extremely funny.

**B** "WHISPERRING & GROOVIN' HIGH" (2:55) [Miller & Fred Fisher & Leeds ASCAP—Schonberger, Coburn, Ross/Gillespie] The quartet weaves two numbers together to an up beat again, with delightful results, inviting that should win mass distribution approval.

**B** "STEADY WITH BETTY" (2:10)

[Starlite BM—Edison, Singleton] Dixie label gets off to an exciting start with a powerful romper. Good kick to the winning vocal of Benny Joy. Strong jumper of the lyrics which are impossible to use nationally. But the tempsong sound is there.

**C** "SPIN THE BOTTLE" (2:01)

[Emi] A favorite teenage occupation is told about via this rock-a-billy jump.
THE BIGGEST NOVELTY HIT OF THE YEAR

"DINNER WITH DRAC"

by The Cool Ghoul

JOHN ZACHERLE

CAMEO RECORDS #130

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
="WISHING FOR YOUR LOVE" (2:23) [Rayven BMI—Horton]
THE LAST DRAG" (2:40) [Abbi BMI—Schaeffer]

THE VOXPOPERS (AMP 3-1004)

- There's another sleeper out of left field that has the earmarks of a major ditty. JACK HILL (MGM 12620) with its rock and roll beat and a lovely melody chanted by a group of newcomers called the Voxpopers. Titled "Wishing For Your Love", the number has that indefinable something that the best material does in side three about three or four times and you'll see that the deck has that indescribable something that could make it a major hit. With this, the Voxpopers have another up-beat love tune like the kids are to stay and the top half could establish them as big money-makers.

"Blonde Bombshell" (2:05) [Saxon BMI—Wu, Wolf]
"There Goes My Heart" (2:17) [Wildaim BMI—Del Campo, Gary]

DON RONDO (Jubilee 5319)

- Don Rondo comes to the fore once again with two wonderful new sides—each of which could make the grade. One half is in the rock and roll idiom and goes under the title "Blonde Bombshell". It's an exciting, gimmick-filled rocker with a cute lyric and an outstanding dapper assent. Right in line with what the kids want. Sounds like a money-maker. In the more dramatic vein is the companion deck, an enchanting love song tagged "Love Theme From The Brothers Karamazov" featuring Jack Hill. Hill performs the stirring melody on an instrument called the Cymbalophone that has a sound similar to that of a siber. And the results are just wonderful. Superb side that could be a huge smash. It becomes prettier with each new listen. Watch this sleeper closely. Flips is Hill's moody version of the evergreen "Take Me In Your Arms" also played on the cymbalophone.

"Love Theme From The Brothers Karamazov" (2:26) [Robbins ASCAP—Kaper]
"Take Me in Your Arms" (1:58) [Milks ASCAP—Markush, Parish]

- The Brothers Karamazov", an MGM film, should be one of the big box office attractions of the new year, especially since Yul Brynner is its star. In his film is a haunting love theme that's heard throughout. This is an enchanting "Third Man Theme" type of number that you find yourself whistling after the film is over. MGM Records has come up with a magnificent recording of this enchanting "Love Theme From The Brothers Karamazov" featuring Jack Hill. Hill performs the stirring melody on an instrument called the Cymbalophone that has a sound similar to that of a siber. And the results are just wonderful. Superb side that could be a huge smash. It becomes prettier with each new listen. Watch this sleeper closely. Flips is Hill's moody version of the evergreen "Take Me In Your Arms" also played on the cymbalophone.

"College Man" (2:35) [Knox BMI—Justis]

- A college cheer and a vocal outburst open Ralph Marterie's best instrumental side tonight. It's a swingin' rocker with a hard driving beat and a good melody in the true "Rammy" tradition. The side starts to jump right from the opening groove and doesn't let up for a minute. Could be a big one for the Marterie fan. The flip side starts with some fancy trumpet work by Marterie and then breaks into a smooth tango treatment of the "Cinderella" song from the Walt Disney picture of the same name. In its new form the number is dubbed "Cinderella Tango", Good dance deck. But it's upper half for the listeners.

MARY MARTIN with THE KIDNAPPED (Disneyland 100)

- The MAGIC SONG (2:42) [Walt Disney ASCAP—David, Hoffman, Livingston]

- Mary Martin does a wonderful job with this Disney favorite. Saltry rendition of the "Silly" phrase of this old-fashioned nursery- rhomboul" lyrics results in some interesting listening. Ditty, jays oughta get a kick out of this one. Refreshing interpretation of an oldie.

- HI-HO" (2:13) [Bourne ASCAP—Moezy, Churchill] This end is also from the star's latest Disneyland L.P. Here Miss Martin bears thru a tricker fast pop rendering of the kiddie smash. This is the first time "Hi-Ho" has been treated in this sexy fashion.

DANNY SCHOLL (Deeco 3058)

- GLITTER & GLOW" (2:42) [Columbia Pic ASCAP—Dunne, Hall] A beautiful and extremely touching film title with a western setting, is chanted with emotion and class by Danny Scholl. Song comes from the new film "Cowboy". Scholl came to the attention of the disco world thru his appearance on the Jack Paar TV show. Fine first showing on Deeco.

- "Once In A Lifetime" (2:51) [MCA ASCAP—Moezy, Molen] This lovely dramatic ballad was co-authored by Paar's pianist Joe Melia. Song is armed with force by the big-voiced crooner.

JOANNE GILBERT (GnP 132)

GLITTER & GLOW" (2:13) [Columbia Pic ASCAP—Jenkins, Hamm, Hoenen, Hoven] Jockeys interested in a smart rhythm item have one in this fresh, clever class ditty fashioned neatly by Joanne Gilbert. Attractive change of pace programming for today's R & R dominated market.

- "The One I Love Belongs To Somebody Else" (2:58) [MCA ASCAP—Jones, Kahn] Miss Gilbert hands in a moody, blues reading of a great oldie. Two sides features easy listening.

BOB JAXON (RCA Victor 7168)

- "All About Me" (2:28) [Republic BMI—Starr] A good rock-a-baller is chanted with feeling and in a commercial manner by Bob Jaxon. Side has a pretty melody and a good beat.

- "Me? Please! Me?!" (1:50) [Sheldon BMI—Hill, Sherman] Jaxon ups the beat and belts out a staccato rocker with a go-go dance tempo. Solid swinger to watch closely.
From the Irresistible Romantic Motion Picture "Gigi"
Backed up with an Extensive Promotion Campaign
- Special 30 x 40 animated window displays.
- 12 x 18 counter cards.
- $700 in cash prizes to dealers for Gigi window display contest.
- Special disk jockey LP featuring excerpts from the 3 "Gigi" albums.
- Special local previews for dealers.
- Tremendous trade paper ad campaign.
- Tremendous consumer ad campaign.
- Easel-backed dummy album covers on all 3 albums.
- And MORE, MORE, MORE PROMOTION.

PLACE YOUR ADVANCE ORDERS NOW THROUGH YOUR LOCAL MGM RECORDS DISTRIBUTOR

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Only those records best suited for commercial use are reviewed by THE CASH BOX
CashMakers

NEW ARTIST!

BOB BAIN
And His Music

FENDER BENDER
HONKY TONK TRAIN

RECORD NO. 3931

THE FOUR FRESHMEN
Orchestra Conducted by Dick Reynolds

WHISTLE ME SOME BLUES
NIGHTS ARE LONGER

RECORD NO. 3930

LUCHO GATICA
with Nelson Riddle's Orchestra

MEXICALI ROSE
ONCE IN A DREAM

RECORD NO. 3932

RON GOODWIN
and His Orchestra

THE LAUGHING SAILOR
RED CLOAK

RECORD NO. 3927

ED TOWNSEND
Orchestra Conducted By Gerald Wilson

FOR YOUR LOVE
OVER AND OVER AGAIN

RECORD NO. 3926

EARL PALMER
and His Ten Piece Rockin' Band

DRUM VILLAGE PART I
DRUM VILLAGE PART II

RECORD NO. 3899

FARON YOUNG

I CAN'T DANCE
ROSALE (Is Gonna Get Married)

RECORD NO. 3898

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
An Overnight Sensation...
The Original "BLUEBIRDS OVER THE MOUNTAIN"

"HANGING AROUND"

By Ersel Hickey
Epic 5-9263

NEW YORK:
The worst snow storm and cold weather in a long time business to come to a practical standstill in the New York area couple of days last week. Record sales suffered along with all other Jubilee Records has moved to beautiful new offices in 1722 Broadway.

Dor Ann Gray, who records for Jubilee Records was married last Sunday to Stu Phillips, young arranger-composer, who wrote the background music to the album "Cora Girl"... The life of a recording new is not all electronics. Randy Wood sent "Horary for the girls" says Vito Semello of Capitol Record Distributors. Vito tells us that among his best selling albums of the month, three of the top spots are occupied by females. The albums that are showing up the strongest are: 'The Late Late Show' by Dakota Station; 'I Wish You Love' by Keely Smith; and the new Ethel Ennis album...

Records picked up one of the hottest masters around last week is the hottest master around last week is "Wishing For Your Love" by The Vynallers from the AMP label.

Chicago:
Rouben Lawrence and Tony Galazzo, Record Distributors, motored to Milwaukee with Audio Fidelity's "Dukes Of Dixieland", who opened 2/17 at the Brass Rail. Tony & Rube then continued on to The Moors in Waukesha for a week of rest and relaxation... A few words to tell Arquilla to get well quick. Fred is recuperating in Mac Neill Memorial Hospital from overwork... Now that Jubilee disk jockey Della Reece finished out disk jockey for her new album "Della Reese Sings At Mister Kelly's", she's breathing sighs of relief.

Madigan, currently gracing the Cameo House at the Drake Hotel, has a new LP titled "Betty Madigan Sings Jerome Kern"... An interesting note to Johnny Raphael had to leave home to clinic. He's now the rage of the West Coast. His big deck is "We're Only Young Once"... Mort Hillman, Stephany Records, tells us that he just returned from a successful sales tour with a new release "The Drag Number One" by the recently pacted Cheerful Earls...

Phil Lind tells us that he's getting good response from his listening audience since he set aside ever...

Wednesday as Record Album Day over WTAQ, La Grange, Ill. Ralph Cox, busy Coral promo man, trying to chase the "Bu" blues... "Roulette's Stick Pat is out "hanging the bush" this week with three big Roulette disks. Jeri Southern's "Life Does A Girl A Favor" (the tune is from the Broadway musical smash "Oh Captain"). "The Stand Of Time", a terrific instrumental by Lonnie Hayten, and Shaye Ogan's "Satisfaction Guaranteed"... Publisher Arnie Matany believes that prexy Harry F. Polos will host a soirée 2/19, for decal Jack Lane, who recently took over the record clearing column for The Chicago American...

Was nice hearing from Roulette's Playmates (regularly riding the charts with "Jo-Ann")... They're recouping after coast-to-coast promotional and personal appearance tours... Fred Sipiors, Singer-One-Stop, says there's a break away from rock 'n roll with "Who's Sorry Now" by Connie Francis; United Frisco, Jerry Fraser, United Frisco... Jerry Fraser, United Frisco... Jerry Fraser, United Frisco. - The first rocket to the moon will be going to "Thank You, Mr. Moon", "Don't Let Go" by Somethin' Smith & The Redhearts on Epic is still holdin' tight... General heavy for German, Geneva Distributors, says he's got a real big one in Amy Pats "Tequila" by Eddie Platt. Ditto "Rock And Roll Is Here To Stay" by Danny & The Juniors and "Young Devils Calling" by The Coasters on Josie... Lennox is also high on "The Swivel" by Al Taylor and The Peedle...

HOLLYWOOD:
Verve Records may have the biggest selling single in its history in the Randy Sparks waxing of 'Walkin' The Low Road' which was first broken in the Los Angeles market by Al Sherman's Record Sales Co. and has spread nationally from there...

Latest 'gauche' disk is by a Los Angeles company company named Pirate Records, semi-week released "Can Canverella." The tune was written by Lee T. Gatin, recorded by Manny Soor and The Thieves, and published by Injunction Music...

West Coast label, Rendezvous Records, out this week with its first single release. "Ghost Riders" by Bob and Jerry. Firm has previously released LP's only... Joel Sherman of Epic Records in town to record an album with Jack Lemmon, the general manager, Bill Nielsen also due in town for distributor meetings with Gene Brewer, Epic's Western District Manager, Bob Weiss, European representative for the Edwin B. Morris music firms, in town for a month's visit...

Larry Goldsby Los Angeles Records to form Western States Record Service which will represent several independent lines with distributors and disk jockeys throughout the West...

Actor Dwayne Hickman has been set to kick off his recording career next week when he will record the ABC-Paramount. Al Latsuka's new Sun State Distributing Co. riding two good ones in "Always And Forever" by The Four-Bquires on Paris, and "You Are My Dream" by Jackie Dee on the EP label.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE ORIGINAL #1 HIT!

The Cash Box
Sleeper of the Week

“DROP TOP” (2:15) [Hip Hill BMI—Suarez]
“THAT’S WHAT THE MAILMAN HAD TO SAY” (3:05)
[ Hip Hill BMI—Suarez]
ROY “BOOGIE-BOY” PERKINS (Ram 122)

Here’s a sleeper out of left field that could build into one of the teenagers’ favorites. Featuring newcomer Roy “Boogie-Boy” Perkins on the Ram label, the number is a house-ronin’ jumper dubbed “Drop Top.” It’s a wild and woolly R & R belting of a tune describing a convertible automobile that the songster has just bought. It’s got that pile-driving beat that doesn’t let up for a second and Perkins’ delivery features a number of good vocal gimmicks. Good side to watch. The lower lid has a country blues flavor. Slow beat rocker dubbed “That’s What The Mailman Had To Say”.

“DROP TOP”

by

ROY “BOOGIE BOY” PERKINS

RAM RECORD 10821
The Records
Disk Jockeys
Played Most
A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

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<th>Pos.</th>
<th>Lgst.</th>
<th>Week</th>
<th>Record</th>
<th>Label</th>
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<tr>
<td>1</td>
<td>GET A JOB</td>
<td>1</td>
<td>SILHOUETTES (Ember)</td>
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<td>2</td>
<td>CATCH A FALLING STAR</td>
<td>3</td>
<td>PERRY COMO (RCA Victor)</td>
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<td>3</td>
<td>SUGARTIME</td>
<td>2</td>
<td>McGuire SISTERS (Coral)</td>
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<td>4</td>
<td>SHORT SHORTS</td>
<td>9</td>
<td>ROYAL TEENS (ABC-Paramount)</td>
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<td>5</td>
<td>26 MILES</td>
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<td>FOUR PREPS (Capitol)</td>
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<td>6</td>
<td>SAIL ALONG SILV'RY MOON</td>
<td>4</td>
<td>BILLY VAUGHN (Dot)</td>
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<td>7</td>
<td>DON'T</td>
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<td>ELVIS PRESLEY (RCA Victor)</td>
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<td>8</td>
<td>OH JULIE</td>
<td>12</td>
<td>CRESCENDOS (Nasco)</td>
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<td>THE STROLL</td>
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<td>DIAMONDS (Mercury)</td>
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<td>10</td>
<td>SWINGING SHEPHERD BLUES</td>
<td>13</td>
<td>JOE KOFFMAN (Jubilee)—DAVID ROSE (MGM)</td>
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<td>YOU ARE MY DESTINY</td>
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<td>PAUL ANKA (ABC-Paramount)</td>
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<td>WITCHCRAFT</td>
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<td>MAGIC MOMENTS</td>
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<td>NAT &quot;KING&quot; COLE (Capitol)</td>
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<td>OH-OH, I'M FALLING IN LOVE AGAIN</td>
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<td>IT'S TOO SOON TO KNOW</td>
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<td>PAT BOONE (Dot)</td>
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<td>TELL HER YOU LOVE HER</td>
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<td>FRANK SINATRA (Capitol)</td>
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<td>RIVER KWAI MARCH &amp; COLONEL BOGEY</td>
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<td>MOE KOFFMAN—DAVID ROSE—JOHNNY PATE (Federal)</td>
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<td>ARE YOU SINCERE</td>
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<td>SWEET LITTLE SIXTEEN</td>
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<td>BALLAD OF A TEENAGE QUEEN</td>
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<td>DANCING WITH MY SHADOW</td>
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<td>WHO'S SORRY NOW</td>
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<td>THIS LITTLE GIRL OF MINE</td>
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The De Castro Sisters
YOU TAKE CARE OF ME
(I'll Take Care Of You)
b/w What A Relief 47/20-7177
JOIN THE BIG DJ PARADE...

DICK JACOBS
and His Orchestra

THE MARCHIN' DRUMMER BLUES

7-11 (Mambo #5)
CORAL 9-61951

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Bill DemJohn (WEIR-Weirton, West Virginia) tells how every week on his "Be My Guest Show", he has a deep telephone conversation with Nicele Letcher of the Robinson Music Company in Steubenville, Ohio. She tells the audience what records are among the best sellers.

... Art Moore (WMFI-Dayton Beach, Fl.), Art Moore (WMFI-Dayton Beach, Fl.) feels that the Four Coins definitely have a hit in their latest, "My Love Loves Me"... Bob Furry (KTAR-
Phoenix, Arizona) informs us that Al Sherman and Merve records treated DJ's and their wives and audience with the KoKo nitery to Ella Fitzgerald, who's in for one week... Dick Biondi (Youngstown, Ohio) optimistic over Jerry Lee Lewis' new disk "Breathtaking", which was penned by Otis Blackwell.

... Buck Leath (WTTR-Elkhart, Indiana) has recently begun to play record hops in his area. Leath's right hand man for these occasions is Jerry Drake, local high school senior choir member. ... Freeman Hovey (KCSR-Chadron, Nebraska) reports that he has never seen a record take off and get so much reaction as the McCall Sisters' "Sugarbabe". The jockey says that some days the tune averages as much as a dozen spins. ... Al Radka (KFRE-Fresno, Calif.) hopes that Marlene Willis will do real well with her first try on Verve. The side is "Starlight Starbright". The last 16 years of age and Badka has been helping her since she was eight. ... John Johnson (KY-Phoenix, Arizona) tells us that the Mills Brothers are making another appearance at the KoKo club in the city.

John says the popular group is packing the club. ... Paul Cowley (WKLO-Louisville, Ky.) feels that Bill Lasley of Amp 3 Records has a winner in the Voxpoppers release, "Wishing For Your Love" ... Lee C. Hinson (WKMH-Detroit, Mich.) reports that the first annual Youth Rally sponsored by WKMH personality Robin Seymour and Teen Life Magazine was held the 2nd of Feb. at the Michigan State Fair Coliseum. Among the entertainers were Jimmy Dean and Paul Anka. ... Jim Conway (WBWM-TV, Chicago, Ill.) emcee of "In Town Tonight" celebrated a birthday Feb. 21.

Larry Garr (WKBC-No. Wilkesboro, N.C.) says "You Are My Dream" by Jackie Burns, previous Cash Box pick, sounds great to me and I have been hitting it hard. Might make it with a bit of a push. Good sounding thing". ... Marty Faye used the Cash Box' pin up sheet records on his TV show, and called to say that folks were calling the station all the next day to get the Top Ten so that they can make their selections. ... Blues Boy Johnson, one of the leading deejays at the new Meredith, Mississippi, radio station, is being having everything turn over in a week for the station. Johnson is giving away records as one of WKQ's many disk promotion shows. ... Joe Van (WKMH-Detroit, Mich.) was given a farewell luncheon by all the deejays and distributors of Detroit. Van is leaving to take over the directors' spot at WDSV in New Orleans, starting March 3rd. ... Don Bell (KIOA-Des Moines, Iowa) in a few "thanks" to offer, first to Dick Laga for the boxes of "My Love Loves Me" and "Little Pigeon", then to Bob Kerr for giveaways, and to Phil Moss for the invitation to see the new Seeburg line.

VITAL STATISTICS:

Ronald F. Harpe, former deejay with WMIL, is now a member of the WTAN staff. Harpe has two programs at the station, an 80 minute "Musical Matinee", and another two hour stint, "Turntable Terrace"... WPFG, in Washington, D.C. announced the appointment of Bob Bartel as Program Director. Bartel's previous hat for WPFG was Program Director... The Morning Show of WPFG's new station, WPFG-AM, is broadcast Monday through Friday from 6 to 10 a.m. by a group of local listeners.

Robert E. Dolan has joined the sales staff of radio station WBBM, St. Louis, Missouri. ... William S. Hohmann has been named Sales Promotion Manager for WBBM-TV, it was disclosed this week by H. Leslie Altman, CBS Vice President in charge of the Central division and General Manager of station WBBM-TV and WBBM. "Only those records best suited for commercial use are reviewed by THE CASH BOX"
"A VERY PRECIOUS LOVE"

from the Warner Brothers motion picture

"MARJORIE MORNINGSTAR"
Based upon a novel by
Herman Wouk

AMES BROTHERS RCA Victor #47-7167
DORIS DAY Columbia #4-41123
SLIM WHITMAN Imperial #8316
JACK JONES Capitol #53929
BONNIE GUITAR Dot #15708
JOHNSTON BROS. London #1796
DICK HAYMES Hallmark EPH-2000A

Sound track album to be released by
RCA VICTOR

M. WITMARK & SONS, 488 MADISON AVE., NEW YORK 22, N.Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Goin' way, way up!

Georgia Gibbs

WAY, WAY DOWN

b/w You’re Doin’ It

47/20-7166

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
here is the latest
Sam Cooke Keen hit!

"LONELY ISLAND"
b/w
"YOU WERE MADE FOR ME"
KEEN 34009

OVER 250,000 ADVANCE ORDERS

KEEN RECORDS
8479 HIGUERA ROAD
CULVER CITY, CALIFORNIA • TEXAS 0-5511

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
The “BBC Record Week” planned for May 12th is still in the planning stages. The initial meeting between the BBC and the various record companies’ representatives left it to the record companies to make suggestions to help the BBC make a successful event. Romney Pellatier, head of BBC Light Programmes has asked for cooperation and hopes that this will become an annual event. The main complaint about the one and only “Record Week” held in 1956 was “Too much talk and not enough records.” Pellatier plans a tie-up with the U.S. during that week spotlighting top recording stars who are household names in the British Isles. Some ties with European radio stations will also be made by the BBC.

Law Brown’s passing was a great shock to his many friends over here, especially one of his closest, Reg Connelly.

The new ballet, “A Broken Date,” supposed to have been written by Francoise Sagan, is being presented in London this month. Critics who have seen it in Paris express mixed opinions. Though Miss Sagan’s “Bonjour Tristesse” will not doubt be a winner as a film, her ballet efforts have been described as a “Ballyhoo.

Frankie Vaughan is to undertake several engagements in the U.S. during March.

First appearance in this country of the McGuire Sisters is scheduled for May.

Due to indisposition Marie Lanza’s concert last Sunday in London’s Royal Albert Hall had to be postponed.

Alma Cogan has cut her first LP for HMV with very fine accompaniment by Frank Cordell’s orchestra.

The Johnny Otis Show is likely to tour this country in April according to Manager Hal Zieger.

It appears that the managers of Tommy Steele have turned down 6,000 dollars a week for Tommy’s appearance at the London Palladium.

Pat Boone’s “Love Letters in the Sand” on the London label is Italy’s best selling American record.

In the 1958 Festival of Song at San Remo, Italy finished with “Ne Blu Dipinto di Blu” as the top song. It is published by Curci. It has been bought for other territories by the Robbins firms.

The Mills Brothers, now on Det Label, look as though they’ll have a hit with their waxing “Get a Job” (London release) over here.

English Decca has signed Dianne Todd. The gal looks and sounds like Dianna Durbin used to, and may well climb the ladder of fame. Her first waxing is a honey.

Paul Anka has another winner in “Love Me Forever” and his visit to this country in March is bound to help his already big sales over here.

**London Lowdown**

**This Week’s Best Selling Pop Singles**

(Courtesy “New Musical Express”)

1. The Story Of May Life—Michael Holliday (Columbia)
2. Magic Moments—Frankie Vaughan (Capitol)
3. Jailhouse Rock—Elvis Presley (RCA)
4. At The Hop—Holly and the Juniors (HMV)
5. Oh Boy—The Crickets (Coral)
6. All The Way—Frank Sinatra (Capitol)
7. Love Me Forever—Marvin Ryan (Pye-Nixa)
8. You Are My Destiny—Paul Anka (Columbia)
9. Peggy Sue—Buddy Holly (Coral)
10. April Love—Pat Boone (London)
11. Raunchy—Bill Justis (London)
12. Bony Moronie—Larry Williams (London)
14. Kisses Sweeter Than Wine—Jimmie Rodgers (Columbia)
15. Sugartime—McGuire Sisters (Coral)
16. Ma, He’s Making Eyes At Me—Johnny Otis Show/Marle Adams (Capitol)
17. Witchcraft—Frank Sinatra (Capitol)
18. My Special Angel—Madelin Vaughan (HMV)
19. Raunchy—Ken Mackintosh (HMV)
20. Mandy—Eddie Calvert (Columbia)
21. The Story Of My Life—Gary Miller (Pye-Nixa)
22. Kisses Sweeter Than Wine—Frankie Vaughan (Philips)
23. Cry My Heart—David Whitfield/Mantovani (Decca)
24. Magic Moments—Ronnie Hilton (HMV)
26. Buena Vista—Louis Prima (Capitol)
27. Bye Bye Baby—Johnny Otis Show/Marie Adams (Capitol)
28. Put A Light In The Window—King Brothers (Parlaphone)
29. Love Me Forever—Eddy Gorme (HMV)
30. Sugartime—Alma Cogan (HMV)

BURBANK, CALIF. — Warner Bros. Pictures, Inc., will enter the electronics field through the formation of a wholly owned subsidiary for world-wide development and distribution of electronics equipment, it was announced last week by Jack L. Warner, president.

James B. Conkling, former president of Columbia Records, has been named president of the new Warner Bros. subsidiary, which will begin its activities with the recording and distribution of phonograph records. Conkling's appointment is effective immediately.

A substantial investment will be made by Warner Bros. in forming the new company, which will develop, in addition to a phonograph records business, a variety of products in the field of sound electronics. Warner Bros. long has been associated with the development of sound equipment and is well known as the first motion picture company to produce and distribute sound and "talking" pictures.

The decision to form the new subsidiary followed an exhaustive survey of the electronics and recording field and its potentialities, Warner said.

Conkling will make his headquarters at the Warner Bros. studios in Burbank, Calif., and will establish another office for the subsidiary at the Warner Bros. executive offices in New York. The 42-year-old chief executive of the Warner Bros. subsidiary was a vice-president and director of the Columbia Broadcasting System, a vice-president of Capitol Records and president of the Record Industry Association.

Other Warner Bros. diversified activities include: Warner Bros. TV, producer of "Maverick," "Cheyenne," "Sugarfoot," "Colt 45," and other television programs; Music Publishers Holding Corporation, which controls a group of leading music-publishing firms and holds approximately 50,000 copyrights; WDTV Commercial and Industrial Films, which creates and produces filmed commercials and motion pictures for industry, and Warner Bros. Pictures International Corp., which operates the firm's business outside the United States and Canada.
LEND A
MONEY-MAKIN’
EAR

LLOYD PRICE returns to the winners circle with a tender ballad, "To Love And Be Loved." It is in the current slow-tempo with strong backbeat vein and you’ll only have to listen to a few bars to hear cash registers ringing.

STELLA JOHNSON is a discovery of Lloyd Price’s who excited a lot of music tradesters in New York when he brought her to their attention. She comes on strong as a tornado in "Yeah Baby," a fast-beat rocker, and then turns on some sizzling heat in "Please Tell Me So."

TO LOVE
AND BE LOVED
HOW MANY TIMES

Lloyd Price 305

YEAH BABY
PLEASE
TELL ME SO

Stella Johnson 304

KRC
DISTRIBUTED
EXCLUSIVELY BY
ATLANTIC RECORDS

THE MATYS BROS.
Have changed their address.
They are now living it up . . . on
CRAZY STREET
B/W
REMEMBER
CORAL RECORD No. 61941

THE CHORDETTES
"LOLLIPOP"

# 1345
CADENCE RECORDS
119 W. 57th St.
N. Y., N. Y.

THE CASH BOX, Music
Page 26 March 1, 1958

Victor Sets Four Tapes
For March

NEW YORK—RCA Victor will issue four stereo tapes for the month of March, it was announced last week. The four include: "Let’s Dance With the Three Suns" ($6.95); "Walter Schumann Presents the Voices" ($6.95); "Perez Prado’s Orchestra" ($6.95); and "Highlights from "Raintree County" from the original sound track recording ($10.95).

Livingston’s New Stereo
Tape Catalog

Caldwell, N. J.—Entering its fifth year in stereophonic music, Livingston Audio Products Corporation last month announced the release of its 1958 Stereophonic Tape Catalog, containing over ninety stereo titles in the fields of classical, semi-classical, jazz, popular and folk music, as well as one hundred fifty monaural titles.

Highlighting the new twenty-eight page catalog—one of the largest in the stereo field—are a specially designed cover and a new “easy-to-read” format. Other features include a complete listing of all artists and selections on each stereo tape and a special listing by catalog number of all stereophonic and monaural tapes. Individual sections are also devoted to tape accessories and sampler and test tapes.

Copies of the new catalog, which will be available February 15th, may be obtained at local tape dealers or by writing: Livingston Audio Products Corporation, Box 202, Caldwell, New Jersey.

ITD Develops Quality
Control System; Plans
To Market 33/4 ips.
Tapes In Future

Hollywood—International Tape Duplicators of Hollywood, known to the trade as ITD, has developed a "unique quality control system," according to Chief Engineer, John Hall. Equipped with the Ampex "Model C" high-speed duplicator, ITD has been boosting quality of Omegatape and Tops Tape releases. In addition to high-speed tape duplication, ITD has complete stereo location recording equipment and facilities for stereo tape editing, mastering and over-dubbing.

In addition to regular production for Tops and Omega, ITD engineer, John Hall, states that considerable experimentation with 3 ips. stereo is under way. A special recorder of Hall’s own design is able to make 3 ips. master tapes having a frequency response of 50 to 15,000 cps. Omegatape’s president, Dave Hubert, claims that marketing the new speed is "definitely scheduled for the near future."

Cooper Named Ad Mgr.
And Chief Engineer of
Livingston Audio

Executive Vice-President Arthur T. Cooper, Livingston Audio Products Corporation has announced the appointment of John H. Smith, Jr., to the position of Advertising Manager and John White to that of Chief Engineer.

White has been associated with Livingston as an engineering consultant since 1955. Mr. Smith, who will also be in charge of packaging and sales promotion, was formerly a member of the creative department of McCann-Erickson, Inc.
RCA Victor Plans Gigantic “South Pacific” Campaign

NEW YORK—The greatest advertising and promotion campaign ever to be launched on a single album is being planned by RCA Victor for its March release of the movie sound track album of "South Pacific". George Parkhill, manager of pop promotion for Victor, revealed that "South Pacific" will be the only pop album issued during the month and that a $200,000 campaign designed to create 300,000,000 consumer exposures will accompany the album’s release. In preparation for the demand which Victor expects this drive to create, 500,000 albums are being pressed in the initial order. The album will be available in 5 different packages: a $4.99 regular album; a $6.98 deluxe album; a 3 pocket EP; a single EP; and a stereo tape.

Consumer advertising will include, for the first time in the history of the record business, a full page four color ad in Life devoted to only one album. In addition there will be full page ads in Schwann, This Month’s Records, Long Player and newspapers throughout the country including The New York Times. Half page ads will appear in The New Yorker, Esquire, Holiday, Time, Hi-Fidelity, Hi Fi Music, Woman’s Day, Saturday Evening Post and Playbill. Trade advertising will include double page ads in The Cash Box, Record and Sound Retailing, The Billboard, Variety and Hollywood Reporter. Ads mats in 600, 280 and 140 line sizes will be made available for local advertising.

Television and radio will also play an important part in the campaign with a total of 28,000,000 people due to be exposed to the “South Pacific” message through the Eddie Fisher TV Show, the George Gobel TV Show and NBC’s Monitor, Night Line and Band Stand.

Another feature of the promotion will be a contest for disk jockeys. The first prize will be an all expense trip to two in Hawaii. Runner-ups will win a color TV set, portable TV sets, portable radios, etc. Disk jockeys entering the contest will make as many words as possible out of the letters in "RCA Victor South Pacific". Then, using the words made from the phrase, they will tell in a sentence or more what they think of "South Pacific".

Disk jockeys will also be receiving a special disk jockey "Minute Man" pressing which will highlight selections from the album on 60 second cuts designed for easy programming.

In addition, Victor is joining forces with the United States Navy Recruiting Service to promote "South Pacific" and new enlistments. This phase of the campaign will include joint "South Pacific" and Navy window displays in stores throughout the country. RCA Victor streamers featuring the album "South Pacific" will be placed on Navy recruiting posters in 8,000 Class A and B post offices from coast to coast. In Chicago, the Navy will stage an enlistment drive to form a special "South Pacific" company. Moreover Victor will send albums to all U.S. Navy Hospitals in the world and all capital ships in service.

Another tie-in will be a special "South Pacific" display in 385 theaters in the Magna Theater chain. Also Oscar Hammerstein and Mitzi Gaynor, one of the stars of the movie, will tour 10 major cities during the special "South Pacific" week, making TV, radio, department store and theater appearances.

Point of sale material will include a 4 color prepak shipping carton which opens up to a dealer display containing 25 LPs and 6 EPs; a 3 dimensional 8 color window display; a mounted eau-exelet reproduction of the LP cover ad; and a special merchandiser for supermarket display which stand 5 feet high and shows 4 LP's one on top of another.

To launch this campaign, a total of 600 Victor LP’s will be given away free by RCA Victor to its entire list of buyers and reviewers and disk jockeys.

The Rodgers and Hammerstein movie stars Rossano Brazzi, Mitzi Gaynor and John Kerr, Giorgio Tozzi sings the part of Emile de Beque, Delores略微th Hammerstein also will take part in the campaign.

BEWARE OF MISLEADING ADVERTISING
A supplier’s advertising states that their diamond styli are “perfect for your phonograph.”

This is Not True!

The supplier’s styli are generally badly formed and roughly chiselled, as above unattached photo proves.

RECOTON diamond styli are band-polished, mirror-smooth to assure customer satisfaction, good and wide after sales service.

And—Remember—NOBODY SELLS FOR LESS!!

Insist on RECOTON.

GREAT BALLS OF FIRE
Recorded by JERRY LEWIS—Sun Publisher: RCA Victor

RAUCY
Recorded by BILLY JUSTIS—PHILLIPS INT. Publisher: Hi Lo Music, Inc.

I BEG OF YOU
Recorded by ELVIS PRESLEY—RCA Victor

DON'T
Recorded by ELVIS PRESLEY—RCA Victor Publisher: ELVIS PRESLEY MUSIC, INC.

WHEN I AM WITH YOU
Recorded by JOHNNY MATHIS—Columbia Publisher: JOHNNY MATHIS MUSIC, INC.

HILL AND RANGE SONGS, INC.
### Best Selling Sheet Music

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Optional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sugartime</td>
<td>Nor-Va-Jak BMI—Phillips, Schols</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Catch a Falling Star</td>
<td>Marvin ASCAP—Vance, Pockrisk</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Sail Along Silv'r Moon</td>
<td>Joy ASCAP—Tobias, Weirich</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>April Love</td>
<td>Martin ASCAP—Fain, Webster</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>At the Hop</td>
<td>Singular BMI—Singur, Medora, White</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Magic Moments</td>
<td>Famous ASCAP—David, Bacharach</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>All the Way</td>
<td>Mareville ASCAP—Cahn, Van Housten</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Witchcraft</td>
<td>E. H. Morris ASCAP—Coloman, Leigh</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>The Stroll</td>
<td>Meridian BMI—Otis, Lee</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Liechtensteiner Polka</td>
<td>Burlington ASCAP—Kotcher, Lindt</td>
<td></td>
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<tr>
<td>11</td>
<td>You Are My Destiny</td>
<td>Ronnie BMI—Allen</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Swinging Shepherd Blues</td>
<td>Kahl—Kdhull BMI—Kehl—Kehlman</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Fascination</td>
<td>Southern ASCAP—Mamling, Marchetti</td>
<td></td>
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<tr>
<td>14</td>
<td>Get a Job</td>
<td>Ulisses &amp; Bagby—Wildcat BMI—Silhoutettes</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Around the World</td>
<td>Victor Young ASCAP—Young</td>
<td></td>
</tr>
</tbody>
</table>

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### RCA Victor Custom record sales

"Service on a platter"

**RCA Victor Custom record sales**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Very Precious Love</td>
<td>Witmark</td>
</tr>
<tr>
<td>A Very Special Love</td>
<td>Korwin</td>
</tr>
<tr>
<td>All the Way</td>
<td>Marquita</td>
</tr>
<tr>
<td>April Love</td>
<td>Fain</td>
</tr>
<tr>
<td>Be Mine Tonight</td>
<td>Marvin</td>
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<td>Believing To Someday</td>
<td>Marquita</td>
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<td>Catch a Falling Star</td>
<td>Martin</td>
</tr>
<tr>
<td>Come To Me</td>
<td>Korwin</td>
</tr>
<tr>
<td>Dancing With You</td>
<td>Robbins</td>
</tr>
<tr>
<td>Gift of Love</td>
<td>Chappell</td>
</tr>
<tr>
<td>I'm Getting Sentimental Over You</td>
<td>Mills</td>
</tr>
<tr>
<td>It's Too Soon To Know</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>Robison</td>
</tr>
<tr>
<td>Long Song and Dance</td>
<td>Broman</td>
</tr>
<tr>
<td>Many Moons</td>
<td>Carter</td>
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<tr>
<td>Long Hot Summer</td>
<td>Foss</td>
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<tr>
<td>Magic Moments</td>
<td>Famous</td>
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<tr>
<td>Oh-Oh I'm Falling In Love Again</td>
<td>Planetary</td>
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<tr>
<td>Seventy-Six Tramblin's</td>
<td>Frank</td>
</tr>
<tr>
<td>Sugarlina</td>
<td>Nor-Va-Jak</td>
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<tr>
<td>Surprise</td>
<td>Livingstone &amp; Evans</td>
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<tr>
<td>Swinging Shepherd Blues</td>
<td>Kahl—Kdhull</td>
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<td>Tequila</td>
<td>Jef</td>
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<td>Till There Was You</td>
<td>Frank</td>
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<td>Too Late to Cry</td>
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<td>Beachwood</td>
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<td>Mills</td>
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<tr>
<td>Why Don't They Understand</td>
<td>Watts</td>
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<tr>
<td>Witchcraft</td>
<td>E. H. Morris</td>
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**RCA Victor Custom record sales**

"Service on a platter"

**Peatman List**

**SONGS WITH LARGEST RADIO & TV AUDIENCE**

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

<table>
<thead>
<tr>
<th>RADIO (LISTED ALPHABETICALLY)</th>
<th>TV</th>
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<tr>
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<tr>
<td>You Don't Know Him</td>
<td>Livingston &amp; Evans</td>
</tr>
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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
**Mercury Records Snags Hot AMP-3 Master “Wishing For Your Love”**

CHICAGO—Art Talmadge, vice-president of Mercury Records, last week announced that the Mercury label had purchased the much sought after master on the AMP-3 label, "Wishing For Your Love" by the Voxpoppers.

During the past two weeks a number of record companies had been in the race to acquire the master. Last week, Talmadge flew into New York and consummated an agreement for the master with Bill Lasley of AMP-3 at a reported advance of $10,000. The record is already beginning to break in a number of territories and Talmadge expects to ship more than 100,000 copies of the disk early next week.

At the same time Talmadge made another agreement with Lasley to distribute all future AMP-3 releases thru the Mercury distribution set up. Although the Voxpoppers’ "Wishing For Your Love" will be under the Mercury banner from now on, future AMP-3 pressings will bear the AMP-3 label.

AMP-3’s future plans include the production of a complete album and jazz line in addition to the regular release of singles.

Upon concluding the agreement with AMP-3, Talmadge stated, “We have great hopes for the new association between Mercury and AMP-3. The Voxpoppers’ release could develop into one of the biggest Mercury records of 1958. As soon as our distributors learned that we had purchased the master, their orders began pouring in and are continuing to do so ever since. Mercury will give the release an all out push thruout the entire nation.”

**Sid Mills Expands On Int'l Level**

NEW YORK—Sid Mills, proxy of the Diana and Sidney Music Publishing Companies, is expanding his operation on an international level.

Last week Mills announced that he had recently completed an agreement with Reg Connelly, Ltd., of England to handle Continental publishing of all material in the Diana and Sidney firms. Mills also stated that Connelly has already set five important European recordings of a Diana tune called "One Blade Of Grass."

Mills also announced a deal he recently consummated with Davis and Company of Australia to represent Mills’ firms in Australia and New Zealand. And he is currently examining offers for South American representation.

Mills’ other expansion moves include the formation of the Diana Record Company. But Mills wants it made clear that this new record venture is solely for the production of masters which he intends to sell or lease to established labels.

In the personal management department of Mills’ enterprises, Sid has signed a p.m. contract with vocalist Helen Carr.

**Val Records Formed**

NEW YORK—Val Records, a new company, has been formed and will operate out of offices in Suite 206, 1947 Broadway.

The firm will be headed by Larry Smith, formerly associated with Rainbow Records, Derby Records, Coleman Records and Tri-Boro Records.

The company will primarily record R & B and spiritual material.
The Cash Box, Music

Best Selling Pop Albums

* Also Available in EP

<table>
<thead>
<tr>
<th>Position</th>
<th>Album Name</th>
<th>Artist</th>
<th>Label and Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>COME FLY WITH ME</em></td>
<td>FRANK SINATRA</td>
<td>(Capitol W-420 * EAP-1, 2, 3, 4-920)</td>
</tr>
<tr>
<td>2</td>
<td><em>WARM</em></td>
<td>JOHNNY MATHIS</td>
<td>(Columbia CL-1078 * B-1078)</td>
</tr>
<tr>
<td>3</td>
<td><em>THE MUSIC MAN</em></td>
<td>BROADWAY CAST</td>
<td>(Capitol WAO-0990 * EDM-990)</td>
</tr>
<tr>
<td>4</td>
<td><em>MY FAIR LADY</em></td>
<td>BROADWAY CAST</td>
<td>(Columbia CL 5070 * A 5070)</td>
</tr>
<tr>
<td>5</td>
<td><em>PAL JOEY</em></td>
<td>MOVIE CAST</td>
<td>(Capitol W-912 * EDM-4-912)</td>
</tr>
<tr>
<td>6</td>
<td>PAT'S GREAT HITS</td>
<td>(Dot DLP-3071)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td><em>AROUND THE WORLD IN EIGHTY DAYS</em></td>
<td>MOVIE SCORE</td>
<td>(Decca DL 9046 * ED 836)</td>
</tr>
<tr>
<td>8</td>
<td><em>RICKY</em></td>
<td>(Imperial 9948 * EP-151)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td><em>THE EVERLY BROTHERS</em></td>
<td>EVERLY BROTHERS</td>
<td>(Cadence CLP 3003 * CEP 105)</td>
</tr>
<tr>
<td>10</td>
<td><em>'S MARVELOUS</em></td>
<td>RAY CONNIFF and HIS ORCHESTRA</td>
<td>(Columbia CL 1074 * B 10741, 42, 43)</td>
</tr>
</tbody>
</table>

THE NEW HIT LABEL OF 1958

Hallmark

ANNOUNCES ITS INITIAL RELEASE

DICK HAYMES
Orchestra Conducted by Maury Laws

THE LONG HOT SUMMER
From the 20th Century-Fox CinemaScope Production
THE LONG HOT SUMMER

B/W A VERY PRECIOUS LOVE
From the Warner Bros. Picture, MARJORIE MORNINGSTAR

HALLMARK RECORDS NO. EPH-2000

**Only those records best suited for commercial use are reviewed by THE CASH BOX**
Carlton Fete For Al & Dick

NEW YORK—Carlton Records, which has signed songwriters Al Hoffman and Dick Manning to a recording contract, feted the Al & Dick team with a cocktail party for the trade at Al & Dick's Steak House in New York. Among the personalities in attendance were:

(Top Left) Mr. & Mrs. Alan Fredericks, WGBB, Freeport with Jerry Shifrin of The Cash Box in center. (Top Right) Jack Lazare, WNEW, N.Y., with Joe Carlton, Carlton Records' topper.

(Second Row Left) Morris Diamond, Carlton promotion director, with Joe Carlton. (Second Right) Al Hoffman and Dick Manning running thru a few "and then I wrote" for the guests.

(Third Left) Mickey Overwise, Jane Herbert, Laura Spears, Pete Flynn and Nancy Howes, all from WRCA Monitor and Niteline shows. (Third Right) Joe Carlton; Ronnie Granger, WINS, N.Y.; Morris Diamond and Dick Willard, WNEW.

(Fourth Row Left) Ernie and Mrs. Stone, WMCA, N.Y.; and Tom O'Brien, WINS. (Fourth Right) Joe Orluck, The Cash Box; Dave Leeds, WMCA; Bert Sherwood, WMCA; and Ira Howard of The Cash Box.

(Fifth Row Left) Al Hoffman, Joe Carlton, Dick Manning, and Al Greene, host of Al & Dick's Steak House. (Fifth Right) Dean Hunter, WMGM, N.Y.; Larry Homer, WMGM; Charles Margulis, Carlton recording artist featured on "Gigi," and Fred Norman, arranger-conductor.

(Sixth Left) Carlton; Jack Lacy, WINS; Bob Austin of The Cash Box; and Jerry Blaine, proxy of Jubilee Records and Cosmos Distributing. (Sixth Right) Joe Saccone, WMGM; Barbara Labossiere, WNEW; and Joe Petralia, WOV, N.Y.

(Bottom Right) Augie, Cosmos Dist.; Joe Carlton; Danny Stiles, WJIR, Newark; and Elliott Blaine, v.p. of Cosmos. (Bottom Right) Bill Carlson, WJIR, and Joe Carlton (no relation).
“ANDY WILLIAMS SINGS RODGERS AND HAMMERSTEIN” — Cadence CLP-3065 (1-12" LP)

Williams' follow up to his recent offering "Andy Williams" finds the songster tastefully rendering the songs in the noted songwriter's oeuvre. Good work by the Alvy West crew. Rodgers and Hammerstein, the usual love songs, "Some Enchanted Evening", "People Will Say We're In Love", "Younger Than Springtime", "Hello Young Lovers", etc. All done with the artist's usual charming delivery. Solid Jockey item.

“MARDI GRAS TIME WITH THE PHENOM-ENAL DUKESS OF DIXIELAND” — Audio Fidelity AFLP-18862 (1-12" LP)

The waxing is the sixth volume of the series, all of which have been very big sellers for the discjockey. Performing in the Dixie tradition, the musicians wax tunes with a Mardi Gras theme. Running through the tunes with occasional vocals the team delivers the essence of stylings. "Do You Know What It Means?", "At The Mardi Gras", and "New Orleans" are among the items rendered. Should sell as well as the first five volumes.

"SEVEN HILLS OF ROME"—Original Soundtrack Recording — RCA Victor LM-2211 (1-12" LP)

The waxing is a showcase for the magnificent vocals of Mario Lanza. The dynamic tenor distributes his range delivery liberally throughout the set. The score for the two and coming flick was fashioned in Rome, Italy. Side two of the set features one of the tunes from "Rainse County", dubbed "Never Till Now". Of the many soundtrack recordings, this issue stands out as one of the really enjoyable sessions.

"SOLILOQUY"—Erroll Garner—Columbia CL-3966 (1-12" LP)

The ever popular pianist spins his keyboard magic beautifully in this collection of solo renderings. The disk, a follow up to Garner's set with Mitch Miller, "Other Voices", features the artist with six goodies. One of the standout selections on the platter is one of the Garner originals, the title tune "Soliolouy". Should receive the artist's typical high sales treatment.

"A MAN AIN'T SUPPOSED TO CRY"—Joe Williams—Columbia CL-2442 (1-12" LP)

Williams, noted blues singer with the Count Basie band, sings the songs in the set without the Count on this entry. The vocalist does have a splendid accompaniment, however, in the impressive string backing of the Jimmy Mundy orchestra. Williams leads his heartfelt stondings to "I'll Never Smile Again", "A Man Ain't Supposed To Cry", "What Will I Tell My Heart", "I'm Through With Love", etc. Could be a big seller.

"Peyton Place"—Original Soundtrack Recording — RCA Victor LOC-1042 (1-12" LP)

The soundtrack from the much talked about book and motion picture was written by Franz Waxman. Waxman, who penned tracks for the standout flicks as "A Place In The Sun" and "Schoeds Boulevard", also lends the orchestra through the stirring reading. The Jersey Wall production has a beautiful score. The preissin should receive an additional sales push from the popularity of the movie.

"Hi-Fi Dixieland"—Art Mooney and his All Stars—M-G-M E-3618 (1-12" LP)

Mooney, who has had the versions of the single hit tunes, "March From The River Kwai", jumps through 12 items in true Dixieland tradi­tion. The Mooney band take the listener through happy arrangements of "Sweet Georgia Brown", "Dixieland Echo", "Battle Hymn Of The Republic", "South Rampart Street Parade" and eight others. Well done Dixieland instrumentals. Swingy deck.

"hits from Hollywood"—The Four Aces, Orchestra directed by Jack Pleis—Decca DL-8683 (1-12" LP)

The Four Aces once again blend their vocal chords in a most harmonious manner. The group, with Al Alberts as featured singer, lends its distinct stylings to a dozen hits from Hollywood. The tender readings include "Love Is A Many Splendored Thing", "Written On The Wind", "Three Coins In The Fountain", and "Around The World". Jack Pleis leads the orch through the smoothness of backings. Could be big.

"Sta Wologic and the Polka Chips"—ABC Paramount ABC-216 (1-12" LP)

The disk is a follow up to group's last two sets, "It's Polka Time", Vol. 1 and 2, both big sellers. The Polka Chips are a group most capable of portraying the buoyant polka melodies. Some of the happy items are "Bride And Groom Polka", "Jolly-Jolly Lumberjack", Jo Anne Polka's, "Lady With The Dark Eyes", and "Clarinet Polka". Sounds like another big seller for the musicians.

"THE FOUR COINS IN SHANGRI-LA"—Epic LN-3415 (1-12" LP)

The Four Coins make their initial effort in the album field. Included in the set is the group's best selling single, "Shangri-la", and eleven others. The popular songsters have in a short time become one of the top pop singing groups, and alisten to the platter will tell why. The artists are also displayed delivering a tagging "Manhattan Serenade", "You're Breaking My Heart", "Maybe" and others. Nice Jockey item.

"SHOWCASE"—Ted Heath and his Music—London LL-1737 (1-12" LP)

The pressing could turn out to be one of Heath's biggest to date. The brassy crew turn in precision sharp renderings throughout. Heath and company take the listener through an adventure in top notch arrangements. Some of the excerpts are "Oriental Holiday", "Canadian Sunset", "Bennie's Tune", and "Baby Doll", from the flock of the same name. Assured a good reception.

"HANS BRINKER OR THE SILVER SKATES"—Original cast of the NBC-TV "Hallmark Hall Of Fame"—Dot DLP-9001 (1-12" LP)

The issue is sung by the original cast of the recent NBC-TV Spectacular. Featured in the cast are Tab Hunter (Hans) and Peggy King (Elkki). The score for the production was fashioned by Irwin Kostal and Fred Katz, who also did the arranging. Jarrins Norosta, internationally known opera star turns in an outstanding performance as Hans' mother. Delightfully melodic offering.

"Stepping Out"—Lurkhan Hunter with Phil Moore and his Orchestra—Vik LX-1116 (1-12" LP)

The thrust makes her third LP outing with a nicely varied set of goodlies. Miss Hunter has a convincing versatile delivery that offers a musical complement to the selection. The artist is the orchestra, or one of two instrumental combos conducted by Phil Moore of the Vik label. The combos in a Latin oriented group while the other is jazz inspired. Stand out is "Easy To Love".

"LA ZAMBA"—Fernando Sirvent, guitar, Goyo Reyes, Ballarin, Domingo Alvarado, Cantaor—Audio Fidelity AFLP-1042 (1-12" LP)

The exciting music of Spain is sternly interpreted by Sirvent's expressive guitar. The guitarist offers a striking accompaniment to Domingo Alvarado's singing and Goyo Reyes Flamenco dancing. Together the trio runs through nine vivid renditions of the Spanish folk tunes. The discjockey's true fidelity reproduction brings brilliant highlights to the colorful music.
“GOIN’ TO CHICAGO”—Jimmy Rushing and Band—Vanguard VRS-8518 (1-12" LP)

The ex-Count Basie vocalist runs through seven feelingful blues items. Rushing, along with his band offers some of the tunes he sang years ago, such as "Bogie Woogie", "Good Morning Blues", "Sent For You Yesterday", and "Goin’ To Chicago". Backing the blues singer are such jazz mainstays as drummer Jo Jones and pianist Sam Price. Rushing offers a beautiful collection of blues vocals.

“WINIFRED ATWELL PLAYS FIFTY ALL TIME HITS”—London LL1779 (1-12" LP)

The talented Miss displays her keyboard artistry on fifty of the top hits of all time. With the help of a rhythm section behind her, the pianist runs through the selections in a series of medleys. Some of the tunes received the stylings are "Long Ago And Far Away", "It Might As Well Be Spring", "My Heart Belongs To Daddy", and "How High The Moon". Refreshing look at the familiar items. Slick ivory sessions.

“THE DELTA RHYTHM BOYS”—Elektra 158 (1-12" LP)

The vocal quartet runs through some mighty enjoyable tunes on the platter. The Delta Rhythm Boys have a clean straightforward delivery that offers the listener a refreshing look at the tunes tagged. The group, experts in musical communication, offer inventive versions of "Wonderful One", "Blue Skies", "Some Other Time", "There'll Be Some Changes Made", etc. Extremely palatable sessions.

“MAMBO HAPPY”—Perez Pradó and his Orchestra—Columbia CL-1084 (1-12" LP)

The pre-released RCA Victor material receives socked readings from the Perez Pradó crew, Pradó, one of the most avid interpreters of the mambo sound, salutes through twelve infectious readings complete with chants from the musicians. Some of the very dancable items include "Memoria A Changó", "Go Go Mambo", "Broadway Mambo", and "S配偶olated Clock Mambo". The low priced ($1.98) disk will certainly get its share of sales.

“DIAL J5”—the J. J. Johnson Quintet—Columbia CL-1084 (1-12" LP)

The J. J. Johnson group offers a number of smooth harmonic readings. Johnson, one of the top jazz trombonists, leads his quintet through some hard swingers ("Tea Pot", "Bird Song"), as well as displaying his moving balladry with some slow items ("Love Is Here To Stay", "In A Little Provincial Town"). Johnson’s colorful, witty trombone work is magnificently assisted by another member of the group, Bobby Kasper, who plays sax, flute, and clarinet. Okay platter.

“LIFE IS A MANY SPLENDOURED GIG”—The Herb Pomroy Orchestra—RCA Victor L-5208 (1-12" LP)

The dining is the Pomroy orchestra’s first LP. The crew is a delightfully swinging unit that should catch on quick in the jazz scene. Pomroy, the trumpeting leader, takes his musicians through ten stirring deliveries, that bring to the listener the tunes of "Wolfe’s Lament", "Theme For Terry", "Big Man", and "No One Will Room With Me", a Pomroy original. The entry should catch on with the jazz set.

“JAZZ AND THE SOUND OF NATURE”—Yusef Lateef—Savoy MG-12120 (1-12" LP)

Lateef offers one of the most unusual jazz disks in a long time. The musicians are sporting, in addition to their regular instruments, a lot of seldom heard of equipment (Chinese Gong, Earth Board, Indian reed whistle, etc.). With the exception of "I've Got It Bad And That Ain't Good" and "Song Of Delilah", the tunes are all original material. Readings aimed at followers of oriental type jazz.

“THE JAZZ ACCORDION”—The Angelo DiPippo Quartet—Apollo LP-478 (1-12" LP)

The accordionist makes his LP debut with a much neglected instrument in the jazz field. DiPippo successfully obtains the basic jazz approach as he presents "April Showers", "All The Things You Are", "I've Wish I Were In Love Again" "Lonely Man," and four others. Roundout the quartet are Sam Most (flute), Ted Sommer (drums), and Vinnie Burkh (bass). Convincingly presented readings.

“A NIGHT AT THE VILLAGE VANGUARD”—Sonny Rollins—Blue Note 1081 (1-12" LP)

Rollins, one of the most influential tenor sax men around, lends his lyrical approach to six selections with the help of a trio consisting of himself, bassist Wilbur Ware, and drummer Elvin Jones. One of the tunes, "Softly As In A Morn ing Song", is a new one which Ware and Jones have a lot to say is one of the standout issues, as is "Sonnymoon For Two", an original penned by Rollins. Top jazz addition.

PROKOFIEFF: Romeo and Juliet—Charles Munch conducting the Boston Symphony Orchestra—RCA Victor LM-2110 (1-12" LP)

The romantic ballet is warmly interpreted by the well known Boston Symphony orchestra. Munch’s presence always assures an excellent program, which is just what the waxing offers. Together the interpreters take the popular piece through the smoothest of readings. The excerpts are attractively contained in a book-like cover that describes them.

BEETHOVEN: Piano Concerto No. 4—Emil Gilels-Leopold Ludwig conducting the Philharmonic-Orchestra—EMI AS-4517 (1-12" LP)

Emil Gilels once again displays his piano artistry. The difficult Beethoven composition receives top-flight portrayals by the sensitive musician. The attractive orchestra setting from the Philharmonic crew and Ludwig offers an effective backing. The pianist has an LP to be reckoned with. Outstanding.

“MUSIC FOR STRINGS”—Leopold Stokowski conducting his Symphony Orchestra—Cappi-tol PAO-1415 (1-12" LP)

The brilliant conductor leads his orchestra through ten renditions. The able Stokowski musicians offer their renditions of Borodin’s lyrical "Nocturne", Rachmaninoff’s "Voiceless", Paganini’s "Vocalise", Prokofiev’s "Night Train" and others. Beautiful phrasing by the rich sounding string crew. The pressing is contained in the now familiar book type cover with notes on the inner leaf.

PROKOFIEFF: Love For Three Oranges Suite—Scythian Suite—Antal Dorati conducting The London Symphony Orchestra—Victor MG-5017 (1-12" LP)

The package features the outstanding orchestra conducted of Antal Dorati. The capable conductor directs the London Symphony crew through praiseworthy treatments of the two pieces. The "Three Oranges Suite," the brilliant composer’s melodic large scale orchestral work, is treated to a beautiful reading by the orchestra. The other composition, "Scythian Suite," is also undertaken with authority.
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RIAA To Certify Gold Record Awards

NEW YORK—The Record Industry Association of America, Inc. has developed and released the first complete list of sales Gold Record Awards, according to an announcement by John W. Griffin, Executive Secretary of the group.

In response to requests received from manufacturers, wholesalers, and the record industry the Board of Directors of the R I A A and Industry Association of America has arranged to provide facilities to confirm the sales attainment of any record which has been nominated as the basis for a Gold Record Award to a recording artist. In order to determine whether the sales of a recording artist for a proposed Gold Record Award meet the standards set by R I A A, it is necessary to have the sales record of the manufacturer concerned audited by a firm of authorized accountants, and in the event that it is found that the record has achieved one million sales, a certificate attesting to that fact will be issued by the accountants. Awards will continue to be made by individual manufacturers as at present, but Awards will be given to those manufacturers who are included in the list of eligible manufacturers.

Attestation for a record may be requested by a record company which is eligible for membership in R I A A, even though the company applying may not be a member of R I A A.

Although attestation is freely offered by record manufacturers, the seal of the Board of Directors of R I A A must be affixed to the sales certificate, and it is presumed that some Gold Record Awards will continue to be made without any certification.

In the event that the audit discloses that the sales attainment of the record is not as high as it has reached in the report of the manufacturers, the certificate may be cancelled or revoked, and it is presumed that some Gold Record Awards will continue to be made without any certification.

MGM To Issue "Recorded Portraits"

NEW YORK—Arnold Maxim, president of MGM Records, announced last week that the series of "Recorded Portraits" of some of the world's outstanding personalities in conversation with Michaelis, will be released on the MGM label.

The first two albums scheduled for immediate release are the "Recorded Portraits" of Eleanor Roosevelt and Rodgers & Hammerstein. Michaelis, a veteran producer and director of radio and television, recently switched to the art of recorded conversation when he was commissioned to record a conversation with console Walter. The immediate success of the Walter record led to a similar venture with Adi Stevenson, the Eleanor Roosevelt, the Rodgers and Hammerstein conversations quickly followed.

According to President Maxim, "MGM is promoting this series of Recorded Portraits because we believe it has a broad sales potential. Critics across the nation and many items appear to have been inundated with Michaelis' unique and brilliant talents in capturing the ideas and personalities of the great men and women of our time. We are proud to make available to the public this new and exciting concept in records."

Andy Williams Star of Shoe "Good-Bye, Prom"

NEW YORK—The Tres Jolies shoe manufacturing company is engaging in a new tie-in with the store's promotion of the Cadence Records under the title "Music To Sell Shoes By" and featuring Andy Williams as the star of the campaign.

Tres Jolies is offering its dealers special printed photos of Williams and a variety of posters and fliers in Andy with the shoe company's campaign. Tres Jolies is advising its dealers to display Andy Williams albums in their window and conduct contests among teenage customers. Cadence is offering to the dealers the "Williams LP's," the "EP's," and current hit record "Are You Sincere?" below the wholesale price.

Dreyer & Bard Form Europa Music Publlication

NEW YORK—Publisher Dave Dreyer and Alexander Bard have formed a company to specialize in Europa Music. The company is named Europa Music, Inc.

Bard, who is associated with RCA Victor's foreign department and more recently with A.M.P., has just returned from an extensive trip covering Paris, London, Vienna, Brussels, Berlin, Rome and Madrid where he discussed several important copyrights. While in these cities he also concluded several reciprocal distribution agreements. Dreyer and Bard feel are very successful.

Joe Martin Named V. P. and Merchandising Director of Somerset

SWARTHMORE, PA.—Joe Martin has been named Vice-President and Merchandising Director of Somerset Records, it was announced last week by Dave Miller, President of the record manufacturing company. Martin, a veteran of 15 years in the record industry, will have general executive duties in sales, advertising, promotion, and merchandising.

Martins resigned as General Manager of the Record Division of the N. W. Moody Company to assume his new post with Somerset. The N. W. Moody Company is one of the oldest and largest service wholesalers of health and beauty aids, records and books. Moody clients include such names as The Great Atlantic & Pacific Tea Company, The Grand Union Company, King Kullen and S. H. Kress.

Prior to joining Moody, Martin had been director of the eastern division and special markets sales manager for Mercury Records, advertising and sales promotion manager for London Records, music and promotion manager for the Billboard and promotion manager for the Record Industry Association of America.

Other sales and promotion appointments made by Miller include Jules Malanud as Eastern Sales Manager, Wally Hill as Western Sales Manager, and Bill Goby as Central Sales Manager.

Prior to the naming of a new national Sales Manager, Miller and George Phillips, Somerset's Executive Vice-President, had shared the sales and merchandising responsibilities. "However," said Miller, "a very heavy recording program and the expansion of manufacturing facilities along with tripling sales volume in the last six months required additional top level personnel to carry out our present program and develop new sales and merchandising techniques."

Part of the program is the installation of 16 new record presses at the Swarthmore, Pa. plant. When the installation is completed shortly, capacity of the plant will be 450,000 records per month. "In addition," said Miller, "Somerset will need to continue the use of outside contract presses to fill orders."

The Somerset line of 12-inch long play records has punched 57 different titles. In addition 9 new titles will be added to the line next month and 6 new titles each month thereafter. Approximately 500 copies per record, while the line of Somerset 7-inch extended play records retail at 79 cents each. Somerset is currently in the process of fair trading the line.

Decca Signs Claude Thornhill

NEW YORK—Decca Records has signed bandleader Claude Thornhill to an exclusive pact. The maestro, who has ranked among the top dance band conductors for many years, will initiate his new Decca affiliation with a soon-to-be-released LP.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Deejay Convention Show Set

KANSAS CITY, MO.—Todd Storz, President of The Storz Stations, announced last week that the three-day Convention will be the high spot of the 3 day concert, sale at March 7-9 at the Muskehebah Hotel, featuring portable TV’s, 3 Mark IV TV’s, 1 Mark II TV’s and television sponsorship. In the past week the show has been augmented by a number of new announcements including: Andy Williams, Roger Williams, the Holly Wood Vagabonds, Rock & Roll, Ken Copeland, the Kendall Sisters, the Crew Cuts and The Royal Teens who have been added to the previously announced Tony Bennett, the Four Lads, the Diamonds, Eileen Rodgers, Larry Sharman, Baker, Jim Reeves, Don Rondo, Frankie Lymon and the Playmates. Storz also announced that Martin Block, had agreed to emce the show. Bill Stewart, convention co-ordinator, announced plans to hypo attendance of the deejays at the various business meetings. Stewart has been working on plans to stimulate inter-
est in the panel discussions and meetings. First of all, some of the nation’s top announcers and disk jockeys will be on hand to participate in the discussions. There will be door prizes offered at each of the meetings, thanks to various record companies. RCA Victor has provided 1 color TV set, 6 portable tape machine and 5 transistor radios. These prizes will be distributed during the various meetings. In addition, there will be three grand prizes offered to those who attend at least 75% of the scheduled sessions on Saturday and Sunday. Each of the record companies has provided a week’s expense trip for a deejay and his wife to Mexico City, where they will be on all expenses for two in Bermuda; and VeeJay Records, an all expense trip for two in Las Vegas.

Reservations continue to pour in from all over the country according to Stewart. The allotted rooms in the Muskehebah have all been taken and reservations are being taken by the Phillips Hotel, just across the street.

Decca Offers “Blue Book Of Standards”

NEW YORK — Decca Records has announced the availability to dealers of a “Blue Book of Standards”. This presentation contains 100 single records that, by virtue of their continuing popularity and sales, Decca believes are the full-time royalty of the record business.

Every dealer who orders the Blue Book—one each of the 100 recordings —will receive, free, a permanent 5 x 7 reproduction of each separate pre-printed index card for each record. Decca salesmen are equipped with special order forms for the Blue Book presentation, which is ordered as a set.

Decca believes there will be strong response to this package from dealers who will want to take advantage of the added sales standard catalog merchandize brings.

Fuller Named By Mercury

CHICAGO — Ted Fuller, former Branch Manager of California Mercury Record Distributors, Inc. of San Francisco, has just been appointed to the post of National Sales Manager in charge of LP’s of the Mercury label. Fuller replaces John Sippel who is joining the Billboard. The move becomes effective March 1. Jule Rubinstein will replace Fuller as Branch Manager of California Mercury and Bob Summers, formerly with station KYA, will take over the Promotion Manager job formerly held by Rubinstein.

Ted Fuller, 35, is a native of the West Coast. He has been in the record business twelve years, beginning with his own retail outlet in Oakland. After four years as record salesman, he became manager of Wallich’s Music in L.A. (six years), and joined Mercury November, 1956, as manager, San Francisco.

MGM Records Strengthens Field Force

NEW YORK— Irving Jerome, vice-president in charge of sales and promotion for MGM Records has announced a realignment and strengthening of the record company’s field force.

Jerome himself has been employed to handle district sales and promotion in the midwest with headquarters at 515 Lake Shore Drive, Wildwood, Ill., Bill Taylor will continue handling the south and southwest work out of 1314 Flamingo Lane, Garland, Texas. Gordon Gray shifts into the eastern territory while Helen Tabin and Lila Wolf will be employed on special assignments. The west coast will be handled by Jerome as soon as he returns from a visit to that territory early in March. Jerome will work under Jerome coordinating publicity, advertising, promotion and merchandising.

Distribs Approve Roulette’s “Blueprint For Profit”

NEW YORK—Joe Kosky, Roulette’s executive vice-president, currently out on an extensive tour of the capital of distributors, reports that the distributors’ reaction to the label’s “Blueprint For Profit” sales plan has been “overwhelming.”

He stated, “The sales plan was based upon set quotas which we as signed to the distributors, and although as signed has been in effect only since February 1st and still has some 28 days to go, many of the distributors have gone well over their quotas. At this rate, we feel certain that every Roulette distributor will go over his quota.”

Kosky is expected back at his desk around the first week in March.

Decca Buys Tiara Master

NEW YORK—Decca Records has purchased and released under its own label, the recording by the Shirelles of “It’s Too Late On A Sunday” and “Want You To Be My Boyfriend.” The Shirelles, composed of four teenage girls, originally recorded the sides for the Tiara label, from whom the purchase was made.

Impartial To Expand Foreign Distribution

BEVERLY HILLS, CAL. Following on the heels of the denial that Columbia Pictures had purchased Imperial Records, late last week, Chudd announced plans to expand his foreign distribution in Denmark, Italy, Spain, and Portugal.

Chudd is negotiating with manufacturers and distributors for the first time in Paris and Spain on a new foreign distribution. Heretofore, dealers in these countries bought through a small local or from distributors in France and Italy. Heavy demand for Pat Domino, Ricky Nelson and Hank Snow has prompted Chudd’s decision to enter these countries.

In Denmark and Italy, where Imperial is already distributed, Chudd will furnish new more aggressive support for the various Imperial singles that are released in this country, so that more time and promotion could be spent on each record. This has proved extremely successful, but now Chudd feels the two countries are capable of handling Imperial’s entire line.

On all foreign deals made from now on, Chudd will insist on Imperial’s own label, rather than present deals whereby Imperial is distributed on foreign labels under different names. “I feel that the line is strong enough to sell under its own name.”

Chudd plans to spend the whole month of May abroad working on his foreign distribution. Most of the time will be spent in Europe, where he plans a swing through South Africa to expand distribution there as well.

RIA Adopts Magnetic Tape Standards

NEW YORK — Following recent promulgation of Frequency Response Standards as well as ID Numbers Standards for various types of disk phonograph records, the Board of Directors of the Record Industry Association of America, Inc. at a meeting held on February 1, 1958 approved a report of its Engineering Committee relating to Frequency Response Standards for ½” magnetic tape.

William S. Bachman, Chairman of the Engineering Committee, issued the following statement:

“At the request of members of our Committee the Ampex Corporation prepared twelve identical Frequency Response Tapes of the tape ordinarily used in engineering applications. One of these tapes was circulated among all the members of our Committee for the purpose of securing independent laboratory measurements. It developed that all of the engineers examining the tape reported that the characteristics of this tape were almost identical in test use. Consequently, the Frequency Response Characteristics shown by this group of tapes is universally and unanimously recommended as standard for the industry. All of these tapes have been placed in our vaults in the Executive Secretary of RIAA, and have been deposited in a temperature and humidity controlled vault where they will be retained for reference purposes.”

Recommendations approved by RIAA will offer no objection to any manufacturer of commercial tape identifying his product as being within RIAA Standards so long as it does so with the standard tape numbers as the standard tapes now held by the Association.

Makers desiring to acquaint themselves with the RIAA approved standards for ½” magnetic tape can do so by measuring the best tape manufactured by Ampex, or any other test tape with identical characteristics.

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V.

JIMMY PATERS

WAY—Waverly, Conn.

1.

Big Guitar (O. Bradley)

2.

Lasy Mary (J. Hume)

3.

6 Miles (Four Peoples)

4.

Swinging Shepherd Blues (M. Kaffman)

5.

Shirley Parley (C. Peterson)

6.

Tequila (B. McGuire)

7.

Swingin' (N. Riddle)

8.

Girl (W. Dammane Cervett)

9.

String Band Hop (Cervett)

DAN FUSCO

WRUN—Utica, N. Y.

1.

All The Way (F. Sinatra)

2.

I Love (B. Howard)

3.

Magic Moments (P. Como)

4.

Mr. Base (B. McGuire)

5.

Catch A Falling Star (Como)

6.

Joni (J. Mathis)

7.

River Kwai March & Cadet Song (B. McGuire)

8.

Freddy Don't You See Nor Nor (J. Valley)

9.

Poppy Sue (S. Valley)

BOB KEITH

WLOF—Orlando, Fla.

1.

Get A Job (Silhouettes)

2.

Don't Let Me Go (K. Valley)

3.

Land On Your Chest

4.

Ballad Of A Teenage Queen (P. Boone)

5.

6 Miles (Four Peoples)

6.

Swinging Shepherd Blues (M. Kaffman)

7.

I'll Come Running Back To You (S. Cervett)

DONN CALDWELL

WHLL—Wheeling, W. Va.

1.

Don't (F. Sinatra)

2.

Are You Dancing (F. Sinatra)

3.

You Are My Destiny (Anka)

4.

The Small (Diamonds)

5.

La Dee Da (F. Ford) Thunderbirds Walkin' In School (Como)

6.

Everybody (S. Valley)

7.

Oh Julius (Crescendo)

8.

If I Were A Falling Star (Como)

9.

Short Shorts (Royal Teens)

BILL REEVES

WHMH—Memphis, Tenn.

1.

Get A Job (Silhouettes)

2.

I'm A Fool For You (A. Jones)

3.

Big Shot (M. Mitchell)

4.

I'm Sorry (B. McGuire)

5.

Ballad Of A Teenage Queen (J. Cervett)

6.

Maybe (Chesnut)

7.

Jeannie Marie (F. Todd)

8.

College Girl (M. Justice)

9.

The Swirl (Taylor & Poodles)

10.

Everybody's Got A Baby, Baby (W. Miller)

BARRY KAYE

WAMP—Pittsburgh, Pa.

1.

This Little Girl Of Mine

2.

I'm Falling In Love

3.

It's Too Soon To Knocks

4.

What's Shakin' (P. Boone)

5.

That's What You're (C. Francis)

6.

Good Golly Miss Molly

7.

My Love Serves Me (A. Cains)

8.

Your Graduation Means (C. Decoli)

9.

The Shake (Mark IV)

ATTENTION DEJAYS, PROGRAM DIRECTORS, LIBRARY—
Please keep us constantly informed of any changes in call letters or title.

"That's what it is in THE CASH BOX THAT COUNTS—INTERNATIONALLY"

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.

"LITTLE BLUE MAN" The Cash Box
Best Bet

Bette Johnson Atlantic 1619

"SWEET ELIZABETH" The Cash Box

Walt Grace Orchestra. London 1788

"BAD MOTORCYCLE" The Cash Box

Comet 126

Sensational Follow-Up For

Lee Allen "Strollin' With Mr. Lee"

& "Boppin' At The Hop"

Jubilee 5311

Like Job Propulsion—Climbing up Up Up

The Couplings "Young Doves Calling"

JOSIE 831

S.E.C.C.O.

Album Of The Week

39 WEST 400 STREET NEW YORK 23, N. Y.

S.E.C.C.O. 9-2706

From Sweden—the captivating

SWEDISH POLKA

RON GOODWIN Capitol GENE WISNIEWSKI Dana and others

MILLS MUSIC, INC.

Charm OFFER" RECORDS, INC.

JUBILEE & JOSIE RECORDS

1650 BROADWAY, N. Y.
NEW YORK—Has the record business entered a new trend—the “Horror” phase? Last week saw two entries in the Frankieen-Dracula derby when Cameo Records launched its “Dinner With Drac” by John Zacherle. Zacherle is better known in the Philadelphia area as Roland, the fellow who comes on during the station breaks on the horror shows and gives with the sepulchral tones. It was an immediate hit and came to Philadelphia into several other areas. Later in the week Roulette Records announced the purchase of a master from Larry Utal, publisher who owns the Madison label, titled, “Screamin’ Ball” (At Dracula Hall). Hugo Peretti says the disk was out two days ago and dealers reported many requests for the record. Peretti, half of Roulette’s A & R team happened to be stuck in the snowstorm in Bottlem, Pa., when he heard reports of the Madison record. He contacted Utal long-distance and closed the deal over the phone. “Screamin’ Ball” was recorded by a new group. Now that the die has been cast, hindsight makes it obvious that this was inevitable. Proven to be one of the greatest entertainment promoters in the business, Mr. Utal had to stick his sinking ship. As for the neighbors, they never could have had to hit upon the idea of a horror record.

Utal, when questioned, denied that he had taken the notion of a record from the Claude brain. “It is a coincidence,” he stated, “but one that is fairly natural when you consider the tremendous impact horror stories have upon the teenage audience.” Mr. Utal then went on to say that he is reasonably sure that the two writers would get the same idea on such a timely subject. We had been rehearsing the manner for quite some time before the idea actually hit the session on Thursday morning, February 13, before anyone in New York even knew of the “Dinner With Drac.” In truth, it was a great disappointment to me when I learned of that day. I’ve heard the Cameo record and it is no way similar to the old thing.

The chances are we have not heard the last of this idea since it is usually the practice of recording companies to latch onto any new idea. We will probably see several more on the Dracula-Frankenstein-Cat Girl theme before the trend runs its course. In the meantime every night will be Halloween on radio.

Vanguard Into Singles Field

NEW YORK—After seven years of producing Vanguard LPs, Manny Solomon and Skip Seidel have entered the singles field. They started by presenting classical music of the 17th and 18th centuries by actual cut the outstanding performers throughout the world. A little later they entered the pop album market by actually cutting the best selling charts with the “Weavers At Carnegie Hall”. In 1960, after seven years they have developed into a leading independent in the album field.

The label’s first two releases feature the Weavers singing “Take This Letter” b/w “Do Nothing Day” and “Candy Reed with “Give Me Love” b/w “Love, Oh, Love”.

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

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

| Week | *It's What's in The CASH BOX That Counts—INTERNATIONALLY* |

(Listed Alphabetically)

- **AFTER NEW YEAR'S EVE* Heartbeats (Gee 1087)**
- **ARE YOU SINCERE ** Andy Williams (Ceduna 1340)
- **BABY* Slides (Liberty 55178)
- **BAD MOTORCYCLE* Starey Sisters (Comet 126)
- **BARBARA JEAN* Barry De Varisc (RCA Victor 7124)
- **BIG GUITAR* Dewon Bradner (Doo-wop 20564)
- **BOBBY'S BLUES* Teach Me How To Love You Bobby Blue Bland (Duke 182)
- **BORN BLIND* Sammy Roy Williamsman (Checker 883)
- **CAST IRON ARM* Penulis Wilson (Brunswick 55039)
- **CLICK CLACK* Dickie Dee & Don's (Sean 4001)
- **COLLEGE MAN* Bill Audlin (Phillips 5522)
- **DEDICATED TO THE ONE I LOVE ** "S' Royalts (King 5098)
- **DESIRE ME** Sam Cooke (Kno 4002)
- **DO WHAT YOU DID I'M ASKING FORGIVENESS** Thurston Harris (Abadule 3795)
- **HELPLESS* Platters (Mercury 71246)
- **HENRIETTA* Jimmy Dee (Dot 15564; TNT 148)
- **HIGH BLOOD PRESSURE* Don't You Just Know It Honey Smith & Crews (Ace 453)
- **I FEEL LIKE A MILLION* Mamie Bradley (Sun 703)
- **I'M GONNA BE A WHEEL SOMEDAY** Bobby Mitchell (Imperial 5475)
- **IN MY HEART** Jimmy Lewis & Vocals (Ivy 104)
- **JO-ANN* Playmates (Roulette 4037)
- **JUST FOR YOU AND ME** Joe Tex (A&R 544)
- **LEAPS AND BOUNDS* Bill Snappit (King 5195)
- **LOVER BOY* Clefftones (Gee 1048)
- **MAD MAD WORLD* Al Jones (Pepatar 104)
- **MAYBE BABY* Crickets (Brunswick 55053)
- **MOVIN' AND GROOVIN'* Dwayne Eddy (Jamie 7012)
- **NO LOVE LIKE HER LOVE** Clyde McPhatter (Atlantic 1770)
- **OH BOY* Crickets (Carol)
- **OH JULIE* Otis Williams (Del Lee 6758)
- **OH OH, I'M FALLING IN LOVE AGAIN** Jimmy Rodgers (Roulette 4045)

* Indicates first appearance on Territorial Tips
Design Announces Entry Into Single Field

NEW YORK—Design Records, the $3,409 record album, has announced its president, Cy Leslie, its entry into the singles record field.

For the initial 45 rpm release, Leslie is introducing a newcomer—a 19-year-old, named Jett Towers. Leslie stated that the single sides will be sold through the standard Design distributors.

February 24 is the date set for the introductory Towers record. On it, the vocalist will sing two of his own compositions. His rock 'n' roll efforts on the single sides are "Go Girl Go" and "Red Ruby Lips." The young singer wrote the lyrics for the tunes, which were composed by well-known songwriter, Ray Gilbert.

During subsequent weeks, Leslie will announce the coming individual records of his other artists.

Towers comes from the stable of Gabe, Lutz, Keller and Loeb, the mentors of Liberace and Lawrence Welk.

Siders Exits Gale To Manage Monroe

NEW YORK—Tim Gale, president of the Gale booking agency, announced that Irving Siders had resigned from the firm to become singer Vaughn Monroe's road manager, and also to act as a talent scout for Barclay Records.

One of the top bookers in the business, Siders had been with the Gale organization for three years in an executive capacity. Gale, who expressed regret at Siders' leaving, said at the present time he has no plans to appoint anyone else to the vacant spot.

Decca Re-Issues Hampton Disks

NEW YORK— Lionel Hampton's much requested renditions of "Star Dust" and "The Man I Love," which the Hamp recorded in a 1947 concert appearance at the Civic Auditorium in Pasadena, Calif., are now being offered to the public once again after more than two years of being off the market. Decca is re-issuing the pieces in an album called "Just Jazz."

The numbers had been unavailable for the two-year period due to the difficulty in obtaining two more selections from the original concert so that it could be released on a 12-inch LP.

Gene Norman, who produced the recording, dug out of his archives two additional items from the concert which have been added to the "Just Jazz" LP. These include "One O'Clock Jump" and "Oh Lady Be Good."

The package features such names as Willie Smith, Charlie Shavers, Slim Stewart, Barney Kessel, Tommy Todd, Lee Young, Corky Corcoran and Jackie Mills.

Cadence Ups 45 Price

NEW YORK—Effective February 25th, the price of 45 rpm singles on the Cadence record label will be up to 98c. About a month-and-a-half ago Cadence picked up the price of its 78's to 81.15.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
NEW YORK—Oscar Peterson, who recently appeared with his trio at the Embryo Club live broadcast role of jazz pianist on Saturday afternoon, February 22, to join with some 100 music educators who gathered last weekend in Pittsfield, Massachusetts, for the Seventh Annual Conference of the National Institute of Community Music Schools in helping decide whether or not the jazz approach to music is a valid teaching method in music education.

Peterson, who is a member of the faculty of the School of Jazz which held its first session last August, discussed his own teaching methods in jazz and demonstrated at the piano his own approach to improvisation within the framework of a panel discussion which included Julie Foster, Dean of the School of Jazz; Marshall Brown, Director of the Farmingdale High School Band, who appeared in last summer's Newport Jazz Festival; Nicholas Slonimsky, pianist and musicologist; and Moshe Paranov, Director of the Julius Hartt College of Music, Hartford, Connecticut, as panelists.

This discussion is an outgrowth of the interest of the Pittsfield Community Music School in the program of the School of Jazz close by in Lenox, Massachusetts. Under the leadership of its founder, Mrs. Bruce Crane, the Pittsfield School which hosts this year's national conference of Community Music Schools, felt that the results achieved by faculty members of the School of Jazz reached far outside the realm of jazz and into the entire area of music education. The program of the Pittsfield Community Music School has set as its primary purposes: 1) to help its students fulfill a personal need for a creative outlet; and 2) to prepare its students to assume an influential role in the musical life of this country as performers, listeners, and patrons.

Mrs. Crane has led the School in utilizing an ensemble-group approach to music which most nearly accomplishes these purposes. Realizing that the jazz approach offers still another means toward these purposes, Mrs. Crane persuaded the Pittsfield Community Music School to present the jazz issue to its national organization in its open session which is annually devoted to experimental and controversial problems as a major portion of the consideration of this year's conference.
THE CLASSICS (Class 219)

B "IF ONLY THE SKY WAS A MIRROR" (2:33) [Recordo BMI—Stevenson, Maris, Gabriel] The Classics drift through the beat ball effectively. Moody, swaying wax that the kids can moon to.

C "GOSH BUT THIS IS LOVE" (2:30) [BMI—Stevenson, Maris, Gabriel] The Classics bounce a quick beat jump with easy reading. The teens will find this ok for the dance set.

TIM BROOKS (Gover 1012)


C "TEENAGE PROBLEMS" (2:11) [HMP BMI—Brooks] Brooks takes the teenagers problems, puts them to a tune, and delivers it to a middle beat. Easy, swinging fort that should meet with an ok reception.

THE FIVE DISCS (Emgo 1004)

C "I REMEMBER" (2:08) [Shawn ASCAP—Joe Abern] The Five Discs come up with a skipping quick beat bouncer and the result is a good, catchy teenage offering that could grab some action.

C "THE WORLD IS A BEAUTIFUL FULL PLACE" (Class 2002) [Shawn ASCAP—Martin, Martin, Shore] The Five Discs turn in a tender rendering of a slow beat melodic ballad. Easy, lightly swaying effort.

JIMMY KELLER (Webb 1118)

C "PLEASE SING TO ME" (2:45) [Warn Earle BMI—Keller] Jimmy Keller sings a melodic item with a good instrumental support. Tender offering that appeals.

C "THE FASTER THE BETTER" (2:06) [Warn Earle BMI—Keller] Keller shucks a quick beat novelty for the coupler and it comes off a fair deck.

THE DUALS (Fury 1013)

B "WAIT UP BABY" (2:25) [Fire BMI—The DUALS] The DUALS knock out a fast beat jump with a hard hitting reading that comes off ok. The DUALS swing out with enthusiasm and the reading contains an exciting quality.

B "FOR EVER AND EVER" (2:18) [Plaza BMI—The DUALS] The DUALS chant a slow, rhythmic melody with a tricky reading that appeals. Tuneful side with that teenage beat.

THE VELVET KEYS (King 1009)

B "THE TRUTH ABOUT YOUTH" (2:10) [Plaza BMI—Hebard, Shurr] The VELOVET KEYS blend on a slow mood melodic item. Backed up with pleasant listening both in story and tune. It is another on the theme of youth.

B "DON'T TAKE MY PICTURE, TAKE ME" (2:41) [Time BMI—Heffner, Shurr] The Velvet Keys turn in another tender performance of a slow beat pretty with a sentimental lyric. Easy, swinging and moving.

The Cash Box, Music

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March 1, 1956

The Cash Box Award of the Week

"IF YOU NEED SOME LOVIN'" (2:41) [Plamen BMI—Brooks, Cadena]

"I'M IN THE MOOD" (2:31) [Plamen BMI—Brown, Cadena]

NAPPY BROWN (Sassy 1530)

- Nappy Brown is pretty potent on his newest, "If You Need Some Lovin'". The rhythm gets in and Brown handles it with his best selling delivery. Brown's vocal projection is backed with a solid ok reading and the result is a Brown offering that should make it big. Keep a close watch on it. The coupling, "I'm In The Mood", is a slow beat blues that Brown handles with great feeling. It is well done and should appeal to the southern market. For the all-over national market we like "If You Need Some Lovin'".

"PEEK-A-BOO" (2:00) [Instant BMI—Williams, Burton, Mendelson]

"MY CONFESSION OF LOVE" (2:40) [Men-Lo BMI—Elbert, Mendelson]

DONNIE ELBERT (Deluxe 6161)

- Donnie Elbert looks real good on this quick beat bouncer, "Peek-A-Boo". The chanter puts his teeth into an infectious novelty and his shouting is exciting and penetrating. Elbert could be launching his biggest to-date hit. Keep your eyes on "Peek-A-Boo". The flip, "My Confession Of Love", is a tender slow beat love song, handled softly and engagingly. Easy on the ears—but we look to "Peek-A-Boo" to do it.

"BESIDE MY LOVE" (2:21) [Sea-Lark Ent. BMI—Johnson, Gardner]

"GOON MAKE A CHANGE" (2:35) [Real Gone BMI—Johnson, Bishop]

THE DUBS (Geno 5020)

- The DUBS offer a tender reading of the moving and lovely slow beat "Beside My Love" and come off/up with "Goon Make A Change". The Dubs lend much feeling and sincerity to their heartfelt treatment. This deck is loaded with the emotional appeal for the overall market. Keep close tabs on its progress. The flip, "Gonna Make A Change", is a quick beat bouncer with an exciting quality. Good change of pace for the young record buyer. For the big response we look to "Beside My Love" to create a storm.

"DANCE HONEY DANCE" (2:26) [Fire BMI—Raynor, Robinson]

"I-L-I LOVE YOU SO-SO-SO" (Fire BMI—Raynor, Robinson)

THE VELVETS (Fury 1012)

- The Velvets make their debut with a middle beat novelty in "Book Of Love" and the attention getting arrangement is no doubt the strong point of this waxing. The Monotones do a smart job on the vocal end, but the treatment is so odd it catches the ear immediately. Watch this deck—it could move all the way up. The flip, "You Never Loved Me", is a slow beat tender that The Monotones handle deftly. It is a picture for two and one-half minutes, but we lean all the way to "Book Of Love".

"OH WHAT A BABY" (2:22) [Figure BMI—Allen, Ezza]

"HOWIE" (2:25) [Bass BMI—Sanchez, Ezza]

- Here's a new group on a new label that could spark itself into a strong seller. The Tonettes on Doo sing a scintillating quick beat jump that looks like money in the bank. The kids swing out the happy bouncer with a couple of attention grabbing gimmicks that should get this deck started on exposure. One that definitely should get your attention. It could become big. The flip, "Howie", is a tender slow beat pretty fashioned in that mood. Watch "Oh What A Baby".

ANDRE WILLIAMS (Fortune 339)


B "PASS THE BISCUITS PLEASE" (2:40) [Triaxon BMI—Williams, Brown] Andre Williams, novelty singer from Detroit, handles a recitation type material against a quick beat bouncing instrumental on the flip. Williams has his troubles getting hold of the biscuits. Should get a good reaction in the southern territories.

TOMMY RIDGLEY (Herald 311)

B+ "COME BACK BABY" (2:10) [Angel BMI—A. Tyler] Tommy Ridgley dishes up an intriguing item with a nprightly reading that should please the teens. Good beat and arrangement. Deck breeze close watching. Should strike up good action.

B+ "WONCHA GONE" (2:09) [Angel, Lowell BMI—J. Williams] Ridgley swings out with a quick beat bouncer. The result is a complete success with the stronger action expected to take place on "Come Back Baby".

BUDDY JOHNSON (Mercury 71262)

C "MINGLIN'" (3:04) [Sophisti-Cate BMI] Buddy Johnson and his group come up with a brassy predominance that accents a tender mood. Mening, driving, lights offering.

B+ "I WONDER WHERE OUR LOVE HAS GONE" (2:37) [Bons BMI-ASCAP]. Another slow beat blues, with an Eustichian vocal to tell the story. Pretty waffing for the dreamy dancer.

THE SPUTNIKS (Class 202)

B "JOHNNY'S LITTLE LAMB" (2:25) [Recordo BMI—Nathan, Vishki] The Sputniks follow their recent hit, "Hey Yeeanmay", with a quick beat bouncer novelty based on the nursery rhyme, and come up with a strong item that should fill the current teener's needs. Should pick up a nice sale.

B "WAIT A LITTLE WHILE" (2:35) [Recordo BMI—Nathan, Vishki] The Sputniks bounce merrily on the flip, with a quick beat bouncer that moves. Good backupper.

OTIS WILLIAMS (Kapp 6160)

B+ "BABY-O" (2:12) [Mar Kay BMI—Iines, Gere, Abner, Glover] Otis Williams comes up with a real strong item in quick beat "Baby-O". Deck is a merry jump with a love lyric. Item catches on quickly. Williams may have his long delayed hit here.

B "LET SOME LOVE IN YOUR HEART" (2:25) [Arno BMI—Danny Overbea] Williams and his Chorus turn in a slow beat tender with a softy reading that pleases. Smooth coupling that enhances the selling power of the release.

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

Top Selling Records

Reported by
R & B Retail Outlets
From Coast to Coast

RAY'S MUSIC SHOP
Tampa, N.Y.
1. Get A Job (Silhouettes)
2. Berry & Dupree (C. Willis)
3. A Good M.L. man (T. Harris)
4. I'll Be Standing Back To You (S. Cooke)
5. Been So Long (Peaches)
6. Maybe (Chants)
7. At the H.C. (S. Cooke)
8. Short Shorts (Royaleen)
9. Sweet Little Sixteen (Berry)
10. I'll Be Standing Back To You (S. Cooke)

ROSSLYN MUSIC
Los Angeles, Calif.
1. Candy (Columbia)
2. Don't Let Go (R. Hamilton)
3. Could This Be Magic (Davis)
4. Ranchy (E. Freeman)
5. Maybe (Chants)
6. Get A Job (Silhouettes)
7. Short Shorts (Royaleen)
8. Box, Buzz, Buzz (Hollywood Flames)
9. Six Months, Three Weeks
10. I'll Be Standing Back To You (S. Cooke)

THEMIS RECORD SHOP
Raleigh, N.C.
1. Maybe (Chants)
2. Get A Job (Silhouettes)
3. The Stroll (Diamonds)
4. Short Shorts (Royaleen)
5. Sweet Little Sixteen (Berry)
6. His Name Did You Tell (T. Harris)
7. Do What You Did (T. Harris)
8. (Danny & Juniors)
9. You Can Make It If You Try (G. Allison)
10. I'll Be Standing Back To You (S. Cooke)

GERRY MYERS
CCTO—Ontario, Calif.
1. Short Shorts (Royaleen)
2. Maybe (Chants)
3. Get A Job (Silhouettes)
4. Walkin' With Mr. Lee (Allen)
5. So You Tell (Casuals)
6. Teach Mr. B. Bland
7. Chuck (Cheps)
8. (Dupree & Don't)
9. Big Get (O. Fraser)
10. Who's Sorry Now (Francis)
11. Stood Up (E. Nelson)

BUZZ' BEASLEY
KAT—St. Louis, Mo.
1. Don't Let Go (R. Hamilton)
2. Get A Job (Silhouettes)
3. Walkin' With Mr. Lee (Allen)
4. So You Tell (Casuals)
5. Stood Up (E. Nelson)
6. Maybe (Chants)
7. At the H.C. (S. Cooke)
8. Short Shorts (Royaleen)
9. Sweet Little Sixteen (Berry)
10. I'll Be Standing Back To You (S. Cooke)

JOE'S MUSIC SHOP
St. Louis, Mo.
1. Tequila (Champs)
2. The Sheik's Mark (IV)
3. Sweet Little Sixteen (Berry)
4. Marvin & Groove' (D. Eddy)
5. Rent So Long (Peaches)
6. Maybe (Chants)
7. Sugar Winthrop (Playmates)
8. Get A Job (Silhouettes)
9. Berry & Dupree (C. Willis)
10. The Stroll (Diamonds)

TOWN NORTH MUSIC CO.
Dallas, Texas
1. Get A Job (Silhouettes)
2. Oh Julia (Crescendos)
3. Dudie Shink (T. Avellan)
4. La Doo Dah
5. 1 Bag Of You (E. Prasley)
6. At the H.C. (Danny & Juniors)
7. Short Shorts (Royaleen)
8. You Are My Destiny (Anka)
9. Jeanie (Playmates)
10. Do What You Did (T. Harris)

MELODY SHOP
Elizabeth, N. J.
1. Short Shorts (Royaleen)
2. Get A Job (Silhouettes)
3. At the H.C. (Danny & Juniors)
4. Oh Julia (Crescendos)
5. Dudie Shink (T. Avellan)
6. The Stroll (Diamonds)
7. Sell Along Silky Moon (R. Vaughan)
8. We Belong Together (Brett & Johnny)
9. La Doo Dah
10. Everyday (T. Rabin)

THE NEUMANN
KAYO—Seattle, Wash.
1. Good Golly Miss Molly
2. Sweet Little Sixteen (Berry)
3. Dudie Shink (T. Avellan)
4. C'mon Tiger (impalas)
5. Baby (Suicide Angels)
6. Cherry Pie (Tri-Lads)
7. The Way We (C. Gaskins)
8. After All Of Love (Champs)
9. Patches (L. J. Parker)
10. I'll Be Standing Back To You (S. Cooke)

BOB FOWLER
WBLA—Elizabethtown, N. C.
1. The Stroll (Diamonds)
2. Get A Job (Mills Bros.)
3. At the H.C. (N. Todd)
4. Oh Julia (Crescendos)
5. High Blood Pressure (Smith)
6. Don't Let Go (H. Hamilton)
7. 1 Bag Of You (E. Prasley)
8. Till Death Do Us Part
9. Talking 'Bout You (Charlies)

DADDY WILLSON
WHAY—Henderson, Mass.
1. Get A Job (Silhouettes)
2. Ferdinand (A. Andrews)
3. My Boy Man (B. Doggett)
4. Good Golly Miss Molly
5. Sweet Little Sixteen (Berry)
6. Evil (M. Waters)
7. Too Late (Monkgars)
8. Don't Let Go (H. Hamilton)
9. Back With Mr. Lee (Allen)
10. I'll Be Standing Back To You (S. Cooke)

THE GLEN MUSIC SHOP
Youngstown, Ohio
1. Tequila (Champs)
2. Sweet Little Sixteen (Berry)
3. Rent So Long (Peaches)
4. Marvin & Groove' (D. Eddy)
5. Rent So Long (Peaches)
6. Maybe (Chants)
7. Sugar Winthrop (Playmates)
8. Get A Job (Silhouettes)
9. Berry & Dupree (C. Willis)
10. The Stroll (Diamonds)

MET MUSIC
Chicago, Illinios
1. Angel Smile (M. Cole)
2. On The Street Where You Live (I. Jones)
3. Don't Let Go (R. Hamilton)
4. You Can Make It If You Try (G. Allison)
5. Million Miles From Nowhere (B. Banton)
6. Flying Home (R. Dupree)
7. Wistinguish (S. Sinatra)
8. The Stroll (Diamonds)
9. Maybe (Chants)
10. I'll Be Standing Back To You (S. Cooke)

HUDSON RECORD SHOP
Jackson, Tenn.
1. Get A Job (Silhouettes)
2. Maybe (Chants)
3. Don't Let Go (R. Hamilton)
4. The Stroll (Diamonds)
5. At the H.C. (Danny & Juniors)
6. For Sentimental Reasons
7. Sweet Little Sixteen (Berry)
8. The Big Beat (F. Domino)
9. You Can Make It If You Try (G. Allison)
10. The Walk (J. McCrackin)

R & B Disk Jockey

REGIONAL RECORD REPORTS

NEW YORK—Broadcast Music, Inc.'s Second Annual Rhythm & Blues Awards Luncheon was recently held at The Hotel Pierre's Roof Garden. Citations of achievement were handed out to sixty-two songwriters and thirty-six publishing firms for producing forty-three tunes that attained top national popularity in the R&B field in 1957. Carl Haverlin, president of the music licensing organizations, presented the BMI awards. Some of the honored guests attending the affaire are pictures above. In the top left photo are: BMI prexy, Carl Haverlin, Mrs. Miriam Blumenthal, Atlantic Records exec and Atlantic songwriter-tunesmen, Ivory Joe Hunter. Top right: Zell Sanders, left, owner of J&S Records and the J&S singing team, Johnnie & Joe. Second row left: Haverlin and Atlantic exec, Jerry Wexler stand in back of Atlantic's five Bobbettes. Second row right: Haverlin and Vik's Mickey & Sylvia. Third row left: Atlantic's writer-singer, Chuck Willis with Mrs. Bill Doggett, wife of King's jazz organist. Third row right: music publisher, Al Stanton, ABC-Paramount's Paul Anka, Chuck Willis and Bob Austin of The Cash Box. Bottom row left: Jerry Wexler, Ollie Jones and Bob Savo, BMI vep. Bottom right: Singer-clefier, Bob Crew, Mrs. Theodore Zavin, Asst. V.P. of BMI and publisher Gene Goodman.

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"It's what's in the CASH BOX that counts—INTERNATIONALLY"
NEW YORK:

Hold your hats—it looks like we're off on another trend. This week excitement was started by Cameo on a disk titled, "Dinner With Drac". From what we hear, it looks like the King of Love is doing two novelty records, one of which broke real fast in Philadelphia, and is now spreading. Roulette entered the horror picture with the purchase of a master from Larry Utall of Monument Music and Madison Records. This one is called "I'll Meet You at the Headstone," and decas of who is treating this platter like it is already a million seller—giving it the number one rush treatment. Both are entirely different songs and stories, the only similarity being the "horror" theme. It is released in a concentric airplay, every night will sound like Halloween... Business continues to get better at Herald and Ember according to Doug Moody. Doug reports that the addition of "Jack Benny's Get-A-Job" by the silhouetteettes, they are getting good action on The Turbans' "Congratulations!", the other side of "Waddo-Do", and Ronnie Pearson's "I'll Get You, America!" that has broken in Cleveland and may be on its way. "And in addition to these," concludes Sol, "I just cut Marie Knight and we came up with two sides that are tremendous. I always knew Marie Knight was great but I never knew how great until now..." Is it true that Richard Silverman has released "Baby" on a new Lee Allen out almost immediately and the titles are "Boppin' At The Hop" and "Strollin' With Mr. Lee"... Sol Rubinowitz says, "I've got another hit." Sol is talking about "Ricky Dick", Noble Wats's follow up to his hit, "Hard Times". Rubinowitz may have really shot his own foot again. "Get-A-Job" may be on its way and may be on its way. "And in addition to these," concludes Sol, "I just cut Marie Knight and we came up with two sides that are tremendous. I always knew Marie Knight was great but I never knew how great until now..." Is it true that Richard Silverman has released "Baby" on a new Lee Allen out almost immediately and the titles are "Boppin' At The Hop" and "Strollin' With Mr. Lee"... Sol Rubinowitz says, "I've got another hit." Sol is talking about "Ricky Dick", Noble Wats's follow up to his hit, "Hard Times". Rubinowitz may have really shot his own foot again. "Get-A-Job" may be on its way.

The Cleavers offer "Wishing For Your Love", and "All About You" and Otis Blackwell with "What A Coincidence" and "Turtle Dove"... Lou Kretz, Popular Records, has pulled off a coup. He has signed the Voxpoppers to his Poplar label and is in a good position if "Wishing For Your Love" on Mercury up to the excitement now emanating from New York. Kretz has also signed Billy Minter in the same hit group. Mitchell will continue to sing with the Clevers, but will record as a single for Poplar. Kretz has a good sized seller going for him now in "Mad Mad World" by Alan Jones... "Billy's Heartache" by Bill Stewart on Okeh has been slow to warm up, but has been moving slowly. and recently received a tip-off for a month. At that time the disk was sent into us for review and we thought so highly of it we picked it... Atlantic Records finds that its girl department is selling records for them. The dikkery is shipping large orders on Nancy's "Little Boy" and The Teen's "The Jaya Sisters" "Going To The River"... Ato fellas flipping because "Gee Golly" by The Coasters looks like "Searchin'" all over again... King Bee Smith (KCHO-Houston, Texas) writes to tell us Sam Cook, The Silhouettes, The Dubs, Ernie Freeman, the Canals, and The Drifters really are. King Bee tells us his "Teen-Age Record Hop" is the talk of the town. At the last hop the thousands chose "If I Don't See You Again" by Ted Taylor and "Life Is A Mystery" by Tony Spade as tomorrow's hits. King Bee's personal choice is "Baby, Baby, Baby" by The Teen's "That's A Girl!. His hit of the week is Ted Taylor's "If I Don't See You Again."
Stars Set For Touring "Philip Morris Show"  

NASHVILLE, TENN. — Great names in the world of country music will be appearing as guest artists on the all-star, touring "Philip Morris Country Music Show" CBS radio network program Sundays, 9:05 PM EST on the following dates: The PMCS network radio program for March 2nd will originate from Scott Field Air Base, where the country music stars will stage a special performance for servicemen. Hank Locklin whose "Cash Box Girl" is currently a best seller, will be the visiting guest artist on the March 9th and March 23rd broadcasts for PMCS over CBS. He will appear in person. The show will be simulcast on the engagement dates in Jefferson City, Mo., February 19 and on February 21 in Chanute, Kansas. 

Red Foley will headline the March 16 broadcast of the Philip Morris Country Music Show. He guested in person with the performance of PMCS in Springfield on February 30 at the Jewel Theater. 

Jerry Lee Lewis, riding high with "Great Balls of Fire," will be the star attraction in Chicago, Thursday, March 15, at the Civic Opera House. He will be the first guest for the PMCS radio program on Sunday, March 30.

Whitney To Be Feted  

CHICAGO—John H. Teeter, National Executive Director of the Downtown B.I.F. Memorial Fund for Cancer Research, has offered to meet deejay Phil Lind's Pennies For Cancer "Jazz Penny for Pennies" and donate the total sum to a cancer research fund in the Chicago area. In a letter to Lind, WTAQ deejay, Teeter said, "We will match any sum of money you drive in and make a grant to one of the Chicago Cancer Research Projects approved by our committee.

Teeter continued on to say, "You, of course, can present the check on your program. I feel this is better than a jazz fund. There will not be one bad penny in your million, Phil."

The Country Records

Disk Jockeys Played Most  

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. BALLAD OF A TEENAGE QUEEN</td>
<td>Judy Cashman</td>
<td>RCA Victor 7150</td>
</tr>
<tr>
<td>2. I BEG OF YOU</td>
<td>Elvis Presley</td>
<td>RCA Victor 7150</td>
</tr>
<tr>
<td>3. GREAT BALLS OF FIRE</td>
<td>Jerry Lee Lewis</td>
<td>RCA Victor 6984</td>
</tr>
<tr>
<td>4. THE STORY OF MY LIFE</td>
<td>Marty Robbins</td>
<td>Columbia 40183</td>
</tr>
<tr>
<td>5. DON'T</td>
<td>Elvis Presley</td>
<td>RCA Victor 7150</td>
</tr>
<tr>
<td>6. GEISHA GIRL</td>
<td>Hank Locklin</td>
<td>RCA Victor 6984</td>
</tr>
<tr>
<td>7. THIS LITTLE GIRL OF MINE</td>
<td>Everly Brothers</td>
<td>Cadence 1342</td>
</tr>
<tr>
<td>8. ANNA MARIE</td>
<td>Jim Reeves</td>
<td>RCA Victor 7070</td>
</tr>
<tr>
<td>9. WHOLE LOTTA WOMAN</td>
<td>Marvin Rainwater</td>
<td>MGM 12609</td>
</tr>
<tr>
<td>10. MY SPECIAL ANGEL</td>
<td>Larry White</td>
<td>Capitol 1942</td>
</tr>
</tbody>
</table>

JIMMY NEWMAN

"STEP ASIDE SHALLOW WATER"

Dot 15704

It's what's in THE CASH BOX That Counts—INTERNATIONALLY
Hines Joins Rand

LOS ANGELES, CALIF.—The publicity office of Jess Rand Associates has announced that on February 15, James J. Hines, formerly national exploitation manager of the Capitol Records Corporation, joined the Rand organization in full partnership. The new company will be known as Rand-Hines Associates and will headquartered in Los Angeles.

Associate offices have been set up in Chicago and New York. The Public Relations and Research, Inc., firm in New York will represent the R-H Company in order to maintain a coast to coast client coverage in all publicity and public relations media.

Rand-Hines Associates is presently representing clients in the entertainment, industrial and commercial fields.

It’s What’s In The Cash Box That Counts

NEW YORK—In the January 23rd issue of Downbeat Magazine, the jazz publication featured an item about an appearance by Keen Records’ star, Sam Cooke, on a recent Art Jarvis TV show in Los Angeles.

When the “You Send Me” star was asked by Jarvis to define the difference between gospel and pop-singing, Cooke replied, “In gospel singing I feel as if I’m singing to the Lord, whereas in popular singing I try to sing to The Cash Box Top 30 List.”


NEW YORK—Irv Jerome, Executive Vice-President in Charge of Sales has just announced the appointment of Marshall Enterprises as M-G-M’s distributor in the Baltimore-Washington area.

Subscription to THE CASH BOX 1 Year-52 Issues...

Country Disk Jockey

REGIONAL RECORD REPORTS

Buck Benison

Walter—Clarksburg, W. Va.
1. More Love Ballads for Joe
2. More Pop Songs for Joe
3. More Pop Songs (R. Jackson)
4. More Pop Songs for Joe
5. More Love Ballads (W. Jackson)
6. More Love Ballads
7. More Love Ballads
8. More Love Ballads
9. More Love Ballads
10. More Love Ballads

Lillie Anne

WIRC—Hickory, N. C.
1. This Little Girl of Mine (E. Cash)
2. Stop the World (L. Jordan)
3. I’m in Wrens (L. Jordan)
4. Oh, Oh, I’m Falling in Love (L. Jordan)
5. Don’t (E. Cash)
6. Stop the World (L. Jordan)
7. Why (W. Cash)
8. I’m Falling in Love (L. Jordan)
9. Sweethearts in Heaven (L. Jordan)
10. More (E. Cash)

George Klein

WHEI—Millington, Tenn.
1. I’ve Got a Love Ballad (W. Cash)
2. I’ve Got a Love Ballad (W. Cash)
3. I’ve Got a Love Ballad (W. Cash)
4. I’ve Got a Love Ballad (W. Cash)
5. I’ve Got a Love Ballad (W. Cash)
6. I’ve Got a Love Ballad (W. Cash)
7. I’ve Got a Love Ballad (W. Cash)
8. I’ve Got a Love Ballad (W. Cash)
9. I’ve Got a Love Ballad (W. Cash)
10. I’ve Got a Love Ballad (W. Cash)

Buddy & Lee Nichols

KANS—Wichita, Kans.
1. Started for Savannah (C. Phillips)
2. Ballad of a Teenage Queen (E. Cash)
3. More (E. Cash)
4. More (E. Cash)
5. Your Name Is Beautiful (L. Jordan)
6. Sweethearts in Heaven (L. Jordan)
7. More (E. Cash)
8. More (E. Cash)
9. More (E. Cash)
10. More (E. Cash)

Larry Floyd

WFOF—Norfolk, Va.
1. Oh, Huh Huh (B. James)
2. Buffalo Bill (W. Cash)
3. Buffalo Bill (W. Cash)
4. Buffalo Bill (W. Cash)
5. Buffalo Bill (W. Cash)
6. Buffalo Bill (W. Cash)
7. Buffalo Bill (W. Cash)
8. Buffalo Bill (W. Cash)
9. Buffalo Bill (W. Cash)
10. Buffalo Bill (W. Cash)

Tater Petey

KTLW—Dallas City, Tex.
1. House of Glory (E. Cash)
2. House of Glory (E. Cash)
3. He Made You for Me (W. Cash)
4. If It’s Wrong (W. Cash)
5. More (E. Cash)
6. More (E. Cash)
7. More (E. Cash)
8. More (E. Cash)
9. More (E. Cash)
10. More (E. Cash)

Wild Bill

EANS—Ozark, N. Y.
1. Shadrack (B. Robbins)
2. More (B. Robbins)
3. More (B. Robbins)
4. More (B. Robbins)
5. More (B. Robbins)
6. More (B. Robbins)
7. More (B. Robbins)
8. More (B. Robbins)
9. More (B. Robbins)
10. More (B. Robbins)

Uncle Dave

Mack-Wardens—Anderson, S. C.
1. The Story of My Life (J. Robbins)
2. The Story of My Life (J. Robbins)
3. The Story of My Life (J. Robbins)
4. The Story of My Life (J. Robbins)
5. The Story of My Life (J. Robbins)
6. The Story of My Life (J. Robbins)
7. The Story of My Life (J. Robbins)
8. The Story of My Life (J. Robbins)
9. The Story of My Life (J. Robbins)
10. The Story of My Life (J. Robbins)

Bert Wells

KEPK—Passaic, N. J.
1. Jimmy Johny (J. Davidson)
2. Jimmy Johny (J. Davidson)
3. Jimmy Johny (J. Davidson)
4. Jimmy Johny (J. Davidson)
5. Jimmy Johny (J. Davidson)
6. Jimmy Johny (J. Davidson)
7. Jimmy Johny (J. Davidson)
8. Jimmy Johny (J. Davidson)
9. Jimmy Johny (J. Davidson)
10. Jimmy Johny (J. Davidson)
BOB & CINDY DEAN
(Starday 665)

GONE FOR ANOTHER [Star- rers: Bob & Cindy Dean, Lefty Frizzell, J. D. J. Dassau] Bob & Cindy Dean offer a most ap-�ably pure country vocal duet on this fast moving romantic weeper. Pleasing vocal is what a good bet for plenty of deep action.

C. "LONG TIME GONE" [Star rers: BMJ—Dean] On the lower portion Bob grabs the solo spotlight as he conveys his lover's lament in heartfelt fashion.

CARL BUTLER
(Columbia 1119)


N. "THING I'D RATHER DO" [2:08] (Cedarwood BMJ—Wolf) Under lid is charming, up tempo ro- mantic opus that Carl, along with the orchestra, whistles, grooves in light-hearted fashion. Two very pop- ulous sides.

SLIM WHITMAN
(Empire 408)

REEL HEARLS HANDS" [2:19] (Mercury ASCAP—B. Hilliard, S. Signam] Slim Whitman stands a strong chance of becoming the new country's leading man onto the popularity charts with the lively, tear-compelling romantic shuffler. Excellent vocal and c. instrumental assist makes this a solid bet for both markets.

B. "PRACTICAL LOVE" [2:14] (M. Witmark ASCAP—S. Fain, P. F. Webster] This one the beautiful, heart-thumping kind from the forthcoming "Marjorie Morningstar" flick is treated to a warm, sin- cere effort by the country pop style singer. Two powerful, dual-artist offerings.

HOWARD CROCKETT
(Decca 572)

"NIGHT RIDER" [2:01] [Murray Nash BI M.J. — Crockett, B. Graves] Howard Crockett, along with his own pop-dubbed vocal and musical backdrop, dubs up a rhyth- mic novelty with an intriguing set of words and sound. Should make the country ops and jocks sit up and take notice.

BRANDED" [1:56] [Murray Nash BMJ—B. Graves] On this side a catchy, quick beat musical backdrop neatly shows off and pleasing country vocal job by Crockett. A feeling romantic affair that also rates odds of attention.

At the Cash Box, April 10, 1958

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
another Seeburg contribution
to greater earnings

Now Seeburg adds Dual Programming to Dual Pricing to present operators the opportunity to profitably merchandise both kinds of records. With new Seeburg Dual Programming, EP album records (two tunes per side) are programmed in the brilliantly illuminated, self-advertising upper display panel. Current releases on singles are programmed in appropriate categories in the lower display panel. Attractive pricing windows in both panels explain the Dual Pricing feature of the new Seeburg music systems.
Can History Repeat Itself?

There is now a very definite and growing belief that the present recessive or sideways business movement, the so-called breather period after ten years of upward boom, can act to the advantage of all in the industry.

First, of course, it is necessary for operators to adjust their business methods. In this way they will be able to ride out this or any other adverse period effectively.

Operators must arrange for a more equitable share of the gross intake from all of their equipment on location regardless of 10¢ or even 2 for 25¢ play action.

There is no doubt that, if this sideways economic movement persists and, as some predict, results in more unemployment in '58, then the nation's ops want to be prepared to meet this condition.

Many in the industry feel certain that play action will be stimulated by the fact that, should unemployment continue and even increase, patronage in taverns, diners, restaurants, cigar stores and many other locations where workers meet, will zoom upward.

There are some who are of the belief that play action will be better during the daylight hours than at night. These men claim that TV will get the nighttime attention of those awaiting recall to their jobs.

They reason that these same workers will seek the companionship of their friends in their favorite meeting places during the daylight hours and that this will bring about better play action during those hours.

Regardless of whether the daylight or evening hours prove most popular, the great majority are of the belief that play action is bound to pick up, and stay up.

Whatever will prove to be the final fact, it is stimulating to assume at this time that this recessive period gives promise of tremendously increased play action.

What operators now want are machines that will attract play. These machines, they say, should be so priced that they can be quickly amortized.

This, they claim, is their greatest necessity. All other things being equal, they state, and more play actually resulting during this period, they foresee a very fine year ahead, regardless of what may prove to be the case in any other industries.

Many now point back to the '30's with the statement:

"History can repeat itself."

Other industries, they remind, suffered terribly during those years yet, they point out, this industry enjoyed its very greatest growth.

It can happen all over again, in their collective opinion, provided the trade will have the kind of products which will give them the opportunity to take advantage of this present economic situation.

What do you think?
PHONO DISTRIBS
Many Plan Distrib To Get Ops
To Trade Old, Worn, Sceechy, Scratchy, Tone-Dead, Ugly
Clunkers Off Locations
To Benefit Entire Industry

"We’ll trade high and give best terms in
our history to get ops to pull
wornout phonos off locations," reports well known distributor

CHICAGO—Outstanding music dis-
tributors see a very busy year ahead
of them as their new phonos click
with the operators.

"This year," stated one well-known
music distributor, "we are going to
place the greater part of our energies
on getting operators to trade in their
wornout phonos, old, ugly, tone-
dead, clunkers for the brand new,
beautiful, high-fidelity phonos.

"We feel," this distributor added,
"that this is the duty of everyone en-
gaged in the automatic music busi-
ness.

"The time has come when we must
oust the wornout phonos and the
best way to do this," he be-
lieves, "is to get the new machines
to replace the old, worn out, scratched-
up, tone-dead, phonos that have been
blocked off some very fine spots."

This distributor, and a great many
others who also feel like he does, plan
on offering extremely liberal trade-in
values to the operators with such
old machines on locations.

"What’s more," this distributor promised.
"I’m going to give the oper-
ators the greatest trade-in
value that they have ever received and in addition, I’ll give
them the kind of terms that’ll
be worth their while to switch
over to remove those old clunkers from
his locations.

In short, the plan on the part of
many of these distributors, is to trade
high and make the payments so attrac-
tive and so easy that operators who have
clunkers on location will have
no choice but to trade them in.

The Cash Box has crusaded for
many years now, ever since the end of
the war, urging operators to re-
move the wornout, tone-dead, ugly,
scratched, marred and dirty phono-
graphs—many still of premur vint-
age—from locations.

As this publication has pointed out, by replacing with the beautiful
new, high-fidelity automatic phonos of
today, the operator is building good will with the people who patronize
his locations.

This means that he is bettering
general public relations for himself
and for everyone in his vicinity.

Owners who have already tossed
numbers of such old, prewar phonos into
burners, others are following suit
regularly.

The hope is that the 75,000 to 100,-
000 old, wornout, sceechy, scratchy,
tone-dead phonos that are reported to
still be on locations everywhere in
the U. S. will be removed to a great extent this year by intensive efforts

See Busy Year
Games Field Faces Boom
Introduction of Small Size, New Type
Amusement Games at Lower Prices

KEEPS FACTORIES JUMPING TO Fill
Orders. Foresee Many Variations
at Popular Prices Appearing Soon.

New Believe These Can Start New Boom

CHICAGO—There is a growing be-
lief that the amusement gaming
field can be entering into a new boom period as the new type, small-size amuse-
tements take over and continue to grow in popularity.

There are now three top factories
producing smaller size games which can be
assembled from the very large
size bowlers.

Each of these three factories are busy trying to fill orders for their
individually

These factories are Williams Manu-
facturing, Bally Manufacturing, and
Chicago Coin Machine.

In each case the smaller size games
of this type have been placed in the
trade. They have started opera-
tions to higher averages in area after
area around the country.

It now seems that other factories
are planning variations on the theme of these new types which these
factories have produced.

These variations, coupled with the
fact that the price is much more popu-
lar than for the much larger machines,
has all the earmarks of starting off
another boom in this business.

Just as happened in the 30’s, when depression was at its height, with
the present business recession crowd-
ing many able workers who are
waiting recall to their jobs, the new and more popular amuse-
ments can act as the wedges to an entirely new amusements era for the automatic
amusements field.

What’s also highly important, the
new games are strictly amusement
type. There is believed to be no area
where, with careful explanation and
complete understanding, these games
will not be allowed to operate.

This, too, is of very great impor-
tance to all in the amusements field
for it tends to open many new loca-
tions where no games have been seen in a long time.

The games are priced at a point
where, because of 10c play and more
equitable commission arrangements, there is every opportunity for the op-
to more quickly amortize the cost and
enjoy a decent profit on their invest-
ments.

All this adds up to make this a new
era for strictly amusement type games
which are already starting to catch on
in location after location nationwide.

Further variations on the present
theme, along with completely origi-
nal ideas, are sure to help spread this new
amusement play action fever.

There is then, according to many
in the field, every possibility that
these new type amusements can start
a boom.

1958 Coin Mach. Div. Of UJA Organizing
NEW YORK—Plans are being or-
ganized here for the 1958 Coin Ma-
chine Division of the United Jewish
Appointments.

The first organizational meet-
ing will be held on Wednesday, February
26, at 6:30 P.M., at the Sheraton-Astor
Hotel. Invitations have been mailed
to all last year’s committee, but
anyone connected with the coin ma-
chine industry here is invited to at-
tend the above meeting.

It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY"
Music Ops Assn. of Mass. Holds Meeting In Boston

Jack Mitnick, Guest Speaker, Urges Letter Writing Campaign To Congress To Upset Possibilities of ASCAP Taxation That Could Ruin Ops

This proposed legislation,” he said. He advocated that each member of the MOAM send a letter to his respective Congressman and that each member enlist the aid of friends and acquaintances to bring “the whole story” to the attention of the law makers. Passage of the present legislation looks to “work great hardship” on music operators, he stated.

“You must act now, your business is in desperate danger,” Mitnick said. You must rush your letters and wires immediately.” He advised that each operator try to be responsible for around 100 letters or wires to each of the three Senators; Senator Joseph C. O’Mahoney (D., Wyo.), chairman of the Senate Judiciary Sub-Committee; Senator Alexander M. Wiley (R., Wyo.), and Senator Olin D. Johnston (D., S. C.). He pointed to the “dangers that threaten.”

“Should S. 1870 become law,” he declared, “you will be absolutely taxed out of business. This bill gives ASCAP, and similar organizations, private taxing powers. There is no fee, nor any limit to any fee, set in this bill. ASCAP could charge you $50 or $500 per phonio, per week, per month, per year or even per day, plus as many extras as they care to put on, to cut other similar organizations,” he pointed out.

“That’s only part of what you are facing,” he told the assemblage. He urged them to “drop everything and get right out and send these letters and wires.” He told ops to get their wives, children and employees to help out in getting wires and letters from “everybody in the neighborhood,” the “butter, baker and the candlestick maker,” location owners and patrons of photos.

Mitnick’s stirring talk was well received and President Dave Baker added several points to the guest speaker’s remarks, reiterating the “great necessity of action now—not next week or next month or next year when it will be too late.” Baker said, “If you don’t get out and do this right away, things may be pretty rough for phone operators, and that’s an understatement.”

A discussion of 10¢ play was held and it was indicated that most Massachusetts ops are running between 40 and 60¢ dime play, which averages out to about 50% of locations on the dime. Cases were cited in which takes have been double and triple with the introduction of dime play, but other ops pointed out that some locations are showing firm resistance to the dime. It was agreed that certain neighborhoods will take time in advancing from the nickel to the dime despite all the good work that has already been done public relationswise. The consensus of opinion was, however, that ops must hold to the dime and not permit any slidebacks for the good of the industry.

The next meeting will be held at Steuben’s Nitey in Boston, Ralph Lackey, secretary-treasurer, announced, and it will be a joint session of the ops association and the ladies auxiliary.

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
RESERVE TODAY FOR THE BIGGEST

MOA CONVENTION

MAY 7, 8, 9, 1958
MORRISON HOTEL, CHICAGO

Exhibitors:
MORRISON HOTEL in CHICAGO. We don't want to hurry you but, at the same time, we want you to come in at the very last minute and tell us you "always intended to" take space. Advance reservations for rooms and suites, as well as exhibit space, at the Morrison Hotel indicate that this will be the BIGGEST AND BEST CONVENTION in all of MOA's HISTORY!!!!

Please, please, please, reserve your rooms immediately! We have been informed by the Morrison Hotel that rooms are going much, much faster than they ever expected! We don't want you to be "out in cold". Get your rooms reserved today! We are sincerely trying to have every operator completely accommodated to his every wish. Please do make your room reservation today!

Genco Manufacturing Steps Up "Gun Club" Production

visited this past week that the firm has had to step up production of its new "Gun Club" due to the continually increasing orders which it has been receiving from all over this, and many other, countries.

"Frankly", Avron advised, "this was quite a surprise to us. Especially at this time.

"We didn't think that we would have to alter our production schedule due to the fact that we had set it at a point that matched what we had produced for our last gun.

"But", he continued, "from what our customers tell us this new 'Gun Club' is proving itself a greater product than anything we have yet manufactured in this category.

"Our foreign distributors also advise us that 'Gun Club' is the very best gun game Genco has yet produced.

"All in all", Avron Gensburg added, "we have been forced into the great such enthusiasm by 100% of the operators who were on hand to see this showing", commented Perlman. The showing, scheduled to take place between Wednesday, February 12, and Marc Perlman reports that 80% of all Connecticut's operators were on hand.

"We cannot ever recall a new line of phonographs being accepted with as much enthusiasm as we are receiving on the 'Gun Club'. We are absolutely thrilled with the reaction it has been receiving from all over the country."

Atlantic - N. Y. Conn. Branch Holds Premier Show Of New Seeburg Line

HARTFORD, CONN. — Atlantic New York Corporation's Connecticut branch held its premier showing of the new line of Seeburg phonographs at its showroom on Wednesday, February 12, and Marc Perlman reports that 80% of all Connecticut's operators were on hand.

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ROCK-OLA Distributors

EAST
Baltimore, Maryland
Franklin Music Sales Co., Inc.
720 W. 4th St.
21204
Brooklyn, New York
Associated Manufacturers, Inc.
69 Page St.
11204
Philadelphia, Pennsylvania
New England Distributors, Inc.
738 South St.
19147
Pittsburgh, Pennsylvania
Ross Hallgren
Atlantic Automatic Amusement Co.
11203

WEST
Los Angeles, California
Paul S. Lapham, Inc.
1453 W. 1st St.
90014
San Diego, California
San Diego Music, Inc.
2906 Maple Ave.
92110
Santa Ana, California
Harley-Majestic, Inc.
632 W. McFadden Ave.
92705
Portland, Oregon
Western Distributors
6350 S.W. 2nd Ave.
97219
Seattle, Washington
F. W. Hendricks
3525 E. 50th St.
98108

SOUTH
New Orleans, Louisiana
W. H. Tenney & Sons, Inc.
1222 Main St.
70111
Dallas, Texas
Atlantic Automatic Amusement Co.
2120 East 7th St.
75216
Houston, Texas
W. H. Tenney & Sons, Inc.
5011 Main St.
77004
San Antonio, Texas
J. B. Lawrence
1400 E. Commerce St.
78205

CENTRAL
Chicago, Illinois
World Wide Distributors, Inc.
2502 N. Western Avenue
60647
Highland Park, Illinois
B. K. Music Company
2755 W. Lake Street
60645
St. Louis, Missouri
W. K. Washington, Inc.
1401 W. 66th St.
63130

SOUTHEAST
Atlanta, Georgia
Champion Distributing Co.
1542 W. Peachtree St.
30309
Birmingham, Alabama
Lauder Distributing Co., Inc.
1030 10th Ave., North
35204

SOUTHWEST
San Antonio, Texas
W. H. Tenney & Sons, Inc.
3525 E. 50th St.
78208
Tulsa, Oklahoma
G. M. Andrus
2844 E. 46th Place
74104

ROCK-OLA and These Famous 1958 Companions

MODEL 1458
with 120 Selections

MODEL 1462
with 50 Selections

The Emblem
of Dependability

ROCK-OLA MANUFACTURING CORPORATION
800 N. Kedzie Ave., Chicago 51, Illinois

"It's What's in The CASH BOX That Counts—INTERNATIONALLY"
Bal-Ami has scooped the pool in Britain as far as television "plugs" for juke-boxes are concerned. AMI machines of different sizes now appear in all major spots on both BBC and commercial television, and are used for plugging juke-box records of the week, to the advantage of all concerned. Although the big beat, skiffle, and ballads-with-a-beat success domination plays in British phonographs a curious trend has emerged in the last ten days. That is that many boxes, especially in Catholic areas are getting considerable plays on two records by a French priest who plays the guitar and sings deeply religious numbers. His name is Aime Duval and he is the first man to prove in Britain that the teenagers aren't religious material, if they understand it. The decision of Bradford, Yorkshire, magistrates that a bubble gum machine containing plastic triklets, mixed with the halls of gum, was a lottery, is to be challenged in the county court. The owner of the machine, Samuel Wheelock, of Westfield Crescent, Yeadon, Nr. Leeds, who was given a conditional discharge on payment of 10 guineas costs, advises that he has applied for the magistrate to state a case. Fred Bastow, a well known operator for several years at the Pleasure Park, Barry Island, died following a major operation. A public appeal by C. Wise, against the refusal of the Northam (North Devon) Urban District Council to permit the erection of coin-operated fun machines on land adjoining the slip-way at Westward Hoe has proved successful. Wise won his appeal to the Minister of Housing and Local Government.

Chicago Automatic has been demonstrating a German wall machine it is hands operated and has three drums displaying fruit symbols or numbers. It pays out on two-four-eight ten. The making and testing of that machine definitely calls for skill on the part of the player. New leather cases for Punch Ball machines are being put out by Morris Sheras. This firm also has a brand-new pay-out wall machine called "Ultra." It is fitted with a shape of a color in the center of a playing field. Photophone operators from London, Doncaster, Coventry, Isle of Sheppey, and Kent have recently inaugurated the first of a series of servicing courses and discussions inaugurated by Arthur Brown of the Llandudno HQ of Automatic Distributors Ltd., the firm which has the sole rights in Britain and the Commonwealth to handle the excellent Wiegand "Tommaster" and "Diplomat" phonographs. The course was supervised by the general manager, sales manager, technical chief, and veteran engineers of the company, and was voted a big success by all who attended. It is stated, incidentally, that the "Tommaster" is the only complete wall juke-box, as far as is known, in the world, and this type featured separate speakers. So unique is the "Tommaster" that buyers from America and Canada are becoming interested in its possibilities; it is reported. Prices are dropping fast on 78 spinning machines in Britain. This is happening to such an extent that operators are beginning to model these boxes on the market as fast as they are produced. A. D. Everson, proprietor of a coffee bar in High Street, Taunton, Somerset, applied for a music license last week the local justices said that he could provide background music, but not skiffle or rock 'n' roll. The police intend said there was danger of some forms of music leading to trouble. This unusual undertaking was given by Everson the license was granted.

CHICAGO—The excitement perceptible by the showing of the new AMI model "I" phonographs at Automatic Phonograph Company, this city, continued throughout this week. (Story The Cash Box, February 28 issue)


LEADERSHIP

One glance... a moment’s listening... and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

DIXIE COIN MACHINE CO.
122 NORTH BROAD STREET
NEW ORLEANS 13, LA.
(Tel.: Magnolia 3931)

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

March 1, 1958
Through The Coin Chute

NEW ENGLAND NIBLES

Big snow, with Boston getting 18.6 inches, has blanketed the region and so many coats and jackets were on display in the stores that many of the cars were delayed by the snow. As a result, there were few people in the streets as they went about their business.

In the competitive world of coin sales, the recent snowfall has not slowed down the activity in the New England states. Dick Mandell, general manager of the new Rock-Ola "1405" model, has been busy making sales calls to various locations throughout the state.

The Associated Amusements (Rock-Ola) branch in Boston has been busy with orders for the new Rock-Ola "1405" model with 50c play and the new 120 photo op. Some of the dealers have expressed a great deal of interest in this new model, and reports indicate that it will be a huge success.

One glance...a moment's listening...and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!
**Happy Birthday, Warwick**

**Wisconsin Music Ops Discuss ASCAP Legislation And Dime Play**

SYDNEY, AUSTRALIA—They start early with the fishing lessons here. Jack Rooklyn, operator in this city, teaches his 1 year old son, Warwick, the piscatorial art. When'll he start making collections?

**LEADERSHIP**

One glance . . . a moment’s listening . . . and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

See it . . . Hear it! The New AMI series

**AUTOMATIC PHONOGRAPH DISTRIBUTING COMPANY**

3652 WEST NORTH AVE., CHICAGO 47, ILLINOIS

(All Phones: HUmbolt 6-1070)

**SHELDON SALES, INC.**

881 MAIN STREET

BUFFALO 3, NEW YORK

(Phone: Lincoln 9106)

**the i’s have it . . . DEFINITELY!**

In fact, until you’ve seen the beauty—heard the magnificent high fidelity sound for yourself—you can’t appreciate how truly outstanding this juke box really is!

Come in and inspect the new AMI-J series

We will DEFINITELY have a lot of top notch used music available for the export market. The prices will be right. Exporters, contact us now!

**‘20 Year Club’ Members:**

**Addresses Wanted**

CHICAGO—Anyone knowing the addresses of the following should communicate with: The Cash Box, 12 West Randolph Street, Chicago 1, Illinois.

Norman J. Dixon, Youngstown, O.
Leo R. Dixon, Jr., Youngstown, O.
Ed Seroka, Bloomsburg, N. J.
Joseph Valenti, Chagrin Falls, O.
Edgar M. Pierce, Providence, R. I.
LEADERSHIP

One glance...a moment’s listening...and you know this joke box is so far ahead in style and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

See it...Hear it! The New AMI-1 series

LIEBERMAN MUSIC CO.
257 PLYMOUTH AVE., N. | 809 S. 25th STREET
MINNEAPOLIS, MINN. | OMAHA, NEBR.
(Tel: Federal 9-0031) | (Tel: ATlantic 3056)

“This is what’s in THE CASH BOX That Counts—INTERNATIONALLY”
Keep Sending Those Wires And Letters Opposing S.1870

NEW YORK—While the postponement of the hearing on the O'Mahoney Senate Bill S. 1870 until April 9, 10 and 11, gives the juke box industry the time needed to prepare its case properly, there shouldn't be the slightest let-up of members of the coin machine industry in its letter writing and wire campaign to members of the sub-committee of the Judiciary, or to its own representatives in the Senate and House of Representatives. The music machine industry suffered a series of unfortunate calamities since the original hearing dates were set—the death of MOA's attorney Sidney Levine; then the death of Chauncey Carter, the newly appointed attorney; and lastly, the illness of George A. Miller, president of MOA.

During this time, The Cash Box has pointed out the fact that the proponents of Bill S. 1870 ASCAP and other similar collection agencies, have indulged the Congress with letters and wires urging passage of the Bill. A similar letter-writing and wire campaign was suggested by The Cash Box, and since then individuals and associations throughout the nation have followed thru. However, the music machine industry cannot fall down on the job. Operators are warned that they must keep a continual stream of mail headed to Washington, D. C. If you haven't as yet sent in your protest, do so NOW. Address your mail to Senator Joseph C. O'Mahoney, Senator Alexander M. Wiley and Senator Olin D. Johnston.

LEADERSHIP

One glance . . . a moment's listening . . . and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

See it! . . . Hear it! The New AMI-i series

HUBER DISTRIBUTING CO.
1118 HOWARD STREET
SAN FRANCISCO, CALIF.

the i's have it . . .

DEFINITELY!

In fact, until you've seen the beauty—heard the magnificent high fidelity sound for yourself—
you can't appreciate how truly outstanding this juke
box really is!

Come in and inspect the new . . . AMI-i series

Sale Of Coin Operated Equip't By Amer. Firms For Export Increasing With Each Passing Month

However, Foreign Buyers Are More Discriminating And Learning More In Direction Of New And Late Equipment

NEW YORK — Altho it hardly seems possible, the sale of coin operated equipment by American manufacturers and wholesalers to firms throughout the world keeps increasing with each succeeding month. While products of other industries have shown slight decreases in export the past few months, coin operated machines keep flowing to Europe, South America, Asia, and all other continents.

However, the foreign buyers have become more discriminating about the equipment they will accept. Of course, some buyers are still seeking older machines, but the majority, far and away, want only the best and latest type of reconditioned equipment.

In the last several years, brand new American machines have started to show up in quantity in many countries, with this trend even more obvious in the past year or so. Some American manufacturers have established factories in European countries, and appears that more will soon do so. The amusement machine industry has been shipping large numbers of machines throughout the world recently, and rumor has it that some American manufacturers have been investigating the possibility of building factories in some countries in Europe.

Many European countries, whose operators have been placing American made machines on their locations for the past several years, are now in a position similar to the operator in the United States. He needs a variety of machines, with different playing appeals. Therefore, in the past several months, a demand has arisen for shuffle games, bowling machines, etc., and American exporters have had to scurry around to buy up the equipment they need for export.

In several countries in Europe, import restrictions have been lifted somewhat for import from the United States, and trade deals have been arranged among European countries to allow for the importation of machines into these areas where few, if any, have been seen for years. This has given both the American shipper, both for new and reconditioned equipment, and the European nations the opportunity to sell machines to various countries where they were difficult to export previously.

With all this excitement and expectations of importers to still increase its outlets, many of the leaders of coin machine firms throughout the world have expressed their desire to attend the forthcoming meeting of the “International Coin Machine Export Import Council,” scheduled to be held in Chicago during the MOA meeting in May.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
Hub Enterprises, Baltimore, Shows New AMI Model “I”

Baltimore, Md.—Sol Silverstein and Lou Wilner, The Hub Enterprises, Inc., this city, were pleasantly surprised by the large number of music operators who turned up for its showing of the new AMI model “I” phonographs on Saturday, February 15.

"Despite the terrible snow storm we had" recounted Silverstein, "which started at 11 A.M., and which by 5 P.M. made the roads treacherous and well nigh impassable, operators kept flocking into our quarters all day long, a number of them coming from out of town. We understand it took some of the Washington, D. C. operators four hours to make the forty mile trip home. We were very happy about the wonderful way the operators accepted the ‘I’ phonographs, and look for a big selling year."

Assisting Silverstein and Wilner greet the visitors were George Corelis, George Petts and Jerome Garonzik.

Alto many operators failed to sign the register, the following were noted on the showroom floors: Rufus DeVane, Jerry Davis, William Pantages, William Angster, Sam Genzler, Henry Morgenstein, Tony Bruegger, Gabi Camhy, Irvin Goldner, David Powell, Jack Harding, Lew Robinson, Albert Kleiman, Mike Goodman, C. A. Muntain, Maurice Eisenstein, Sidney Davis, Nicholas Broust, Milton Hecker, A. Solomon, Pete Mongelli, Robert Goldsmith, John Bukowski, George J. Kortis, Harry Polsky, Max Eisenberg, Eddie Rudo, Eddie Zasa, Pete Rutkowski, Julius Zeitsoff, Phil Stein, Carles Mislier, Earl Misler and Herbert Golombeck.

Test New Type Pinball

CHICAGO—Ralph Sheffield, general manager of Genco Manufacturing, advised this past week that the firm is testing a new type five-ball pin game which, according to Sheffield, "was proving itself one of the most outstanding games we have ever placed on test locations!"

Sheffield reported, "Even tho it will probably be some four or five weeks before we have our tests completed, this game has proved itself so sensational, as far as play action and interest are concerned, that we felt we could release advance information on it at this time."

"We don’t yet know just when we will be ready with our first announcements on this new game."

"We can only state”, he added, "that the game is one of the greatest to have ever come to our attention and is proving itself one of the finest money makers in all of our experience.”

LEADERSHIP

One glance . . . a moment’s listening . . . and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

See it! . . . Hear it! The New AMI-I series

MILLER-NEWMARK DISTRIBUTING CO.
42 FAIRBANKS ST., N.W.
GRAND RAPIDS, MICH.
(Tel.: GLEndale 6-5807)

5743 GRAND RIVER AVE.
DETROIT 8, MICH.
(Tel.: TTYler 8-2230)

LET’S GET THE FACTS ON DIME PLAY!!

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<th>1-WHAT PERCENTAGE OF YOUR PHONOS ARE NOW ON 10¢ PLAY...</th>
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What Percentage Of Your Phonos Were On 10¢ Play Last Year?

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What Percentage Of Games In Your City Were On 10¢ Play Last Year?

FILL OUT AND MAIL TO:

BILL GERSH
THE CASH BOX
32 W. RANDALPH ST.
CHICAGO 1, ILL.

Personal Name

Address

City         Zone         State

"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY"
Amuse Mach. Ops of New York To Elect Officers March 13
Nominating Committee Names Candidates To Be Offered To Membership. Association To Move

NEW YORK — The membership of The Associated Amusement Machine Operators of New York will meet at the Henry Hudson Hotel on Thursday night, March 13, to elect its officers for the coming term.

Operators named by the nominating committee, and which will be offered to the membership are: For president, Irving Holzman; for Vice president, Eugene Jacoby; for Secretary, Al Koondel; for Treasurer, Sanford Warner; and for Sgt-at-Arms, Morris Wurtzel. For the Board of Directors: Lou Rosenberg, Dave Lowy, Harry Shildcrout, Phil Scharf, Theodore Faith and Ruben Antonoff.

The recently announced new association, United Coin Machine Operators of New York, has compromised its differences with the AAMONY and has joined forces.

At the coming meeting, the membership will be asked to ratify the contract with the Teamsters Union, Local 266. Negotiations have been entered into between the association and the union in behalf of the membership.

It was announced that Bert Jacob has been appointed executive director. The games association will abandon its current headquarters this week, and move to the Great Northern Hotel.

HARTFORD, CONN.—About sixty citzen and their wives attended the showing of the new AMI model "I" phonographs held by Runyon Sales Company at the Hotel Bond, this city, on Thursday evening, February 20.

Operators and their guests were treated to cocktails and a dinner in the Egyptian Hall, where the AMI machines were on display.

"Operator reaction was wonderful" stated Barney (Sharzy) Sugarman of Runyon, who head a staff of employees who greeted the visitors. "While it is always difficult to talk serious business at an affair of this kind, we actually came away with some very nice orders."

Assisting Sugarman at the showing were Irv (Kemp) Knepper, who despite a very bad cold, made the trip, and Nat Gutkin. AMI was represented by Artie Daddia, regional representative, and Marty Blatt, field engineer.

Amuse Guild Of So. Jersey To Hold Dinner-Dance On April 24

PHILADELPHIA, PA. — The Amusement Guild of South Jersey, with headquarters in this city, announced it is holding a dinner-dance on Thursday, April 24, at the Cherry Hill Inn, Haddonfield, N. J., to commemorate its second birthday.

The organization is now contacting those in the trade advising that tickets are now available for the banquet. A souvenir Journal is in the process of being prepared, and the association is hopeful of turning out a successful publication.

"This organization, now comprising 38 members, seeks to attain a measure of stability in the operating field of amusement and music machines", states one of its officers, "It is dedicated to a program of equipment modernization."

Can you tell me where I can buy?

For any information relating to this industry... JUST PHONE...

THE CASH BOX
in New York City
JUdson 6-2640
in Chicago
DEerborn 2-0045
in Hollywood
Hollywood 5-1762
in Boston
Arlington 4-8465

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Roanoke Vend, Richmond, Va., Shows New AMI Model "I". Large Turnout Of Ops Attend Despite Blizzard

When You Enter
The Cash Box
"20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN The Cash Box "20 YEAR CLUB" TODAY!!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

Bill Gersh
THE CASH BOX
32 W. Randolph Street
Chicago 1, Ill.

Dear Bill:
Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year __________ Month __________

Date of Birth

NAME

FIRM

ADDRESS

CITY ZONE STATE

Conn. Ops Banquet In Hartford Feb. 27

Railroad Coaches changed silhouettes

Why not Automatic Phonographs?

GO MODERN
BUY WURLITZER

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
European Distrib Plugs Williams

MILAN, ITALY—Photo of truck, one of a fleet, owned and operated by Bensa, Milan, Italy. Bensa is a European Distributor in Italy for Williams. The truck advertises Williams coin machines. The sign on the side of the truck reads, “If you’re buying an amusement game. . . make sure it’s a Williams!”

LEADERSHIP

One glance . . . a moment’s listening . . . and you know this juke box is so far ahead in styling and electronics that nothing can compare. This is leadership that pays off in easier servicing, more play and bigger profit anywhere this superb instrument is located!

See it! . . . Hear it! The New AMI series

THE HUB ENTERPRISES, INC.
2216 DIVISION STREET
BALTIMORE 17, MARYLAND

the i’s have it . . .

DEFINITELY!

In fact, until you’ve seen the beauty — heard the magnificent high fidelity sound for yourself — you can’t appreciate how truly outstanding this juke box really is!

Come in and inspect the new . . . AMI series

EUROPEAN DISTRIB PLUGS WILLIAMS

Blizzards Hit Charleston, W. Va.,
But AMI Model “I” Showing Goes On At Roanoke Vending

CHARLESTON, W. VA. — There were blizzards and sub-zero weather here too, but it didn’t stop Jack Bess, Roanoke Vending Exchange, Inc., from putting on a big show to introduce the new AMI model “I” phonographs. And it didn’t stop a number of music operators from attending, although the attendance was cut down considerably.

The showing, held at the firm’s quarters on Sunday, February 16, brought in operators from early morning until late in the evening. In addition to Bess, Harry Mosely and Bill Browning saw to it that all were treated with the finest hospitality, as well as being given demonstrations of the new models.

Among the operators present were:

Mrs. Rita Fenwich and son; Mr. and Mrs. Gill Canterbury; Dudd Enesley; John Coury; Cleve Letart; Chris Ballard; Lenora Ballard; J. A. Wallace; Eugene Wallace; Ken Edwards and son; Mr. and Mrs. C. H. (Red) Flannery; William N. Anderson; Phil Sweeney; Louis Walldropp; Bill Gaten; Mr. and Mrs. Darris Derrick; Jerry Derrick; Donna Derrick; Paul Vermillion; Albert Wheby; Mr. and Mrs. Max Carpenter and son; Mr. and Mrs. Bob Bender; Charlotte Garrett; Milch Oliver; Alex Mitchell; Mrs. Ralph Waybright; Mr. and Mrs. Junior Miller; Janice Miller; David Miller; Ed Fint; Ed Fint, Jr.; Mrs. Violet Brooks; and Melba Hughey.

In addition, Dana M. Hicks, executive secretary of the West Virginia Music Operators Association; Tom Stafford, Charleston Gazette and Bob Mellace, Dully Mail.

Automatic Phono (National Division)

Bowling Scores

CHICAGO—Three teams in the National Division of the Automatic Phonograph Bowling League swept all three games from their opponents February 13 to surge forward in the standings. They are, Amber over Coven, ABC took three from Garmias and Gillette swept AMI.

Results of the evenings’ games:

J. Nolan bowled a 539 set to pace Decaa 2 wins to 1, as team mates F. Tutamase bowled 533 and Tony Ngoffo 527. For the losers M. Jones bowled high for women with 458. E. Kupadzicki had 588 and J. Zie 518.

Paschke took 2 from Galgos as H. Kruger bowled 538, Rene Gallet 510 and R. Gallet 516 for the winners. Wally Maso had a 510 for the Galgos.

Amber swept the three game set from Coven as Johnny Oomsen threw a 484 for Amber and R. Weiss bowled 435 for Coven.

Western won 2 out of 3 from Brown’s Camp despite the fact that F. Fisher had the high game with 518 over Western’s high man B. Nyland who kegled 456.

ABC took three from the Garmias as Les Taylor bowled high game of the evening for the victors with his 572. A. Rice had 539, I. Cairo 502 and L. Albanese bowled 526 for the Garmias.

Fred Minter paced the Gateways to 2 victories for 1 over Singers with his 446. H. Walczak finished with 474 for the Singers.

W. Paradee bowled a big 568 for Phono but still bowled 2 out of three to B&D, whose top man was M. Fieroni who bowled 508.

C. Pieri paced the Gillettes to a sweep of 3 games over Star with his 513. For the Stans Hank Schachli bowled 447.

"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY"
Seeburg Issues Booklet:


CHICAGO—In conjunction with the introduction of its new line of 1958 phonographs, The Seeburg Corporation, this city, has issued an eight-page booklet for the operators titled, “What every music operator should know about EP album programming.” These booklets are available at all Seeburg distributors.

In the “foreword,” Seeburg emphasizes the well-known objective of all progressive operators—“getting more people to play the same phonograph. Programming offers the music operator the greatest opportunity to increase income.”

Having produced beautiful, as well as mechanically fine phonographs for years, Seeburg realizes the importance of the “new” record manufactory. “Put,” it states, “in the final analysis, even the most gorgeous phonos, with the most superb tone, has little appeal to music fans if it doesn’t feature the music they like to hear.”

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“There is no doubt that the current Hit Tune record is the basic income producer in this business,” Seeburg agrees. “A record that has an immediate and dynamic record of sales in music stores is most assuredly going to bring in equally dynamic income in a music machine. This is fundamental in this business and probably always will be.”

However, musical preferences vary. Some like hit tunes—and some like other kinds of music. Featuring different types of music so as to appeal to all the different musical tastes is what this industry calls “programming.” We have published this booklet to attempt to throw additional light on the subject of profitable programming.”

Seeburg poses several questions—and then answers them. The evolution of the record manufacturing industry is recorded, leading up to the EP record. It is pointed out that album music has made great strides in the past few years, with the public spending twice as much on albums today as it does on singles. “In order for an operator to cope with competition and the increased costs of doing business these days,” states Seeburg, “it is necessary for him to operate his equipment at maximum earning capacity. To do this he must feature ‘music for everyone’—singles and albums.”

The booklet points out that with the recent price reduction the operator pays one-third more for EP album records than for singles, but gets twice as much music. With its “Dual Pricing” method, Seeburg states the operator is compensated for the additional time required to play album records because: “Single records are programmed at one price, EP album records (two tunes per side) are programmed at a proportionately higher price.”

“Dual Pricing,” concludes Seeburg, “is not an experiment. It is an established merchandising technique that makes it possible to realize maximum earnings in every location.”

Capitol Proj. Corp.
To Show New Rock-Ola Phonographs

NEW YORK—Capitol Projector Corporation, this city, announced it will hold showings of the new Rock-Ola phonographs at its headquarters on Friday, February 28, and Saturday, March 1.

Refreshments will be served from 10 A.M. to 7 P.M.

Hosting for the distributing firm will be Lee Willens, Sam Goldsmith, Ralph Rockins, Al Blandow and Dave Lowry. Ed Ristau of the Rock-Ola firm will also be on hand to greet the operators.

On display will be the new Rock-Ola model “1465,” 200 selections, and model “1408,” 120 selections.

WANT A BUY? We’re On Your Side at WORLD WIDE!

BINGO GAMES

SHURE TIMES

$455 MIAMI BEACH

$755 BRAZIL

$310 RIO

NO. SHOW

$275 SOUTH SEAS

$175 STARSTACK

$575 STARELY

$75 TRIPPOS

$75 TRIPPOS

$455 TROPICS

$950 PALM SPRINGS

MULTIPLE PLAYER 5-BALLS

6-PI. REGISTER

$375

4-PI. SCRAMBLE

175

4-PI. RACE THE CLOCK

375

3-PI. CONTINENTAL CAFE

275

2-PI. PROGRESSIVE

275

2-PI. EL DELUXE

375

3-PI. FORCED

175

3-PI. MEDITATION

375

3-PI. GLADLY

275

3-PI. BRASIENTER

175

SHUFFLE-OLA AREAS

5-PI. CRUISE

$375

5-PI. TUMBLE BIRD

$175

5-PI. NEW DELUXE

$75

5-PI. TOWER OF FIGS

$75

5-PI. MEDAL MEDAL

$75

5-PI. GLADLY

$75

5-PI. RELAY RELAY

$75

WANT TO BUY

All Types

11 Ft. and 14 Ft.

BOWLING ALLEYS

Will Pay Highest Prices!

WORLD WIDE DISTRIBUTORS, INC.

2330 N. WESTERN AVE., CHICAGO 47, ILL.

Everglade 4-2300

We Need

the following equipment!

BALLY SHUFFLE ALLEYS

Jet Rocket

Margarita

Blue Ribbon

Gold Medal

BALLY BINGOS

Broadway Double Header Parade

Nite Club Miami Beach Big Time

UNITED SHUFFLE ALLEYS

Lightning Clipper

Chief Rainbow

Capital

International Scott Crosse Company

SCOTT CROSSE COMPANY

143 SPRING STREET, PHILADELPHIA 30, PA.

Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

Washing Machines changed silhouettes

Why not Automatic Phonographs?

GO MODERN

BUY WURLITZER

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
Phono License Time in Britain Some Granted—Some Refused

This is the time of the year when phonograph licenses are granted or refused to operators in Britain by the local magistrates. And in the 1936 crop of applications, many interesting points have emerged, and it appears in general that a more liberal attitude is being taken in many districts. However, many because of police objections, some important areas of population, notably among the major seaports, Liverpool, are still virtually closed to operators.

Among the examples of successful and unsuccessful applications were THESE. In one case, the police refused a license that complaints had been received from local residents of the noise created in cafes by teenagers. However, the police supported C. H. J. Sarrington, who was making the application, because his machine in the local Einstead Cafe was "toned down" enough not to create a nuisance.

At Leominster, Herts, a license for a phonograph was granted on condition that it was only played for six days per week. Milk bar proprietor E. Y. Dimarco accepted this arrangement and was undertaking that no Welsh music would be programmed on the box. This was necessary because the police were concerned that Welsh trippers should not gather on the location and break into local spontaneity singing.

In the North County area, all phonographs must stop playing at 9:30 P.M. but they can start again at 10:00 P.M., which was the order. At Aberystwyth, they can play until 11:00 P.M. in this area hundreds of teenage customers have organized a petition to ask a police superintendent to join them in listing to local phonographs. They want later hours.

At the Todmorden Brewerer Ses- sions, when a local home was refused, despite petitions bearing many hundreds of signatures.

And despite petitions from teenagers, permission has been refused for installations of phonographs in the grounds of the 12th Century Abbey at Kirkstall, Kirkstall. It was stated that objections had been received by religious and other bodies.

Rathernan cheerfully granted applications. Lincoln gave the thumbs-down.

The entire matter is being examined by the Phonograph Operators Association and Council may be briefed to represent operators.

Mr. and Mrs. Harvey Van Dunen, AMI distributor in Edmonton, Alberta in Canada, tell us that the new phonographs on Chicago's way back to Canada. ... George Steiner, Capital Records' sales manager, spent a week at the local branch office. ... Advance Automatic Sales Company has its first two years of business, when it opened in Chicago. The company has spread through the Northwest. ... Mr. and Mrs. William Covert of Merced made a night of it at Blsu's "Blues for the Boys." Roy Powers of Sacramento let everyone know at Advance Automatic Sales Company that a terrific job had been done for him. ... Mr. and Mrs. William Covert of Merced made a night of it at Blsu's "Blues for the Boys." Roy Powers of Sacramento let everyone know at Advance Automatic Sales Company that a terrific job had been done for him.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
Demand Increases For J. H. Keeney “Big Tent”

Paul Huebsch

CHICAGO— “After six weeks of steady production”, reported Paul Huebsch of J. H. Keeney & Company, Inc., this city, “we can advise that we are busier than ever producing more of our ‘Big Tent’ games.” Huebsch also added, “This is one game, ‘Big Tent’, that has taken hold slowly, but, as the weeks have gone by it has grown stronger and better on location.”

“The operators have advised us that they can continue to use many more.

“The result has been”, he said, “that we have to actually increase our production schedules, instead of cutting down, and we are working harder now to meet the orders we already have, and those that we are receiving each day.”

“This is one game”, concluded Paul Huebsch, “that operators who have the locations will profit immensely and be assured of long life operation.”

pianos changed silhouettes

Why not Automatic Phonographs?

GO MODERN
BUY WURLITZER

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
New York suffered one of the worst snow blizzards and a spell of zero weather ever to hit the big town. The city was digging itself out for days. Operators expressed the opinion that their equipment would never work again.

Barney (Shugy) Superman and his staff at Runyon Sales couldn’t have gotten a worse break for the showing of the AMI model “T” phonographs at Monday and Tuesday, Feb. 17 and 18, than what took place—mountains of snow and impassable roads. Regardless, the hardy operators and Shugy’s many friends came in, some even from Westchester and the N.Y. mountain area. A surprisingly large number of operators visited Runyon, with others dropping in the latter part of the week. Among the busy were Ivy (Renny) Kempner, Perry Lowengrub, Morris Rood, Lou Wolberg and Jack Prigoff. From the AMI factory were Artie Daddie and Marty Blatt. Daddie and Blatt flew in from Chicago, where they had been attending the AMI showing of Lanier. They told some hair raising stories of their efforts to get to and from New York. Shugy reports operators were quite enthusiastic over the new model, and the sales staff worked some very fine orders.

Order
Keeney’s Deluxe
BIG TENT

Now!

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

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 □
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$45 for a full year (Airmail outside U.S.) □

NAME

FIRM

ADDRESS

CITY

ZONE

STATE

"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY!"
Through The Coin Chute

Everyone of the nation's coinmen should adopt the statement made by Senator Homer E. Capehart who spoke in Chicago this past week before the Nat'l Concrete Masonry Assn. He said: "Every good and prudent citizen who believes in our national economy. He took some sharp stabs at what he called "the glib rhetoric of the professional experts," also said, "Despite those who want to talk us into a depression" the country is in good shape and employment is now on the way up. . .

The fact remains that no operator has had to give up his car, his pleasures, his general way of life, nor has he found himself in such low economic circumstances that he can be, or has been done for years. . .

But Bally's Bill O'Donnell stated the other day, 'We'd be a lot better off if some certain few people would shut their big fat mouths and stop talking.'

That, as this column agrees, is fact. Most of the gloom-expecting blobbers of late have absolutely no idea of what they're squawking about. . . And that recalls an old, old editorial which appeared in The Cash Box magazine, titled, "Stop Squawking! Start Working!" Stop fearing bear.

After six solid weeks of production, Keeney's Paul Haches very proudly advises, "Demand for our new imperative definite upturn in the national economy. We have some sharp stabs at what he called "the glib rhetoric of the professional experts," also said, "Despite those who want to talk us into a depression" the country is in good shape and employment is now on the way up. . .

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The worst snow storm in 36 years hit the Philadelphia area this past weekend, and everyone is still trying to dig themselves out. Secondary roads are impassable and auto traffic is at a virtual standstill due to the storm and then a spell of sub-zero weather. Visits to distributors and deliveries of equipment were slowed up considerably. However, regardless of the almost impossible weather a goodly number of column attended the showing of the new Seeburg phonos at Eastern Music on Tuesday, Wednesday and Thursday. Nat Solow reported well over 300 people attended during these three days. Refreshments and souvenirs were available, Martin Steen and Bill Adar, unfortunately were unable to be on hand, both have battled with the flu. Solow and Zaven Horseian acted as hosts. Arnold Silverman was snowbound. Among the out-of-town operators noted were: Hi Pearl, Trenton, N. J.; Joe Goodman, Harrirsburgh; John Workman, Chester; Mike Turk, Allentown; Spurgeon Weidner, Allentown; Bob Miller, Pottstown; Lewis Cohen, Atlantic City; and Jule Weiss, Chicago. Abe Witten, International Scott Crosse, called in from Indiana to advise he should be back in the office the latter part of the week. Mike Channick reported the new Rock-Ola phonos are receiving some very favorable comments from ops viewing them on the firm’s showroom floors. Harry Witten says he’s still on the lookout for used shuffles for export. Joe Ash, Active Amusement, advises he had to close down over the weekend due to the storm and absenteeism. And to top it all, their boiler broke down, leaving them without heat. Marty Brownstein hosted Ralph Bechtel in from Royersford. Ralph Krueger sporting a brand new white Thunderbird. Sal Groeneman, International Amusement, writes he is anxiously awaiting the arrival of Albert Polack. Dave Weiss, David Rosen, tremendously excited over ChiCoin’s “Rocket” alley, and report that operators are sharing their enthusiasm. Joe Wasserman still out Ill—the second week. Harry Rosen still in Florida. Harry Ascola, Columbia Records, reports Johnnie Roy was at the Latin Casino last week. Frankie Laine opened at the same spot last Friday together with Eileen Rogers.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
Op Tells Of His Activities On Dime Play And ASCAP Legislation

WEST FRANKFORT, ILL.—With the returns of the current Cash Box research into the advance of 10 cent play indicating that dime play has been accepted in a great portion of the country and more and more areas falling into line with each passing day, we hear from one of the more progressive operators in a 5¢ play section.

Says Eugene H. Cotter of West Frankfort, Illinois, "In regard to ten cent play. So far all efforts to convince my competition to change to ten cent play have failed. They use the excuse that this is a depressed area inasmuch as coal mining is a declining business. Most of my equipment is late model 100 record machines such as Seeburg JLI and Seeburg L, although I do have some 200 record machines on 5¢ and 10¢ play, or dual play.

"For the past ten days I have mailed almost 100 letters for myself and my locations in regard to the Senate Bill 1870. I have sent letters to the three committee members as well as other members of the Senate Judiciary Committee.

"Your efforts to better the coin machine business are always appreciated by myself," concluded Cotter.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
WANT—Gottlieb Novelty Games From 1934 up; King of Swats, Four Baggers, 1957 Baseballs, World Series and Shuffle Allens. GLOBE AUTO-
MATIC VENDING CO., 291 WATER STREET, QUINCY 65, MASS. (Tel: Mayflower 9-0019).

WANT—Your used or surplus records all speeds, 45's or speciality. We buy all year round and pay top prices. No lot too large or too small. No charges for packing or freight. BEACON SHOPS, 82I NO. MAIN STREET, STAMFORD, CONN. (Tel: Union 1-7500).

WANT— Phonograph Records—made before 1940, dealers or jube box stock or private collections. Will pay $150 to $200 per thousand. Some of the labels wanted are Brunswick, Vocalion, Paramount, Bennett, Melotone, Victor, etc. JACOB S. SCHNEIDER, 109 W. 30TH STREET, NEW YORK, N.Y. (Tel: TR 7-9147).

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

WANT—Will pay cash for late model Juke boxes and your unused need inventories. Send list. DAVE LOWY, 594 TENTH AVE., NEW YORK, N. Y. (Tel: Gilleker 4-5100).

WANT—Used records, 45's or 78's. All types—Pop, Hillbilly, Blues. We buy single records and small boxes. We can provide shipping cartons if needed. Write or phone JALEN AMERICAN, 14 E. 72ND STREET, BOSTON, MA. (Tel: Bemont 3-2881).

WANT—AMI 80, 120, 200 selection We buy and sell unused need inventories. Late 2 Player Pinball. Write stating condition, number and best cash price. Send list. WILLIAMS SALES LTD., ST. THOMAS, ONT., CANADA (Tel: 2648).

WANT—45 RPM Records, new or used. No quantity too large or too small. Highest prices paid. Write stating quantity on hand. TONY GALGANO, CALIFORNIA PINBALL, 4142 W. ARMITAGE, CHICAGO, ILL. (Tel: Dickens 2-7060).

WANT—Late Model Phonographs. SK Chromatics, 200 Rok-Ola, 200 Deluxes and Standards. J. ROY BELL, 7401 WASHINGTON ST., LOUIS 8, MO. (Tel: Forest 7-6730).

WANT— Experienced Sales Repre-
sentative for leading Coin Machine Distributor to represent in Europe, South America, World. Only high-
light to work with good people. Send Resume—BOX 425, c/o THE CASH BOX, 1721 BROADWAY, NEW YORK, NEW YORK.

WANT— Used Records! 45's, 78's and LP's. No amount too small or too large. Write or call anytime. We pay premium price for proper merchandising. PEP NOV-
ELTY CO., 4404 N. PAULINA ST., CHICAGO 40, ILL. (Tel: Upton 3-6560).

WANT—Gimcracks, Serenading, Howling—They are no substitute for
talent. Survey reports Michael An-
thony, Fairgrounds and Dave Barlow, both with Barlow and Anthony. Softer Music is coming back. Write or Post Card for free Michael Anthony Sample Record. H.R.C. RECORD PROMOTIONS, 214 HOL-
LEYWOOD WAY, BURBANK, CALIF. 31.

WANT—Attention Everyone in the Coin Business. We want Arcade Equipment and all the Bally Used Bingos here in town. Plenty of $88888 waiting. Don't Write or Wire but call us collect—Locust 4-4415. BELGIAN AMUSEMENT CO., 334 NOR-
FOLK BROAD ST., PHILADEL-
PHIA.

WANT— Phonographs, Late Model Seeburg, A.M.I., or Wurlitzer. Will Trade for proper models. Reliable Allieys, RELIABLE COIN MACHINE CO., 164 WINDSOR STREET, HARTFORD, CONN. (Tel: Chelap 9-6556).

WANT—Used Late Model Generals. Send list. TALES OF THE 700 HALLEGIEN DISTRIBUTORS, 1626 3RD AVE., MO-
LINE, ILLINOIS.

FOR SALE—Bingo: Bally Broadways $150; Big Time $97; Big Show $200; Go Time $87; United Coin $210; 4148 $70; 1 M100A $125; 20 Assorted Bally Unensed Bingos $55 ea. All good clean equipment. Export packed. DISCO, INC., 335 E. 51ST ST., LOS ANGELES, CALIF. (Tel: Adams 4-9610).

FOR SALE—Pins Games: Gottlieb Are High $295; Bally Ball & Poppin' $155; Williams Hee Hee Plaid $250; Williams Jumbo 4 Player, $250; Gottlieb Tournament 2 Player, $250; Will-
liams Pinball 2 Player, $210. C & W DISTRIBUTING CO., 400 MAIN STREET, GALENA, KANSAS (Tel: 400).

FOR SALE—Mutoscope Phonomatic With Envelope Vendor, $150; Sup-
plies All For $350. Gottlieb Score-
board 4 Player, $225; Gottlieb Jumbo 4 Player, $250; Gottlieb Tournament 2 Player, $250; Wil-
liams Pinball 2 Player, $210. C & W DISTRIBUTING CO., 400 MAIN STREET, GALENA, KANSAS (Tel: 400).

FOR SALE—Specialist Bally: Show Times $395; Big Shows $245; Car-
vivals $314.30; Bally Kidde Kiddie Ride, $495; Gottlieb: Silvers $265; Williams: Contests $245; Chicago Coin: Gamble $355; Ives $95; Broadway $245 ea. Factory Reconditioned. Exhibit Ringer Balls $95 ea. BI-
low, $500 each. WILLIAM MAIN STREET, NEWARK, NEW.
YORK. (Tel: Dufferfield 1-3555).

FOR SALE—Brand new in original factory crate. 1 Wurlitzer 106, $845. Like new: 2 Williams Pinball's $295 ea. 2 Lord's Coin Changers $245 ea. Factory Reconditioned. Exhibits; Ringer Balls $95 ea. BI-
low, $500 each. WILLIAM MAIN STREET, NEWARK, NEW.
YORK. (Tel: Dufferfield 1-3555).

FOR SALE—Amazing Values On Brand New Rock-Ola 1455, 200 Selection, 45 RPM Phonos. Also All Other Late Model Phonos Available At Very Low Prices. Authorized Rock-Ola Fac-
tory Distributors. SEACOAST DIS-
TRIBUTORS, INC., 1200 NORTH EAST AVE., ELIZABETH 4, N. J. (Tel: Bigelow 8-3524).

FOR SALE—Hi-Speed Super Fast Shuffle Board, 24 one-pound cans per game, $6.50 f.o.b., Dallas, Texas. Early models. Complete set. Plays popular antique. Distributor for D. Gottlieb, Ch Coin, J. H. Keener, STATE MU-
SIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Famous Sun-Glo Wax for your Shuffle Alleys, 24—1 lb. Cans—per case, $6.75. HASTINGS DI-
STRIBUTING CO., 6100 WEST ARKANSAS, KANSAS CITY, MO, KEE 13, WIS. (Tel: Binemound 6-6700).

FOR SALE—150 Bally Bingo Games, Or Redeems, Or Ringer Machines, Or Wire for special prices. CLEVE-
LAND COIN MACHINE EX-
CHANGE, INC., 2925 PROSPECT AVENUE, CLEVELAND, 15, OHIO. (Tel: Tower 1-6175).

FOR SALE—Bowlers: ABC Bally 14' and 11', Deluxe Congress, Deluxe ABC. Bally Bingos: Show Times, Keen, Reconditioned. All models, DAMAGES DISTRIBUTING COMPANY, 1625 NO. CALIFORNIA AVE., CHICAGO 47, ILL (3780).

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why, you pay a little more and you will be glad you did. Your money back if not completely satisfied. 1/3 deposit with all buyers. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. (Tel: Cedar 2-7600).

FOR SALE—United and Chicago Coin shuffles, 10th Frame and later models Wurlitzer 1500's, 1400's, 1250's, 1015's, all type BINGO Coin Hunt, as is or shopped. CANYON STATES DIST. CO., 501 E. 2ND STREET, EL PASO, TEXAS (Tel: 3-6868).

FOR SALE—Records!! 54 over whole-
sale. Sets, broken sets. High quality. Quick service. New accounts, token deposit with order. Also we pur-
chase surplus records now unwanted, RAYMAR SALES CO., 170-21 JAMAICA AVE., JAMAICA 18, L. I. (Tel: Olympia 8-4102, 4103).

FOR SALE—Used machines of all models, as is or shopped and ready for locations, AUTOMATIC MUSIC DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY 6, OKLA. (Tel: Forest 3-4566).

FOR SALE—Bally Model "T" But Red Kiddie Rides. Completely Re-
conditioned—$395 each. DONAN DISTRIBUTING COMPANY, 5007 NO. KEDZIE AVENUE, CHICAGO 25, ILL. (Tel: Ujumper 8-3211).

FOR SALE—We are Leading Export-
ers of Arcade Machines—Also Main-
stream Games and Parts For Arcade Equipment, Write You're Needs. MIKE MUNVES, 577 TENTH AVE., NEW YORK 36, N.Y. (Tel: Brown 9-6677).

FOR SALE—Coin Machine Route-
Music, Pin Games, Bally Bingos and-or other Arcade Equipment. For complete information write BOX 427, THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N. Y.
THE CASH BOX

"The Industry's Market Place"

PUBLISHES MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES IN THIS INDUSTRY PUBLISH IN A MONTH — PROVING THAT THE ENTIRE INDUSTRY RECOGNIZES THE CASH BOX' CLASSIFIED AD SECTION AS "THE INDUSTRY'S MARKET PLACE."

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CLASSIFIED ADVERTISING SECTION

FOR SALE—Seeburg M100A, 45 rpm, Painted, $295; M100B, $425; M100C, $550; G190, $675; W160, $675; R100, $725; Wurlitzer 2000, $850, 1900, $825, 1900, $725; 1700, $825; BOB, AM1, $825; BOG, 45 rpm, Painted, $225, MUSICAL SALES, 2338-36 OLIVE ST., ST. LOUIS 3, MO.

FOR SALE—Seeburg V-200's, top condition, $685 ea. Make offer for five. 14 Ft. Bowlers. $465. LEWIS & FOLLETT MUSIC CO., SOUTH 180 HOWARD ST., SPOKANE 4, WASH. (Tel. MA 4-8858).

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 PLACE, LOS ANGELES 27, CALIF. (Tel. NO 2-3254).

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO. Write, wire or phone, 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel. Vernon 5-7976).

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

NOTICE—It's your business to KNOW THE FACTS! How can operator cooperatives 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 Lists" which, for over 18 years since their inception, have been internationally recognized and officially accepted The Cash Box is the publication that conceived the idea for MOA (Music Operators of America). The Cash Box originated and has constantly crusaded for: "National Public Relations Bureau," "Dime Play," "National Credit Bureau," "National Board of Trade," "National School of Mechanics," "2-Minute Recordings," "Equalized Record Tone Level," "The Cash Box" "Quarterly Export Edition" has won world wide recognition and international acclaim. The Cash Box Annual Encyclopedic 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 bits a week) 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.

FOR SALE—100 Teleflex, with film. Reconditioned, refinshed, ready for location. 5c or 10c play. Special offer, $99.50. Write for quantity prices and list of other equipment. G. O. R. SALES, 5216 N. LECLAIRE AVE., CHICAGO, ILL. (Tel. Avengers 3-6818).

FOR SALE — Late Model Rock-Ola 120 Wall Boxes, used 3 months $49.95. WESTERN DISTRIBUTORS, 1226 SOUTHWEST 16TH AVENUE, PORTLAND 5, OREGON (Tel. ATwater 7565).

FOR SALE — Closeout: Brand new original factory crates, United's Playtime, sacrifice, $375 ea. Write, Wire, Phone, IMPERIAL COIN MACHINE CO., 498 ANDERSON AVE., CLIFFISDE, N. J. (Tel. Wilshire 5-2893).

FOR SALE — 100 Selection Wall-O-Matics, Model 3W1, Chrome Covers, New Selection Buttons, New Aluminum Instruction Plates, $57.50. Telephone or wire collect, SYracuse 7-1631. DAVis DISTRIBUTING CORP., 736 ERIE BLVD., E. SYRACUSE 3, N. Y.
How To Use "The Cash Box Price Lists"

[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"

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

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

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $20 to $25 on Pin Games—and $15 to $50 on Phonographs.

CO DE
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Listed + Great Activity

Listed alphabetically:

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
<th>RPM</th>
</tr>
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<tbody>
<tr>
<td>A</td>
<td>Model A, '46, 40 Sel., 78 RPM</td>
<td>50.00</td>
<td>150</td>
</tr>
<tr>
<td>B</td>
<td>Model B, '48, 78 RPM</td>
<td>50.00</td>
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<tr>
<td>C</td>
<td>Model C, '50, 40 Sel., 78 RPM</td>
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<tr>
<td>D</td>
<td>Model D-20, '51, 80 Sel., 45 RPM</td>
<td>50.00</td>
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<tr>
<td>E</td>
<td>Model E-80, '53, 100 Sel., 45 RPM</td>
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<td>F</td>
<td>Model F-40, '53, 120, Sel., 45 RPM</td>
<td>50.00</td>
<td>150</td>
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<tr>
<td>G</td>
<td>Model G-50, '55, 80 Sel., 45 RPM</td>
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<td>Model H-20, '55, 120 Sel., 45 RPM</td>
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<td>Model I-40, '56, 120 Sel., 45 RPM</td>
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<td>J</td>
<td>Model J-50, '56, 120 Sel., 45 RPM</td>
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</tbody>
</table>

Manufacturers and Date of Game's Release Listed. Code: (B) (Bally); (C) (Chicago Coin); (E) (Erdman's); (F) (Farnam); (G) (Genco); (G) (Gottlieb); (K) (Keesee); (U) (United); (W) (Williams).

ABC (Got 5/53) 20.00 30.00
Ace High (Got 1/57) 250.00 290.00
Aces Ruled (Un 9/52) 20.00 30.00
All Star Basketball (Got 1/51) 20.00 30.00
All-Star Knights (Got 12/53) 80.00 100.00
American Derby (Got 5/53) 30.00 50.00
Arrow Head (Wm 7/57) 260.00 300.00
Bally B. (Got 1/52) 25.00 65.00
Bally Race (Wm 7/57) 150.00 175.00
Bally R. (Got 5/52) 175.00 225.00
Bally’s A’Poppin’ (B 11/56) 125.00 145.00
Bandits (Got 11/55) 125.00 175.00
Beach Beauty (B 11/55) 125.00 175.00
Beech Club (B 2/53) 15.00 65.00
Beauty B (B 11/52) 20.00 65.00
Big Boy (Wm 9/54) 55.00 120.00
Big Show (B 9/52) 240.00 300.00
Big Hit (CC 7/52) 15.00 50.00
Big Time (B 1/55) 80.00 135.00
Bingo (CC 8/56) 145.00 210.00
Bowl (Got 11/53) 195.00 265.00
Bowl B (B 5/51) 20.00 30.00
Bowl Spot (B 11/51) 25.00 65.00
Bowl Spot 2.0 (B 5/51) 125.00 160.00
Bowl of Cans (Un 5/53) 20.00 50.00
Capri (CC 10/56) 110.00 185.00
Caravan (Un 2/56) 105.00 165.00
Caravan (Wm 6/52) 25.00 65.00
Chowtown (Got 10/52) 25.00 100.00
Circus (Wm 8/52) 25.00 50.00
Circus Wagon (Wm 5/52) 150.00 215.00
Claw Bowler (Got 1/56) 195.00 239.00
C.O.D. (Wm 9/53) 50.00 80.00
Cozy Corner (Wm 11/51) 25.00 65.00
Coney Island (B 9/52) 20.00 50.00
Continental Cafe (Got 5/53) 100.00 175.00
Control Tower (Wm 3/51) 10.00 20.00
Coronation (Got 11/52) 25.00 50.00
County Fair (Got 5/52) 25.00 50.00
Crossroads (Got 5/52) 25.00 50.00
Crossroads (B 1/56) 155.00 256.00
Cue Ball (Wm 2/52) 210.00 250.00
Derby Day (Got 5/52) 170.00 210.00
Diamond Lill (Got 12/54) 95.00 150.00
Dimples (Wm 11/52) 30.00 55.00
Domino (Wm 11/52) 25.00 40.00
Double Action (Got 11/52) 15.00 25.00
Double Feature (Got 12/59) 10.00 20.00
Double Header (B 7/55) 185.00 235.00
Dragoneete (Got 6/54) 100.00 175.00
Dude Ranch (B 9/53) 35.00 70.00
Duette (Got 4/55) 125.00 175.00
Dustcraft (Wm 12/52) 35.00 65.00
Eight Ball (Wm 11/52) 20.00 45.00
Fair Lady (Got 11/56) 285.00 325.00
Fairway (Wm 6/53) 30.00 60.00
Five Star (Univ 5/51) 20.00 36.00
Flag Ship (Got 10/51) 25.00 65.00
Flying High (Got 2/53) 40.00 75.00
Four Bells (Got 10/54) 115.00 150.00
Four Corners (Wm 12/50) 45.00 75.00
Four Horsemen (Got 9/56) 15.00 30.00
“gag” (Got 12/51) 30.00 45.00
Four Stars (Got 5/55) 30.00 65.00
Frontiersman (Got 11/51) 25.00 60.00
Frontiersman (Got 11/51) 100.00 160.00
Fun House (Wm 6/57) 195.00 235.00
Gay Parce (Wm 6/57) 375.00 460.00
Gay Times (B 6/55) 95.00 125.00
Get Rich (B 11/51) 45.00 90.00
Glotz (Got 1/56) 195.00 215.00
Globe Trotter (Got 11/51) 15.00 30.00
Golden Nugget (Frig 11/52) 30.00 50.00
Gold Nugget (Wm 12/51) 125.00 190.00
Grand Champion (Wm 3/53) 35.00 75.00

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NEW! NEW! NEW! IT'S FASCINATION PLUS!
PLAYER FOR THE FIRST TIME
DETERMINES WHEN AND IF
HE WANTS TO ACCEPT IN LINE
BONUS SCORE OR CONTINUE TO
PLAY FOR A HIGHER BONUS
SCORE.

UNUSUAL AND NEW 3 DIMENSION MIRROR
EFFECT...
GAME IS ACTUALLY ONLY
77" BUT GIVES THE
APPEARANCE OF A GAME
11'11"
the i's have it...
Style leader the world over!
This is it... the New AMI Series

THIS IS IT! . . . The new AMI Series "i", . . . the most beautiful Juke Box in the world! Nothing has been spared—nothing overlooked—to give you the most glamorous, profit-building juke box you've ever been able to offer to your locations. Styling is sleek, modern, dramatic. In any location the new "i" will attract all eyes—stimulate the urge to play that means more cash in the cash box. Visibility is tops. Big, crystal-clear wrap-around invites immediate attention. All 200 titles are there for all patrons to see—all of the time. No gadgets to interfere—no title pages to turn—nothing to slow down profitable play.

Accessibility is faster, easier than ever. Every working mechanism can be reached without fuss—without delay. Slug-rejector, cash-box, title-racks . . . all can be serviced in a jiffy—you're in and out of the location in minutes!

Operators . . . Because the new AMI is years ahead in styling . . . years ahead in engineering . . . you'll earn more money, get more years of service, more years of investment life in top locations! See the outstanding beauty of the new model "i" for yourself. Check the new features—see how easy maintenance and service can really be. THE NEW AMI SERIES "i" JUKE BOXES ARE ON DISPLAY AT YOUR DISTRIBUTOR'S SHOW ROOM, RIGHT NOW . . . SEE THEM, TODAY!
There's famous AMI Styling ... High Fidelity Sound ... Title Visibility ... Performance ... in a choice of models to meet every location and programming need! EVERY MODEL “i” is the very finest instrument of its kind ... Good to see ... Good to hear ... Good for business!

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with AMI’s Automatic selector system.

MODEL “i-100”—100 Selections—
with a simple, Manually Operated selector disc.

MODEL "200" WALL BOX—
Completely programmed with easily read titles. Fast, foolproof play for extra music profits remote from the Juke Box. Attractively chromed for easy cleaning.

AMI CORNER LOUDSPEAKER—Wide-range dual-cone, coaxial speaker. Especially designed to yield an extra octave in the low bass.

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AMI CEILING LOUDSPEAKER—Professional twin-cone, coaxial, wide-range speaker. Nonresonant infinite baffle for top-quality hi-fi reproduction.

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1 TO 6 CAN PLAY

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and a bigger money-maker than ever.

because average game is played twice as fast.

doubling dimes-per-hour earning power!

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... or Match-Score SUPER-BOWLER.

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Speeds Up Play

Motor-powered ball-gun swings back and forth.
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IMPROVED MECHANISM puts another ball in
gun a split-second after player shoots. Quick
loading of gun eliminates delay, permits player
to throw balls in rapid succession. Result is
that average game is rolled in half the time
formerly required, doubling dimes-per-hour
earning power of ALL-STAR DE LUXE BOWLER.

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