Jerry Lee Lewis, young Rock and Roll sensation of the Sun label, signs the contract to head the Alan Freed R & R package now touring the United States. The Freed show, "The Big Beat", is about midway through its 44 day trek, and has been playing to standing room only in all cities since it left New York. Freed, lower left, hands the pen to Lewis. Jack Hooke, associate of Freed, who buys all the talent for Freed's shows, stands between Freed and Lewis. Milt Shaw, Shaw Agency, who books the show, places the contract for Lewis to sign.
EXCLUSIVE on MGM Records

AN M-G-M RECORD ALBUM FROM THE NBC SPECTACULAR

Red Buttons & Barbara Cook

HANSEL AND GRETEL

Rudy Vallee
Stubby Kaye
Paula Laurence

Created and Staged by
YASHA FRANK
Music by ALEX WILDE
Lyrics by WILLIAM INGVICK
A TALENT ASSOCIATES PRODUCTION

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THE HANSEL AND GRETEL SONG
(Much Too Happy Dancing)

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MEN RULE THE WORLD

EVENING SONG
(From the Woodland)

MORNING SONG
EENIE MEENIE MYNIE MOE
(The Courting Song)

WHAT ARE LITTLE GIRLS
MADE OF
FINALE

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SUNDAY APRIL 27

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Executive offices moved to 1540 Broadway, New York, N. Y. JM 2-2000
It's Not As Bad
As They Say!

Now that the March sales figures are in, it turns out that the recession, as far as the record industry is concerned, has been highly overrated. There has been only one month in which sales have fallen behind the similar period of last year and that is February. January was spectacularly ahead of January 1957 and March was slightly ahead of last year. What the recession means to the record industry, it seems, is that the rate of increase has been slowed a bit but not the increase itself.

From the figures of the first three months of this year, it is quite clear that sales reached their low in February and are now slowly rising again. We may confidently expect them to go steadily up now and it is fairly certain that when all the figures are in, 1958, for the record industry, will have proven to be another pace setting year.

Many people are naturally asking why the record business should have been relatively immune to the recession. We think the answer can be found in many areas. First of all, as retail sales have been proving in many different lines, the recession is not so much one of a stoppage of spending on the part of the public as it is a curtailment of production. The general buying public, even many of those who find themselves temporarily unemployed, seem to have reserves of savings on which they are continuing to live in their accustomed manner. And since very few really believe that their unemployment will be prolonged, there doesn't seem to be any great fear that their savings will run out.

This attitude has been reflected most favorably in record sales mainly because so large a portion of those sales are consummated by youngsters. The last thing that parents, even unemployed parents, want to do is have their economic problems reflected upon their children. Therefore, as far as it has been possible, youngsters' incomes have been relatively stable. Their allowances are the last item to be cut and their part-time jobs are the last ones to feel the pinch. They have therefore continued to be almost unaffected by the recession even in many instances where their parents have been. And with their continuing income, the price of a record that to them is very often a necessity and not a luxury has not been a very difficult item to negotiate.

We can see therefore why the recession, as far as the record business is concerned, is hardly a worrisome matter. Naturally we have felt it a bit. But it would have to get considerably worse for it to be really meaningful for us. And since all signs point to the fact that we have already passed the bottom and are now on the upsing, we can confidently look forward to the continually rising grosses which our industry has enjoyed for the past several years.
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Younger than springtime
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This Nearly Was Mine
Happy End
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# The Nation's Top Ten

**Juke Box Tunes**

*Plus the Next 25*

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| 2. **HE'S GOT THE WHOLE WORLD IN HIS HANDS**
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<td>CR-1204---Beverle McColler</td>
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<td>KA-215---Jo March</td>
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| 3. **LOLLIPOP**
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| 4. **WHO'S SORRY NOW**
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| 5. **A WONDERFUL TIME UP THERE**
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| 6. **TWILIGHT TIME**
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| 7. **ARE YOU SINCERE**
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| 8. **SWEET LITTLE SIXTEEN**
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| 9. **CATCH A FALLING STAR**
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| 10. **LAZY MARY**
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1. BOOK OF LOVE
2. BILLY
3. DON'T YOU JUST KNOW IT
4. IT'S TOO SOON TO KNOW
5. WITCH DOCTOR
6. RETURN TO ME
7. 26 MILES
8. WISHING FOR YOUR LOVE
9. BREATHLESS
10. OH LONESOME ME
11. BELIEVE WHAT YOU SAY
12. SAIL ALONG SILV'RY MOON
13. MAYBE BABY
14. THERE'S ONLY ONE OF YOU
15. CHASON D'AMOUR
16. FOR YOUR LOVE
17. SUGARTIME
18. WEAR MY RING
19. I MET HIM ON A SUNDAY
20. LITTLE BLUE MAN
21. TUMBLING TUMBLEWEEDS
22. LOOKING BACK
23. DINNER WITH DRAC
24. KEWPIE DOLL
25. OH JULIE

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“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
**The Cash Box Disk of the Week**

**SUGAR MOON** (1:33) [Gallatin BMI—Wolfe]

**CHERIE, I LOVE YOU** (2:20) [Harman ASCAP—Goodman]

**MAKE ME A MIRACLE** (2:05)
[Planetary ASCAP—Hoffman, Manning, Markwell]

**SECRETLY** (2:33) [Planetary ASCAP—Hoffman, Manning, Markwell]

**BIG MAN** (2:26) [Beechwood BMI—Belland, Marvin]

**STOP, BABY** (2:25) [Bourne ASCAP—Ballard]

**FOUR PREPS** (Capitol 1960)

**PRETTY BABY** (1:55) [Figure BMI—Zwern, Gino]

**LOVE IS A CAROUSEL** (2:07) [Figure BMI—Gossari, Zwern]

**GINO & GINA** (Mercury 71283)

**MIGHTY FIVE** [Flame ASCAP—Jr.]

**B** "DADDY GUITAR" (2:20) [Bobby BMI—Burrell, Trotman]

**C** "YOUR ARE MY LUCKY STAR" (2:35) [Sylvia BMI—Brown]

**F** "CLAIRE" (2:30) [Lady BMI—Brown, Brown]

**G** "CRAZY" (2:30) [BMI—Floyd, Friedman]

**H** "THE SEVENTH SONG" (2:20) [BMI—Johnson, Johnson, Brown]

**VIRGINIA KO** (Robin 1006)

**FRANKIE LAINE** (Columbia 41163)

**GENE VINCENT** (Capitol 3959)

**THE BASS STREET ORCH.** (MGM 12650)

**LEROY HOLMES ORCH.** (B+) "BASIN STREET ORCH." (2:52) [Mayfair ASCAP—Williams, Llewellyn]. Leroy Holmes has a huge string-arranged orchestra thru an exciting interpretation of one of the greatest songs in the glory days of the Beiderbecke/Jacques arrangements. Jockeys will enjoy spinning this side.

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

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REMEMBER
PICKED BY CASH BOX
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CUB K9001

THE WANDERERS
YOU'RE THE ONE
and
I'LL ONLY GIVE MY LOVE
CUB K9002

SEAN DOWNEY
YOU LET GO
and
HEARTS ARE WILD
CUB K9004

For further information contact IRV JEROME and HAROLD DRAYSON
VP and Sales Director Sales Manager
1540 BROADWAY, NEW YORK 36, N. Y. JUDSON 2-2000

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

**Sleeper of the Week**

**"I WONDER WHY"** (2:19) [Schwartz ASCAP—Anderson, Weeks]  
**"TEEN ANGEL"** (2:09) [Schwartz ASCAP—Singor, Patrick, DiMucci]  
**DION & THE BELMONTS (Lovie 301)]**  
- Laurie Records, a new indie label, debuted on the national scene this week with a rock and roll item that has the "big beat" insignia engraved in every groove. It's a free-swinging group vocal dubbed "I Wonder Why," that's tailor made for the teenage disk buying set. Featuring Dion and the Belmonts, the tune is a relatively simple love song set to a terrific beat. But the vocal gimmicks with which the Belmonts showcase Dion's solo singing are just fabulous and the overall sound with the jive edge popular in the Sixties is captured. The disc is sure to the shops to pick up a copy of this number. Flip "Teen Angel," is a rockin' ballad. Top half is already clicking in New York. Don't let it slip thru your fingers.

**"LONG LEGGED LADIES OF LABRADOR"** (2:42)  
[Planetary ASCAP—Chait, Diseman]  
**MORTY CRAFT (MGM 12648)]**  
- Morty Craft makes his MGM debut as a master with a refreshing new commercial novelty that could develop into a healthy seller for the label. It's a delightful, light-hearted ditty styled along the lines of "Poor People Of Paris" and "Petitcoats Of Portugail," two very successful singles from Capitol. The tune is set to "Long Legged Ladies Of Labrador." A high-stepping cutie with wonderful lyrics. Great change-of-pace programming material for jockeys. The lower half sports a Craft composition, "It's Melody Time." A string filled mood item set to a smooth easy-going up beat. Keep a tab on the top deck.

**"LITTLE PIXIE"** (2:30)  
[Seelye BMI—Balsom]  
**MOE KOFFMAN (Jubilee 5324)]**  
- Moe Koffman, who brought fame to "Swinging Shepherd Blues," has another delightful instrumental platter that should get an equally great reception from deejays and the public. One end, "Little Pixie," is a charming instrumental novelty featuring Koffman's flute in the spotlight. The ditty has a wonderfully infectious melody which the mantra sets to a pixie-cha-cha beat. His multiple track work creates some interesting bird-like effects. Inventive side perfect for change-of-pace programming. This could make it two in a row for Moe, Flip, "Koko-Mamey," stars the combo with a latin beat rockin' opus that drives hard from start to finish. Exciting dance item the teeners will go for. Solid stuff out of the "Tequila" camp. Two hot decks to appeal to all age groups.

**"SUSIE'S HOUSE"** (2:01)  
[Peer Int BMI—Wolfe]  
**"YEARBOOK"** (2:00)  
[Benell BMI—Koffman]  
**JOHN L. DOUERMILK (Columbia 41165)]**  
- Columbia has discovered an exciting new talent in John L. Douermilk, a rock and roll performer who could skyrocket into the big name category with this high profile release. One end, "Susie's House," is a torrid staccato beat rocker that cuts loose on the very first groove and doesn't let up until the disc's run its course. Hot side that really swings. The companion side is a pretty rock-a-ballad tagged "Yearbook." A sentimental love tune penned by Douermilk and chanted with heart. Venue has a bright future in store if this first platter is a sample of what he can do.

**"THE BIG BAND"** (2:22)  
[Greta BMI—Gold]  
**"ALL AROUND THE CLOCK"** (2:07)  
[Jack Gold ASCAP—Hoffman, Manning]  
**FOUR ESQUIRES (Paris 515)]**  
- The Four Esquires, who clicked on a national level with their pressing of "Love Me Forever," have another potential hit in this cute new rock and roll novelty dubbed "The Big Band." It's a good jump number with a maximum beat and lots of story mentioning titles of current rock and roll hits and the artists who recorded them. The kid's enjoy this novelty, one that could jump onto the charts in short order. Lower lid, "All Around The Clock" is a cute bouncer with a light-hearted feeling and a charming storyline. Upper end is the stronger of the two and deserves watching.

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

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**THE SHARPS**  
(Chess 1690)  
**"6 MONTHS, 3 WEEKS, 2 DAYS, 2 CARDS" (2:53)  
[Harold BMI—David Revelle) The Sharps could become a big money-maker in this emotional rock-and-roll number. A new twist is mentioned in the title refers to the length of this lab has been in love. Strong was set to an exciting arrangement and delivered in extreme commercial fashion by the group. Should do well in the R & B market too. Vocal gimmicks are terrific.

**"CHA-CHO HOP"** (2:20)  
[Combo BMI—Porter, McVe] The crew performs instrumentally here driving thru an average rockin' jumper.

**THE PLAUDS**  
(Noes 6011)  
**"THE END OF THE DANCE"** (2:42)  
[Excelsior BMI—South] The Plauds, four guys and a gal, take a promising debut on Nasco with a potent rock-a-ballad item that could slowly climb onto the charts as a commercial item. Watch this sleeper.

**TINA ROBIN**  
(Connie 41164)  
**"SUGAR BLUES"** (2:05)  
[Pickwick ASCAP—Williams, Fletcher] The great Clyde McCoy oldies are reworked today by Tina Robin. The spirited canary belts from the heels and dishes up a strong stroll beat arrangement the kid's llo for. 

**JILL COREY**  
(Columbia 41164)  
**"SWEET SUGAR LIPS"** (2:07)  
[Accuf-Rose BMI—Bryant, Bryant] Jill Corey has a cute new bouncy novelty that could turn out to be a big moneymaker. It's a contagious, light-hearted romantic ditty with commercial beat and melody. Jill's multiple track work is excellent. Watch this one close to.

**LOVEABLE** (1:52)  

**HAYWARD DAVIS & QUINNIE**  
(Monte 103)  
**"BUBBLE GUM ROCK"** (2:55)  
[Rambolt BMI—Davis] The Chrysler's "Bubble Gum Rock" is a rockin' roll instrumental in the "Bubble Gum Rock" side. It's got that funky sound the kids come on. Could catch on.

**C ROCK MY ROCKIN' CHAIR** (2:20)  
[Rambolt BMI—Monte] Monty is in the spotlight on this end clanging a rhythmic item.
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The HOTTEST Selling “CARR” in America is . . .

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ROULETTE

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“MAMA DON’T ALLOW IT”

R-4068

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ROSEMARY JUNE (Pars 516)

B+ "MY ALWAYS BE IN LOVE WITH YOU" (2:42) [Shapero-Bernstein ASCAP — Stept, Ruby, Gracen] One of the best female vocal efforts to pass over this turn table in weeks is this dramatic rock-a-baller written by a couple of unknowns. The tune itself, Rick and heart by Rosemary June. Strong side which is geared to adult accomplishment. Good side to work.

C+ "PERSON TO PERSON" (2:05) [Greta BMI — Gold] The late employs the interview gimmick lid she fashioned a charming tango novelty romancer. Inventive idea.

J e p p K l e b e r O r c h . (Cub 9004)

B+ "HERS ARE WILD" (2:14) [Torpedo BMI — Downey] Sean Downey, son of famous Morton Downey, debuts on BMI's new sub-label with a good rock-a-ballard which he handles with feeling. Good choral background arranges commercial offering that could catch on.

S c h o o l B e l l e s (Dot 15746)

B+ "WAITIN' FOR MY DATE" (2:12) [Trinity BMI — Borden, Moore] A new female vocal group the School Bells, making a powerful first showing with a hard driving tailor-made for teen tastes. Gals have an exciting blend and get some wild instrumental accompaniment. Watch this long-shot.

C+ "BILLY BOY, BILLY BOY" (1:40) [Trinity BMI — Davie, Moore] The girls continue to swing thru another good country ditty. They have a country twang in their voices on this end.

B+ "BLONDE HAIR, BLUE EYES AND LIPS" (2:10) [Miller ASCAP — Doren, Flick, Watts] The headphones come out with a delightful, old-fashioned bouncy that could catch on. Honky-tonk piano and the group's harmony go well together. Charming change of pace novelty.

C+ "YOU FOOLIN' NOW" (2:00) [Mills ASCAP—Trace] The boys work smoothly once again bouncing thru a sentimental love tune. Side has a country seasoning.

D a l e D a l m i n g (Roulette 4067)

B+ "EVERY BEAT OF MY HEART" (1:58) [Bell Song ASCAP—Up] Newcomer Dale Darling makes a fine showing first with a full romantic, sentimental lyric and fine multiple-voicing make the side a pleasure.

C+ "SOMEONE, SOMEONE" (2:32) [Bell Song ASCAP—Up] Another inviting, double-track work enhances this tear-jerking ballad.

H e n r i D e P a r i O r c h . (Cord 41953)

B+ "TANGO OOH LA LA" (2:15) [Amy BMI — Schachtel] Henri De Pari Orch makes some big noise with his "Seven Days In Barcelona" instrumental, comes up with a cute tango-dollar-ized with "Ooh La La" shouts from the boys in the band. Enjoyable dance item.

C+ "ABDULLAH'S PET" (2:31) [Starburst BMI — Schachtel] The side axit bounces thru another unusual instrumental novelty.

H e a d l i n e r s (A-1 101)

B+ "NO ONE ELSE BUT YOU" (2:20) [A-1 BMI — Randolph] The Headliners bring the sound of days-gone-by to their brand of harmony as they sing a lilting ballad.

C+ "BONNIE" (2:24) [A-1 BMI — Randolph] More of that old-fashioned flavor is present in this name tune chanted warmly by the group.

N e l S e d a k a (Legion 123)

B+ "RING-A-ROCKIN'" (2:35) [Harold BMI—Sedaka, Greenfield] Legion could have a solid money-maker in this lively and rollicking number, which keeps Sedaka belts out a sunlit POTENT item the kids should find great for listening and dancing.

C+ "FLY, DON'T FLY ON ME" (2:20) (Harold BMI — Sedaka, Greenfield) The artist's hands in some fine multiple voicing as he cruises thru a smooth finger-snap arrangement with a slow jamp beat. Strong sound her too here. Lad has talent and could break out with either end.

R a l p h M a r t e r i e r O r c h . (Mercury 71295)

B+ "NIGHT STROLL" (2:31) (Kronos ASCAP — Forrest) Ralph Marterie and his men come thru with a delightful number neatly tailored to fit the teens' dancing likes. Haunting number with an exciting sound. Could become another hit for him.

C+ "TROMBONE BLUES" (2:38) [Judy ASCAP—Marterie, Allen] Another strong side that is this trombone filled rudder with a easy-going lilting tempo. Interesting band arrangement of a colorful number.

T h e P a s s i o n s (Cuban 204)

B+ "JACKIE BROWN" (2:05) [Gold band-Warman BMI — S. Handy] The Passions' new rhythm and roe vocal comes thru under the Capital moniker with a rhythmical "name "tune that is now making the teenager taste, Gimmick-filled novelty with potential.

C+ "MY ACHING HEART" (1:52) [Goldband-Warman BMI — Sinairy, Kim—S. Robinson] A long shot. But it has been made in such a way that it offers a smooth rock-a-ballad. Good fish-bait item.

D o n & T h e U p b e a t s (Lon 1099)

B+ "NIGHT TRAIN" (1:58) [Fredrick's BMI — Forrest, Simkins, Washington] The instrumental version, "Night Train," is treated to an exciting new rock and roll arrangement by Don and the Upbeats. Strong dance item that swings. Cheer and wails are injected here and there.

C+ "SOUTH OF THE BORDER" (2:10) [Shaping Star—ASCAP — Kennedy, Carr] Another top entry which gets the R & B shuffly-treatment from the combo. More good teen dance music.

L a P l a y a S e x t e t (Merd-Gris 1039)

B+ "BEND OVER" (2:15) [Jay BMI—Rodrigues] The Playa Sextet, one of the leading latin dance aggregations in the east troopers a strong chacha number with an authentic south-of-The-border sound. Side features a Spanish vocal.

C+ "SALTA PERICO" (2:20) [Morro BMI — Valdes] The group tears thru a swinging mambo item with the aid of Vitellis, Paul & Marie again handling the vocal chores. Both sides are musts for latin dance enthusiasts.

J o h n n i e R a y (Cuban 41162)

B+ "ENDLESSLY" (2:25) [Meridian BMI — Ortiz] A latin, lifting rhythm number which is as he emotes on a dramatic ballad. Potent love tune will be listed with the best. Strong sound here. Side has a very pretty melody and lyric and should do well with the teenagers.

C+ "LONELY FOR A LETTER" (2:07) [Ritchmond BMI—Harrington, Carter] Esp. the rumba-style arrangement to a set to a soft shoe rhythm is chanted with a heavy heart by the singer. Whistling and choral accompaniment enhance Johnnie's performance.

R h y t h m & B a l l a d S t r e e t s (April 26, 1958)
**TEN POWERFUL NEW RELEASES**

**Exciting NEW Duo With A First Record Smash**

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Padre

SARAH VAUGHAN

71303

Night Stroll

RALPH MARTERIE

71295

That's My Doll

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Night Time

STEVE KARMEN

71301

My Last Goodbye

EDDY HOWARD

71300

My Foolish Fling

HALF BROTHERS

71299

Hey Eula

SIL AUSTIN

71305

A Boy And A Girl

SHEPPARD SISTERS

71306

Ducky

DAVID CARROLL

71307

MERCURY 71283

**FIVE POSITIVE SMASH HITS**

"Twilight Time"

THE PLATTERS

71289

"Wishing For Your Love"

THE VOXPOPPERS

71282

"Another Time, Another Place" and "These Worldly Wonders"

PATI PAGE

71294

"High Sign"

THE DIAMONDS

71291

"Little Train"

STORZ & VASEL

71286

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**NEW YORK:** Liberty Records staged a delightful “Meet Rosa Bagdasarian and/or David Seville” party at the Warwick Hotel last week. Seville-Bagdasarian is the man behind “Witch Doctor.” Party was hosted by Jane Gibbs. . . Lillian Briggs currently negotiating with several companies about a record affiliation. . .

. . . Bill Randle thinks newcomer Chip Fisher has the potential to make it as big as Elvis Presley and Johnny Ray. . .

. . . Jennie Smith signed to appear on the Howard Miller Show for three weeks starting April 21.

. . . The Dot Distributor in New York has placed an initial order of 100,000 for Pat Boone’s new single, just released. . . Songstress Betty Madigan has just had a string of hits to follow up another RCA Records. . . Jo Ann Miller, whose album was released two weeks ago, has recorded a duet with Frank Sinatra for I’ll Never Fall in Love Again for release in New York from Texas visiting with djs. . . Brunswick recording artist Jackie Wilson signed for an extended engagement in England starting July 1st. . . Tom Jones will be presented the Golden Award for 1957 at the Biltmore Hotel by the American-Italian “Women of Achievement” committee. . . Al Rosenberg of the United Artists publicity staff will be married in New York City on Saturday, April 25.

. . . Tallahassee. . . Johnny McNair, formerly in the RCA Victor stable, has been signed to a contract with Decca. . .

. . . Lillian Petersen, formerly with RCA Victor and ABC, has signed with ABC-PARAMOUNT in the Pittsburgh area, joins the Mike Conner office, replacing George Sherlock now with Capital. . .

. . . CBS News, also with RCA Victor, records six sides for Imperial this week, one of which, “Darlin’ Sue,” is his own composition.

. . . Jo McQuie, formerly with ABC-Paramount in the Pittsburgh area, joins the Mike Conner office, replacing George Sherlock now with Capital. . .

. . . Expresses his delight over the new record, says, “Larry Dean. . .” . . .” . . . . .

**CHICAGO:**

Everyone along Rock Row looking forward to the MOA Convention. Many expect this convention to be the scene of important happenings between diskers and local distributors where many important decisions are expected to be rendered. . .

. . . Happy to hear from composer Lou Irwin that Dottie Dodd completely recovered from major surgery and is expected to appear on Ed Sullivan TV. Lou claims Dottie’s latest will reach 2 million mark. . .

. . . Frank York, violist-ark pilot at Sherman’s Portersime, sowing up and down his ‘E’ string now that other Dash labels have come into field. Frank claims his “Dash” bowed into music biz, March, ’52. . . It’s an all new Ray Rayner Record Party these Saturdays, says Ray, and features more dancing, music, guest stars plus a contest for home owners. . .

. . . Sincere condolences to Pollet’s Kathy Linden who is grieving over the passing of her dad. . .

. . . Marty Faye lighted the No. 1 candle to celebrate his first full year as emcee of “Marty’s Morgue.” . .

. . . Jack Tracy now directs Emarcy (Mercury’s jazz label subisid). . .

. . . Coral’s Ralph Cox siring young Bobby Jackson around town with Bobby’s new release. Bobby plays tenor sax but prefers vocalizin’ to toothin’. . . Interesting revelation from Salt Lake City’s Robert Holt. This well known disk man’s home was burglarized and the items that extensive phono meter checks indicate stronger trend to such tunes as “Josephine”, “You Can’t Be True Dear”, “Begin The Beguine”, and other such great fare’s all over again. Bob claims, “We’ve got a top listening quality and moving away from swingmen sans quality”. . .

. . . Wonder who’ll pick up that 6 buck bat—Stan Dale or Bill Gerash? Bill says it’ll be a Stan, who’s just about ready to don the “floor pacing shoes”, insists it’ll be a girl. . .


. . . Harry James in Chicago June 1st appearance in 10 years at the Blue Note. . .

. . . Jerry Allan reports he was thrilled to pieces the way 14 yr. old Laurie Landon halted the crowds in front of Jack-O‘Ard’s Music City window when he visited with deejay Stan Dale. . .

. . . Sig Kowicz on his way down to Cape Town to tape interviews with the big brass all about mislises. . .

. . . Josh Brady has himself a chemise song.

**HOLLYWOOD:**

Capitol Records rushing out a new single by Dakoda Staton, whose album, “The Late Late Show” is high on the best-seller list. An old tune with a revitalized lyric, “Initation” is the top side, coupled with “Whisper” on the flip side, the former written by Bill Bragg, Seville, and Seville-Bagdasarian will open the single, no May 3rd.

. . . Capitol Records has released a new single by Dakoda Staton, whose album, “The Late Late Show” is high on the best-seller list. An old tune with a revitalized lyric, “Initation” is the top side, coupled with “Whisper” on the flip side, the former written by Bill Bragg, Seville, and Seville-Bagdasarian will open the single, no May 3rd.
their biggest since "Love Is Strange"!

ROCK AND STROLL ROOM

b/w Bewildered

MICKEY & SYLVIA

Vik X/4x-0324

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>He's Got the Whole World</td>
<td>Connie Francis</td>
<td>MGM</td>
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<tr>
<td>In His Hands</td>
<td>Laurie London</td>
<td>Capitol</td>
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<tr>
<td>Twilight Time</td>
<td>Leroy Holmes</td>
<td>Mercury</td>
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<tr>
<td>Tequila</td>
<td>Champs (Challenge)</td>
<td>Era</td>
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<tr>
<td>Who's Sorry Now</td>
<td>Connie Francis</td>
<td>MGM</td>
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<tr>
<td>Witch Doctor</td>
<td>David Seville</td>
<td>Liberty</td>
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<td>Are You Sincere</td>
<td>Andy Williams</td>
<td>Cadence</td>
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<tr>
<td>Chanson D'Amour</td>
<td>Fontane Sisters</td>
<td>Dot</td>
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<td>Art &amp; Dotty Todd</td>
<td>Chordettes</td>
<td>Mercury</td>
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<tr>
<td>A Wonderful Time Up There</td>
<td>Pat Boone</td>
<td>Dot</td>
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<tr>
<td>Return to Me</td>
<td>Deano Martin</td>
<td>Capitol</td>
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<td>Believe What You Say</td>
<td>Ricky Nelson</td>
<td>Imperial</td>
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<td>Wear My Ring Around Your Neck</td>
<td>Elvis Presley</td>
<td>RCA Victor</td>
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<td>There's Only One of You</td>
<td>Your Lads</td>
<td>Columbia</td>
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<tr>
<td>Book of Love</td>
<td>Monotones</td>
<td>Argo</td>
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<td>Kewpie Doll</td>
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<td>Sweet Little Sixteen</td>
<td>Chuck Berry</td>
<td>Chess</td>
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<td>Catch a Falling Star</td>
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<td>Oh Lonesome Me</td>
<td>Don Gibson</td>
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<td>Don't You Just Know It</td>
<td>Huey Smith</td>
<td>Ace</td>
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<td>It's Too Soon to Know</td>
<td>Johnny Mathis</td>
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<td>Lazy Mary</td>
<td>Tommy DeVito</td>
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<td>I'm Gonna Wash Those Blues</td>
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<td>Back in Love</td>
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<td>My Heart Is Lonely</td>
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<td>Two Fools in Love</td>
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<td>Tennessee Waltz</td>
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<td>Lover's Walk</td>
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<td>I Can't Stand It</td>
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<td>I've Been Hurt</td>
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<td>Baby, Baby, Baby</td>
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<td>I'm Loving You</td>
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<td>I've Got Love in My Heart</td>
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<td>Another Time, Another Place</td>
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<td>Little Blue Man</td>
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<td>I Let the Bells Ring</td>
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<td>Whistle Me Some Blues</td>
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<td>Breathless</td>
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<td>Sugar Time</td>
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<td>Wishing for Your Love</td>
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<td>Rumble</td>
<td>Tommy DeVito</td>
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<td>River Kwai March &amp; Colonel Bogey</td>
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<td>I'm Falling in Love Again</td>
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<td>Ballad of a Teenage Queen</td>
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<td>Bride and Groom</td>
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<td>Sail Along Silvery Moon</td>
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<td>Skinnny Minnie</td>
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<td>That Crazy Feeling</td>
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<td>Johnny B. Goode</td>
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<td>Crazy Love</td>
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<td>Don't Cha Think It's Time</td>
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<td>Woodchoppers Ball</td>
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<td>500 Miles Later</td>
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<td>Let's Be Lovers</td>
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<td>Talk to Me, Talk to Me</td>
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<td>Groovy</td>
<td>Tommy DeVito</td>
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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
ARCHIE, A “Z” I CAN’T MAKE WITH MY UMBRELLA
BUT THE CHORDETTES HAVE IT MADE
WITH “ZORRO”*

*Published by Walt Disney Music.

P. S. You’ll note, please, how “RUMBLE” by Link Wray and his Ray Men (#1347) and
the Everly Brothers’ “ALL I HAVE TO DO IS DREAM” (#1348) are jumping.


“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
**Operators Retailers DeeJay's**

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

THE CASH BOX

1721 BROADWAY
NEW YORK 19, N.Y.

List Your Top Ten Pop Tunes Here

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List Your Top Ten "Western & Folk" Tunes Here

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List Your Top Ten "Rhythm 'N Blues" Records Here

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**VITAL STATISTICS:**

Johnny Sandison (CKCK—Regina, Sask.)

Ted Jones (WTKO-Ithaca, N.Y.) informs us that Jonah Jones' new Capitol album, "Swinging on Broadway" is taking off like Sputnik along with Petty's "Moondreams".

**To All Our Folks at Home:**

**Platter Spinner Potter**

ALL ABOUT DISK JOCKEYS

Scott Avery (WKTU-Utica, N.Y.) will be playing the part of "Hornbeck" in "Inherit The Wind" presented at the Players Theater, Utica, N.Y. for a two week run. . . Bill Carlton (WNJR-Newark, N.J.) has just signed a motion picture contract to do two pies a year on the coast. . . John Hendrix (KSBW-Salinas, Calif.) talks to be on his record hop the record about to be released for Haywood Davis' "Bubble Gum Rock". Hendrix calls it "The greatest smash in the area". . . Pat Donovan (CFCP-Montreal, Que., Can.) reports that the fabulous Liberec is due to appear the the Belle-view Casino in Montreal. Donovan says that Liberec is planning to do something almost unheard of in the world of entertainment. He will pick up the check for a party of 150 of his friends at a special reception to be held at the Royal Embassy Hotel.

Ed DeJulio (KUBC-Montrose, Colo.) points out that the Chordettes' "Lollipop" still goes over big in the area. The deejay says the song receives more requests and listener comments than any other song in the past several months. . . Len Ross (KJB-Santa Barbara, Calif.) informs us that his wife Esther presented the household with a new release April 1st. Baby girl Cathy Bettina Ross was born at Cedars of Lebanon hospital in Los Angeles weighing 6 pounds, 9% ounces. . . Morty Wax is currently doing promotion on Angelo DiPippo's Apollo album "The Jazz Accordion". DiPippo, one of the top jazz accordionsists, and staff musician at WOV-N.Y., will be appearing at Carnegie Hall, N.Y., Sunday, May 18th. . . Johnnie Rowe (KANS—Newcastle, Wyoming) tells about the promotion he did on Elvis Presley's latest, "Wear My Ring Around Your Neck". Rowe dedicated his entire "House Of Wax" program to Presley, and every other selection was a tune from his "Gold Record Album". In exchange for Presley's new single, the jockey called for potato peelers, and before the end of the program Rowe had 64 peelers. The potato peelers will be sent to Presley in hopes that he will find good use for them in his Army Life.

Art Ford (WNEW-New York, N.Y.) along with Program Director Hal Moore, Deejays, and the World's Fair, Ford did both the morning and evening segments of his "Make Believe Ballroom" from the site of the Fair on April 12th. . . Billy Hogan (WFUN-Huntsville, Alabama) has jumped on the sputnik kick with his latest Veda record, a rockabilly number entitled "Shake It Over My Shoulder". The tune was recorded at Kenny Marlow's Fidelity Studios in Nashville, and is published by Marlow's Grille Music which has DJ copies available for anyone who will write him at 420-A Broadway, Nashville, Tenn. . . Ron Turner (WKMI-Kalamazoo, Mich.) states that "WCB Doctor" has had one of the fastest climbs in the past couple of years. According to Turner, the day after the waxing arrived he started getting requests for it both on the air and at record hops. . . Buddy Baisch says deejay's will gain a lot of information from the MOA Convention on how they can tie-in and work with the music operators. BB suggests that as many deejay's as can do so attend. . . Felix Grant (WML-Washington, D.C.) staged his first in a series on monthly jazz concerts at the Statler Hotel in Washington Sunday, April 27th with Don Elliot and Charlie Byrd's quartet being featured. . .

**"Only those records best suited for commercial use are reviewed by THE CASH BOX"**
Wendy Powers
"AUCTIONEER LOVER"
B/W
"LUCKY, LUCKY LOVE"
KEEN 32004

KEEN RECORDS
8715 WEST THIRD STREET
LOS ANGELES 48, CALIFORNIA

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
<table>
<thead>
<tr>
<th>City</th>
<th>Top Ten Records</th>
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THANKS... To all the RECORD COMPANIES who expressed the desire to purchase the master of our initial recording efforts. It was like a "SUN BEAM" breaking through the clouds, to know you agree with us, that we have a HIT!

Sunbeam Records, Inc.

SUNBEAM has a hit with...

GERRY GRANAHAN

"GIRL OF MY DREAMS"

singing

and

"NO CHEMISE PLEASE"

SUNBEAM RECORD No. 102

DISTRIBUTORS: A few Available territories open — WRITE — WIRE — PHONE

SUNBEAM RECORDS, INC.

Director of A&R: ARNOLD GOLAND • National Sales Mgr: NEIL GALLIGAN • National Promotion: BERNIE LAWRENCE

225 W. 57th St. (Plaza 7-8387) NEW YORK, N. Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
THE ORIGINAL
ONE STOP
RECORD SERVICE

Announces the Opening of their
KANSAS CITY OFFICE
709 E. 31st Street

Attention—
OPERATORS and RETAILERS
throuth the West and Southwest

Our Kansas City office is now set up to render the same fine service that has given our
St. Louis office recognition as the most outstanding One Stop operation in the nation.

24 HOUR DELIVERY
to most points and with rare exceptions
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Best Sellers and Top New Releases

QUICK-COMPLETE
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Complete Stocks, etc., for Operators
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2626 OLIVE
Phone Jefferson 5-4172
ST. LOUIS 3, MO.
709 E. 31st
Phone Valentine 1-4899
KANSAS CITY, MO.

PROLINCT, TOP RATED DEEJAY
has 2 more months to go on a 5 year contract in the East and desires to relocate in
another major market. Upon learning my name you'll be surprised that I am not
fired with the best deal in the world. Truthfully, I'm the world's worst business-
man when it comes to my own interests. Contract forbids my moving to competing
stations in area. Current, tanged orcheata available. Also do TV. Can make arrange-
ments for in person interviews. If you can deliver the security and money I want,
I'll deliver the goods for you. Write or wire Box 432, Cashbox.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Columbia Records proudly announces a great new discovery.

John D. Loudermilk

his compositions and performing artistry are certain to appeal to all America . . .

YEARBOOK

# 4-41165

The public will enthusiastically acclaim him as a versatile and truly great performer.

*S Special attention juke box operators—standard size title strips are available.

COLUMBIA RECORDS

A Division of Columbia Broadcasting System, Inc.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Dear Jimmy Martin:

We confessed years ago—
We know now because you
wouldn't know unless you were
close to it.

Dave and George

P.S. To Morrie—this alone was worth
the trip.

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In Memory of
CHUCK WILLIS
a great singer
and songwriter
a dear friend who
will be sadly missed

ATLANTIC
RECORDS

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<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist/Producer</th>
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<tbody>
<tr>
<td>1</td>
<td>THE MUSIC MAN</td>
<td>BROADWAY CAST (Capitol WAO-0990 * EDM-990)</td>
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<tr>
<td>2</td>
<td>COME FLY WITH ME</td>
<td>FRANK SINATRA (Capitol W-920 * EAP-1, 2, 3, 4-920)</td>
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<tr>
<td>3</td>
<td>JOHNNY'S GREATEST HITS</td>
<td>JOHNNY MATHIS (Columbia CL-1133)</td>
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<td>4</td>
<td>SOUTH PACIFIC</td>
<td>MOVIE CAST (RCA Victor LOC-1032 * EPA-6211)</td>
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<td>5</td>
<td>ELVIS' GOLDEN RECORDS</td>
<td>ELVIS PRESLEY (RCA Victor LM-1707)</td>
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<td>6</td>
<td>WARM</td>
<td>JOHNNY MATHIS (Columbia CL-1073 * B-10731)</td>
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<td>7</td>
<td>LATE LATE SHOW</td>
<td>DAKOTA STATON (Capitol T-376, * EAP-1, 2, 3-376)</td>
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<td>8</td>
<td>SOUTH PACIFIC BROADWAY CAST</td>
<td>(Columbia OL-4100)</td>
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<td>9</td>
<td>GOOD NIGHT, DEAR LORD</td>
<td>JOHNNY MATHIS (Columbia CL-1119 * B-11191, 2, 3)</td>
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<td>MY FAIR LADY</td>
<td>BROADWAY CAST (Columbia OL 5090 * A 5090)</td>
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<td>SWINGIN' ON BROADWAY</td>
<td>JONAH JONES (Capitol T-963 * EAP-1, 2, 3-963)</td>
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<td>12</td>
<td>TILL</td>
<td>ROGER WILLIAMS (Rapp KL-1011)</td>
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<td>13</td>
<td>THE FRANK SINATRA STORY</td>
<td>FRANK SINATRA (Columbia C2L-6)</td>
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<td>14</td>
<td>SAIL ALONG SILV'RY MOON</td>
<td>BILLY VAUGHN (Dot DL-P-3100)</td>
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<td>15</td>
<td>SEVEN HILLS OF ROME</td>
<td>MOVIE CAST (RCA Victor LM-2211 * EPA-6223)</td>
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<td>16</td>
<td>TABOO</td>
<td>ARTHUR LYMAN (HiFi R-806)</td>
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<td>17</td>
<td>THIS IS SINATRA—VOL. II</td>
<td>FRANK SINATRA (Capitol W-983)</td>
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<td>18</td>
<td>TONIGHT</td>
<td>TONEE MELIS (Senco-Celp-411)</td>
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<td>19</td>
<td>MUTED JAZZ</td>
<td>JONAH JONES (Capitol T-629 * EAP-1, 2, 3-629)</td>
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<td>20</td>
<td>AROUND THE WORLD IN EIGHTY DAYS</td>
<td>MOVIE SCORE (Decca DL 9046 * ED-836)</td>
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<td>21</td>
<td>EYDIE GORME VAMPS THE ROARING 20's</td>
<td>EYDIE GORME (ABC-Paramount LP-21B)</td>
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<td>22</td>
<td>RICKY</td>
<td>RICKY NELSON (Imperial 9048 * EP-153)</td>
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<td>23</td>
<td>VIVA</td>
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<td>HYMNS</td>
<td>TENNESSEE ERNIE FORD (Capitol T 756 * EAP-1-756, 2-756, 3-756)</td>
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<td>25</td>
<td>PAL JOEY</td>
<td>MOVIE CAST (Capitol W-912 * EDM-4-912)</td>
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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
SPECIAL ISSUE
(dated: may 10th)

your advertising message will reach ALL of the nation's operators

distributed at the MOA Convention at the Morrison Hotel, chicago, all during the show.....and those music machine operators unable to attend will receive it by mail.

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  80 boylston st. (phone: hancock 6-8386)
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  6272 sunset blvd. (phone: hollywood 5-2129)
- LONDON, ENGLAND
  17 hilltop (phone: speedwell 2596)
- PARIS, FRANCE
  27 place saint-ferdinand (phone: suffren 72-70)

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
**Best Selling EP's**

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<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Last Week</th>
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<tbody>
<tr>
<td>1</td>
<td>COME FLY WITH ME</td>
<td>Frank Sinatra</td>
<td>Capitol EPA-1, 2, 3, 4-920</td>
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<tr>
<td>2</td>
<td>JAILHOUSE ROCK</td>
<td>Elvis Presley</td>
<td>Dot EPA-4114</td>
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<tr>
<td>3</td>
<td>RICKY</td>
<td>Ricky Nelson</td>
<td>Imperial EP-152</td>
<td>3</td>
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<tr>
<td>4</td>
<td>WARM</td>
<td>Johnny Mathis</td>
<td>Columbia B-10781</td>
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<tr>
<td>5</td>
<td>HYMNS</td>
<td>Tennessee Ernie Ford</td>
<td>Capitol EPA-1, 2, 3-756</td>
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<td>EVERLY BROTHERS</td>
<td>Everly Brothers</td>
<td>Cadence CEP 105</td>
<td>7</td>
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<tr>
<td>7</td>
<td>FRANK SINATRA</td>
<td>Frank Sinatra</td>
<td>Capitol EPA-1015</td>
<td>12</td>
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<tr>
<td>8</td>
<td>FOUR BY PAT</td>
<td>Pat Boone</td>
<td>Dot DEP 1057</td>
<td>6</td>
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<tr>
<td>9</td>
<td>THE MUSIC MAN</td>
<td>Broadway Cast</td>
<td>Capitol EDM-990</td>
<td>10</td>
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<td>10</td>
<td>MUTED JAZZ</td>
<td>Jonath Jones</td>
<td>Capitol EPA-1, 2, 3-839</td>
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<tr>
<td>11</td>
<td>LATE LATE SHOW</td>
<td>Dodo Marston</td>
<td>Capitol EPA-1, 2, 3-876</td>
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<tr>
<td>12</td>
<td>SWINGING ON BROADWAY</td>
<td>Jonath Jones</td>
<td>Capitol EPA-1, 2, 3-963</td>
<td>12</td>
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<td>14</td>
<td>SEVEN HILLS OF ROME</td>
<td>Movie Cast</td>
<td>RCA Victor EPA-4222</td>
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<tr>
<td>15</td>
<td>SOUTH PACIFIC</td>
<td>Movie Cast</td>
<td>RCA Victor EPA-4211</td>
<td>13</td>
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**Music Biz**

NEW YORK—Morty Craft (left) recording director for MGM Records and Phil Kahl (right) of Planetary music put the tape transparencies on some "Long Legged Ladies Of Labrador", which incidently is the title of the new MGM Record release with orchestra and Chorus conducted by A and R chief Morty Craft. Long legged gals will be used to deliver disks to disk jockeys in special promotion stunts being organized by MGM Record distributors.

**Elvis Presley To Receive 16th "Gold" Record**

NEW YORK—Steve Sholes, Chief of Popular Artists and Repertoire at RCA Victor, announced that the company is readying another "gold" disk for Elvis Presley—his 16th in a little over two years of recording. Presley's latest hit, "We're My Ring Around Your Neck," not only represents his 16th million-seller but also his 16th consecutive gold disk, a feat never accomplished by any other recording artist at any time.

Presley was brought to RCA Victor slightly over two years ago by the company's recording director, Steve Sholes. Under Sholes' direction, he has skyrocketed into an unequaled phenomenon in the field of phonograph records in addition to his success in movies and on television. RCA Victor has currently released an LP titled "Elvis' Golden Records," which is an album containing 14 of the singer's 16 million sellers.

**Tina Louise To U.A. Records**

NEW YORK—Tina Louise, who makes her motion picture debut in "God's Little Acre," has been signed as a recording star for United Artists Records, it was announced last week by Max E. Youngstein, President.

Her first U.A. disk will be released in conjunction with the spring saturation dates for "God's Little Acre," the Anthony Mann-Security Pictures film version of Erskine Caldwell's fabulous best seller. She will be seen in the United Artists release as Griselda.

Tina, who made her performing bow as Appianita Van Climax in Broadway's "Jilted Lover," had first emerged as a singer in the LP album, "It's Time for Tina."

**Columbia To Issue Non-Compatible Stereophonic Disk**

NEW YORK—Goddard Lieberson, President of Columbia Records, last week made the following comments on Columbia's plans to market a stereophonic disk.

"It is our intention to produce for commercial sale in the near future a so-called non-compatible, stereophonic disk which will contain every element necessary for full stereophonic effect. This stereophonic disk will not in any way affect our monaural catalog which is, and will continue to be, the world's largest 'LP' catalog.

"Our point of view has always been that the introduction of the stereophonic disk is merely a refinement, not a revolution, in the realm of 'LP' recording. Various methods for reproducing stereophonically have been developed, and others are still in the laboratory stage. The Columbia full stereophonic disk will conform to the technical standards adopted by both the record and phonograph industries.

"We have no doubt that in time any existing technical problems will be solved. For example, CBS laboratories recently demonstrated a brilliant technical breakthrough in the achievement of a compatible stereophonic disk. It should be borne in mind that stereophonic effect is by no means an absolute quality with rigidly specified characteristics. Much remains to be investigated in the area of artistic taste and popular acceptence."

**Subscription to the Cash Box $15 1 Year-52 Issues...**
New York—At a special meeting held April 16th in the office of The Cash Box, disc jockey chairman Bob Austin outlined the program for the second annual National Disc Golf Tournament.

Disc (which stands for Disc Industry Scholarship Committee) has become the most important public relations force in the record industry. The aim of DISC is to provide sufficient funds for a regular college scholarship donated by the music business and allied fields.

Everyone is eligible for the national golf tournament which is connected with the creation, promotion, manufacture, sale or distribution of phonograph records. In addition, the ranks are open to disk jockeys, juke box operators and retailers.

Cost of admission in DISC is ten dollars. Checks or money orders should be sent to Miss Connie Lewis, DISC, Room 1400, 157 West 57th Street, New York City. Applications will be accepted through the months of April and May and right up until the first qualifying round in June.

The pay-off period will last for two weeks and golf clubs all over the United States will be available to host the tournament. Every entry will qualify in one of four (A-B-C-D) handicap categories. Following the qualifying weeks the area competition will continue right through the summer. Areas will be determined by the number and location of entrants. The area winners in each category will participate in regional playoffs. The eventual winners of each, South, East and West in the four categories (sixteen in all) will then shoot the final rounds in a two day tournament at Shawnee-On-Delaware Country Club in Shawnee, Pennsylvania sometime in late September.

The sixteen semi-finalists will be flown to Shawnee all expenses paid as guests of DISC.

Twenty-five percent of all memberships are automatically set aside for the annual scholarship awards. Last year's receipt of $600.00 was placed in this special fund. Publicity chairman Austin stated that with the revenue anticipated for this year there should be a sufficient amount of money to award the first scholarship.

Austin stated that DISC offers a unique opportunity to cement friendly relations between people in all phases of the business. "This chance for all of us to relax together in an atmosphere of cheerful competition provides special benefits almost as important to us as the scholarship awards will be in putting our best foot forward to the American public." Last year's winners received trophies presented by The Cash Box and Billboard Magazines. This year the trophy and prize committee is under the direction of Mickey Addy of Dot Records.

Coordinating area competition will be the following chairmen: New England—Harry Carter, Pennsylvania and South Jersey—Ed Barsky, New York and North Jersey—Henry Onorati, Midwest—Sellman Schulz, Southeast—Herb de Lave and co-chairman Wesley Rose, West & Southwest—Bob McClusky and co-chairman Jack Devaney.

In addition, everyone interested in joining DISC may contact Bernie Boorstein and Murray Luth (co-chairman of the Membership Committee), Bob Austin (chairman of the Publicity Committee), Mickey Addy (chairman of the Prize Committee), Lou Del Guercio (chairman of the Tournament Committee) and Murray Luth (chairman of the Finance Committee).

Collins and Luth, the originators of DISC, stated that this year they anticipate membership to come close to the two thousand figure.

**The Cash Box, Music**

### DISC 2nd Annual Charity Golf Tournament

Sponsored by the Disc Industry Scholarship Committee (DISC)

**WHO IS ELIGIBLE:**

If you're connected with the creation, promotion, manufacture, sale or distribution of phonograph records, you're eligible. If you're a record dealer, juke box operator, disk jockey, a & r man, distributor, recording artist, record manufacturer, music publishers, session musicians, etc., you are eligible.

**PRIZES:**

All expenses, including transportation via air to and from Shawnee, will be provided for the 16 semi-finalists. An impressive list of prizes will be presented at upcoming issues of The Cash Box, Billboard, Variety for semi-finalists and finalists.

The prize committee is currently at work finalizing details.

**HOW TO ENTER:**

Fill in the application blank below and send to Disc Industry Scholarship Committee, Room 1400, 157 W. 57th Street, New York, N. Y. Checks should be made payable to: Murray Luth, Treasurer, D. I. S. C. Cash received will be credited to location of the course, etc., and the time within which he must play, both in the qualifying and match play rounds.

**ENTRY BLANK**

2nd Annual National Golf Tournament

Sponsored by Disc Industry Scholarship Committee (DISC)

**TOURNAMENT DETAILS:**

Plans are for the '58 tournament to get under way in a matter of weeks. Two weeks will be designated as a qualifying period. Everyone will qualify in one of four (A-B-C-D) handicap categories. The qualifying round will determine your category of competition. Following the qualifying weeks there will be area competition right through the summer. These areas will be determined by number and location of entrants who wish to take part in the tournament. Each of the area winners (A-B-C-D categories) will participate in regional playoffs which will eventually produce four regional winners. (East-South-West) with a winner in each of the four handicap categories from each of these regions.

The sixteen ultimate winners (four regional, four categories) will play off at a two-day tournament to be held at the beautiful Shawnee-On-Delaware Country Club, Shawnee, Pennsylvania, in late September. Special arrangements will be made to visit various golf clubs around the country to permit use of their facilities at a minimum cost for all play.

**Additional Entry Blanks Available From Connie Lewis, Membership Committee, D.I.S.C., Room 1400, 157 W. 57th Street, N. Y. C., To whom this Application Blank and Remittance Should be Sent.**

I hereby apply for membership in the Disc Industry Scholarship Committee, and agree to abide by its by-laws.

Name

Address

City

State

Firm Name

Type of Business

I have enclosed $ Check $ Money Order for $10.00

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

**The Things I Love**

by THE FIDELITIES

Coming this week

The Fabulous

**MARIE KNIGHT**

singing

“I thought I told you not to tell them”

b/w

“Sept. Song”

**Noble Thin Man**

Watts

playing

“*The Slide*”

b/w

“Shakin”

**Baton Records, Inc.**

108 W. 44th, N. Y. C.

JU 2-4887

No. 12 in N. Y.

and breaking nationally the beautiful
Conkling Signs First Artist, Connie Stevens, To Warner

Also Appoints Joel Friedman To Post of Merchandising Director

BURBANK, CAL. — Warner Bros. Records signed its first artist last week, singer-actor Connie Stevens, and announced the appointment of Joel Friedman to the post of merchandising director. The moves were disclosed by James B. Conkling, president of the company.

Miss Stevens recently appeared in her first major role opposite Jerry Lewis in the Hal Wallis production "Rock-A-Bye Baby." The singer inked an exclusive contract with the record company, with recording plans currently being discussed.

Friedman is a veteran of more than 11 years in the trade paper music field. His appointment becomes effective May 1. Responsibilities will include product planning, packaging, production and promotion, reporting to Conkling.

BMI Presents Manu-

script Collection To Columbia University

NEW YORK — Original manuscripts, correspondence and related documents in "The American Story," the prize-winning, continuing script series prepared and distributed to radio stations as a public service by Broadcast Music, Inc., in association with the Society of American Historians, were presented formally to the Columbia University Libraries by Carl Haverlin, president of BMI, at a ceremony held on Friday, April 18, at Butler Library. Dr. Richard H. Logsdon, the University's Director of Libraries, made the acceptance, and remarks of appreciation were given by Dr. Allan Nevins, DeWitt Clinton Professor of History at Columbia, and president of the Society of American Historians.

Designed to bring authoritative American history before wide audiences, and inaugurated in July, 1954, "The American Story" has won the enthusiastic approval and support of broadcasters, and of local schools, libraries, civic and educational organizations. It has been honored by Freedoms Foundation at Valley Forge, the Ohio State University Institute for Education by Radio and Television, and the American Association for State and Local History.

"The American Story" is a companion series to "The Book Parade," another continuing BMI public service project, which at its inception in 1951 was hailed by Luther Evans, then Librarian of Congress, as "a conspiracy against ignorance."

Seely Hits Peak Sales In Its History

NEW YORK — Sid Seely, head of Seeco Records, announced last week that January, February and March constituted the biggest quarter in the label's 17-year history.

Seely made his decision to go after the U.S. market with a full-scale campaign in November of last year. Up to that point he had been satisfied to pick up whatever sales he could in areas that had heavy Latin populations and concentrate his efforts in the South American market where Seeco has been a top diskery for a score of years.

In mid-December, Seely persuaded Abbott Lutz to join him as Sales Manager in charge of all activities in the U.S.

In the next few weeks Lutz changed the Eight of the 20 distributors already handling the line and added an additional 16 to give Seeco a full 36 distributors in the United States and their first really national distribution picture.

The first of an advertising schedule was launched and January figures were better than any previous month in Seeco's existence.

February the Jose Melis and Elsa Maxwele were released. The album, which were given a publicity saturation and received constant TV plugging on the Jack Paar show where both artists are regulars. February jumped 50% over January and March was 31% over February. The three month period was actually better than any previous year.

Currently, Seeco is preparing album volumes of Italian favorites and LP's featuring Don Ameche and Stubby Kaye.

The firm expects to continue its current sales pace throughout the Summer and anticipates mounting monthly grosses.

Capitol Ups Three

HOLLYWOOD—Three promotions in the Operations Division of Capitol Records Distributing Corp. have been announced by Geoffrey F. Racine, Vice President and National Operations Manager of CRDC.

Wayne Tappon, on May 1, will become Operations Manager of the Los Angeles branch. He joined CRDC in 1956 at the Los Angeles branch. Since then, he has been advanced several times, and most recently, has been serving as Operations Manager of the Dallas branch of CRDC.

Succeeding Tappon as Operations Manager of the Dallas branch on May 1 is Bruce Masterson. Masterson started with CRDC at the beginning of January, 1957, and later was promoted to Operations Manager of the Des Moines branch of CRDC one year ago.

Moving into the Operations Manager's post at the Des Moines branch on April 1 was Edward Bobar, who has been serving CRDC at the New York branch as Assistant Operations Manager. Bobar joined Capitol Records at the office of the Scranton Plant a little over five years ago.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Meet the Guys and Gals

NEW YORK—Archie Bleyer, president of Cadence Records, and the label's top song performers toasted members of the trade last week at a "Meet The Cadence Gang" party at Al & Dick's Steak House, New York. Shown enjoying the festivities are (top left) Bob Austin; Don Everly; Archie Bleyer; Phil Everly; Lester Rose, the Everly Brothers' manager, and Sid Parme; Bleyer is holding the Everlys' Cash Box trophy. The boys were chosen Best Vocal Combo of 1967 by the joke box ops in The Cash Box poll. (Top right) The Everly Brothers, center, surrounded by Cash Boxers Norm Greck, Mary Schlachter, Ira Howard and Marty Ostrow. (Second row left) Phil Everly, Bob Austin, Don Everly, Janet Bleyer, Paul Cuninming, Sid Parme and Johnny Marks. (Second row right) Romancing WINS deejay Jack Lacey are the Chordettes. (Bottom left) Pianist Don Shirley and Bleyer. (Bottom center) Bleyer chats with Marvin "Kirk Douglas" Deane, Cadence promotion rep. (Bottom right) surrounding WJGM's Jerry Marshall, seated in center, are Phil Everly, Carol Bushman, Norm Stevens, Jinny Lockard, Joe Sacco, Murray Barber and Don Everly. Cadence is currently one of the hottest labels in the industry.

Thunderbird Goes Full Time With New LP

NEW YORK—With the release of its first LP album "The Worst Of Morris Garner," Thunderbird Records announced its full time entrance into the record business. Their previous release, a single of "Arround The World" by Jack Haskell has been and still is being sold in all theatres where "Arround The World In 80 Days" is playing.

The Morris Garner album, a satirical take-off on jazz piano players is reported to have caused considerable excitement in its first week of release according to Telco Dist. Co. in New York and Dumont Dist Co. in Boston.

Leon Glazer of Boston has been named President of Thunderbird with Jordan Ramin now handling the production end. Dick Jockey Herb Fontaine of Quincy and Lou Dennis of Waterbury, Conn., are handling promotion of the Morris Garner album in New England.

Future plans include release of a Children's song packaged with a doll titled "Herkinson The Holmey Doll."

Glazer, who is also handling Morris Garner, has signed the firm's first rock & roll group, The Juveniles. Their first release is due in the next few weeks.

Don Rondo Stars At Shell House

NEW YORK—Not satisfied to rely strictly on recordings for his future, Jubilee Records artist Don Rondo shows that he has put plenty of time and thought into his night club act.

Caught last week at the Shell House on Long Island, Rondo showed a polished singing act, and a gracious, amiable manner which pleased a huge teen age audience as well as adults.

The performer opened with "Best Things In Life" and followed with his record hit of "Two Different Worlds." The songster drew heavy applause with, "Birth Of The Blues," "As Time Goes By," and a medley of Jolson favorites including, "Rockabye," "Swanee" and "Robert E. Lee." Followed with, "While We're Young" and got the personal touch across by using a hand mike and singing to individual gals at ringside such ballads as, "Because Of You", "They Wouldn't Believe Me", and "All The Way."

Had the audience in the palm of his hand with an up-tempo rhythm rockin' arrangement of "Lonely Road," Persistent applause brought him back for a few more numbers, but he couldn't top the "Road" closer. He stayed on a pleasing 45 minutes.

Artie Kane ably accompanied Rondo.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
**ELVIS GOLDEN RECORDS**—Elvis Presley—RCA Victor LPM-1707 (1-12" LP)

Presley's golden records are issued in one package to make a tremendously strong LP entry. The entire huge following will be treated to fourteen of his best sellers including "Hound Dog", "All Shook Up", "Love Me Tender", and "I Want You, I Love You, I Need You". With Presley's recent induction into the army taking him out of circulation for a while, the kids will go for this record in a big way. Could be the gogetter's best selling LP to date.

**BLUE ITALIAN SKIES**—Renato Carosone—Capitol T-10147 (1-12" LP)

Carosone, very successful with his first Capitol LP outing, "Honeymoon In Rome", interprets another bunch of Italian melodies. The disk, recorded in Milan, features the piano playing leader taking his musicians through eleven enjoyable items. Renato Carosone's vocal lines and his drummer, Gege Di Giacomo, add a little spice to the sessions. The LP should receive the same high sales treatment as did his first effort.

**GEMS FOREVER**—Mantovani and his Orchestra—London LL-3032 (1-12" LP)

London's record of "Gems Forever" is a current best selling album, and has been for some time. This entry sounds like it could receive the same acceptance. Selections receiving the lush string treatment are all moving evergreens including "Love Me Tender" and "True Love". Definite chart bidder.

**THE DESERT SONG**—Kathy Barr and Georgi Tozzi with Orchestra conducted by Lehman Engel—RCA Victor LOP-1000 (1-12" LP)

The exciting operetta "The Desert Song" is interpreted by Kathy Barr and Georgi Tozzi with a set that excites the listener. Miss Barr, playing the part of Margo, is a stimulating performer. Add the warm, handsome voice of Tozzi, and you have an enchanting reading of Sigmund Romberg's outstanding production. The program's top number is in the set's title song where the two soloists display their dynamic range. Should get a great reception.

**ANITA MY LOVE**—Roberto and his Orchestra Coral L-10714 (12" LP)

Roberto and his orchestra devote the entire pressing to motion picture actress Anita Ekberg. The Roberto aggregation of strings are a handsome compliment to the romantic line up. The orkester's third outing for Coral features Roberto's smooth delivery of "Sometimes I Wonder", "I Don't Want To Love You", "Anita, My Love", plus nine more. Collection of moving mood stylings.

**LOVE NEST**—The Hi-Lo's with Frank Comstock and his Orchestra—Columbia CL-1121 (1-12" LP)

The Hi-Lo's once again offer the harmony for which they are so famous. The platter is a collection of romantic ballads. The progressive rending of The Hi-Lo's is superbly aided by the Frank Comstock orchestra. Heard are "In The Vio Small Hours Of The Morning", "Dancing On The Ceiling", "Yesterday's" and "Love Nest" among others. Great blend of stirring vocals. Lots of deejay action due.

**THE FABULOUS DORSEYS IN HI-FI**—Tommy Dorsey and his Orchestra—Columbia CL-28-8 (12" LPs)

The package contains twenty-four items recorded by the Tommy Dorsey band when it featured the violin sax of Jimmy Dorsey. The familiar full brass abeal treatment used by the orchestra lifts a number of ballads, swingers and spirituals including "I Should Care", "Wagon Wheels" and "Flagler Drive". The issue is a great collection of tunes by the two late great brothers. Excellent sales attraction.

**SOUND IDEAS**—Les and Larry Elgart and their Orchestra—Columbia CL-1123 (12" LP)

The two brothers present another program of class brass readings. Les' virile trumpet and Larry's always impressive alto sax lead the orchestra admirably as they dish out the best for listening and dancing. Their extenscive musical backgrounds are also apparent through the rich, swinging delivery. The musicians, without the aid of a piano, manage to keep the sound lively and animated. Should receive typical high sales treatment.

**YOU DON'T KNOW WHAT LOVE IS**—Mary Kaye—Decca DL-8650 (1-12" LP)

Mary Kaye known best for her work with her trio, does her initial solo with the backing of the Jerry Fielding orchestra. The thrust has a rich inventive delivery. Her smoothly intutive delivery is given to "I Must Have You", "You Taught Me To Love Again", "Lover Man" and seven others. Her "Chesnuts & Jazz" inspired approach makes for top notch vocal efforts. Should sell well.

**SOUVENIR D'ITALIE**—The Satin Strings conducted by Leroy Holmes—M-G-M E-5339 (12" LP)

The lush string work offered by the Satin Strings makes for an album of smoothly intimate mood music. Leroy Holmes, one of the foremost interpreters of strings, expertly guides the Satin Strings thru lovely readings of Italian and American favorites. Two selections that can stand as a description of the whole set are "Arrivederci Roma" and "Torna A Surriento", both beautifully done. Make room for this one. Chart stock.

**ST. LOUIS BLUES**—Barth Kitt with Shorty Rogers and his Giants—RCA Victor LPM-1661 (1-12" LP)

Barth Kitt, starring in the picture "St. Louis Blues" with Nat "King" Cole, renders selections from the film. The movie is based on the life of W. C. Handy, who did only recently. This disk features many of Handy's blues, all of which are part of the movie. Shorty Rogers and his Giants provide smooth brass backings as Miss Kitt sings among others, "St. Louis Blues". Hanns Altrath's extensive piano work will definitely give the set an extra sales push.

**GIGI**—sung by Robert Clary with orchestra arranged and conducted by Pete Rugolo—Mercury MG-29367 (1-12" LP)

The much recorded title from the motion picture is issued in winning style by Robert Clary. The song is enhanced by the presence of Pete Rugolo and his musicians, a musically provocative crew, are delightfully smooth in giving gay assistance to Clary. The vocalist receives added vocal help from Faith Winthrop in many of the items. The pressing is one of the better recordings of the score.

**STICKS AND BONES**—Marty Gold and his Orchestra—Vik L-1121 (12" LP)

The Marty Gold crew dishes out some swinging sounds. This is one of Vik's "Marty Gold Month" releases. The requested leader explores a new sound in the spotlighting of the assorted drum ("Sticks") and trombone ("Bone") sections. The expert mixtures of the listener with some impressive light swing. The title tune, "Sticks and Bones" is one of the real standout items. Reliable retail merchandise.

**BELMONTE PLAYS LATIN AMERICAN**—Belmonte and his Orchestra—RCA Victor LPM-3572 (12" LPs)

Belmonte, executes such well chosen melodies as "I Can't Get Started", "Arrivederci Roma", "Bolero" and several others in Chabasque style with the light Latin approach that makes his music so appealing. The delightful stylings issued by the Belmonte orchestra come from the expert mixture of the best in Latin-American and American实 out with the tempo of the cha-cha and bolero. Due for lots of air play and sales activity.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"THE WORST OF MORRIS GARNER"—Morris Garner, 368 E. 84th Street, New York, N.Y. 10028 (1-1/2” LP)

The waxing features Morris Garner rendering humorous take-offs on the distinctive piano stylings of jazz greats. The artist portrays a number of selections for which Erroll Garner is famous, carrying out the same keyboard characteristics. The tunes include "Mambo Moves Morris", "How Could You Do A Thing Like That To Me", "Avalon", and "Lullaby Of Birdland". The set has a laugh provoking end fashioned after the one heard in Erroll Garner's "Concert By The Sea". Well done Isaac Jazz deejays and enthusiasts of the Erroll Garner style should find this a load of fun.

"AT HOME WITH SCREAMIN' JAY HAWKINS"—Epic LN-3448 (1-1/2” LP)

Screamin' Jay Hawkins delivers his initial LP effort with his usual dynamic approach. Hawkins is assisted by a swinging orch under the direction of Leroy Kirkland and O. B. Masingill. The shouting vocalist takes off on twelve items and has a screaming ball. Two of the tunes are "Ol' Man River" and a number previously released as a single, "I Put A Spell On You". The set should receive a big sales welcome from his many fans.

"12 MOTHER GOOSE SONGS"—Alec Templeton—Judson J-3032 (1-1/2” LP)

Templeton sings and plays the 12 Mother Goose songs with a tasty approach bound to appeal to the small fry. The artist's keyboard talents are on display as he solo through the familiar children's goodies. Alec Templeton, known for his numerous concert and TV appearances has a charming way of presenting the tot's tunes. Expertly done.

"FUN IN SHARILOL"—Shari Lewis—RCA Victor—LBY-1006 (1-1/2” LP)

Shari Lewis has a platter sure to delight the small fry. The issue, one of RCA Victor's Bluebird children's series, features Miss Lewis and two of her little friends, Lambchop and Charlie Horse. The humorous threesome are capably backed by the Marty Gold orchestra with Ian O'Kun at the keyboard. Lewis, known best for her kiddie TV show, gives the kids an enjoyable collection of funny tunes. Great gift fare at $1.98.

JAZZ

"CHAMBLEE MUSIC"—Eddie Chamblee and his Orchestra—Emarcy MG-36124 (1-1/2” LP)

Eddie Chamblee, who backs Dinah Washington (Mrs. Chamblee), displays his musical know how with his pleasingly swinging orchestra. The leader, sax in hand, takes his musicians through inventive versions of the evergreen set. One Chamblee original, "Flat Beer," is the swinger of the set. It's a great example of the orch's fresh ideas. Chamblee and company has a lot to say in the jazz picture. Recommended.

"SAN FRANCISCO SUITE"—Freddie Redd Trio Riverside RLP-12-250 (1-1/2” LP)

Freddie Redd displays a driving keyboard approach sometimes sounding like the great Bud Powell. The trio is completed by George Tucker on bass and drummer All Drums. The group gives a refreshing view of the three familiar items as well as the "Redd Redd Redd," and brings out the pianists capable composing skills. The major platter "San Francisco Suite," is a commerably piece of composing with varied moods and changing temps. The issue is a credit to jazz. Should sell out.

"BUDDY DEFRANCO PLAYS ARTIE SHAW"—Verve MGV-2000 (1-1/2” LP)

DeFranco, armed with top notch assistance in Barney Kessel (guitar), Ray Linn (trumpet) etc., gives fine interpretations of the style of Artie Shaw. The expressive ivory work of Irving Gaddner is also on the program tags such tuneful songs as "Frenesi", "Stardust", etc. DeFranco's clarinet is in great form throughout the set. The platter is just one more worthy offering from the artist. Will delight lovers of the music.

"THE PAUL CHAMBERS QUINTET"—Blue Note 5434 (1-1/2” LP)

Paul Chambers, one of the most respected bassists on the jazz scene, has a ball as he and the crew swing through the album. Don Byrd and Cliff Jordan on trumpet and tenor sax respectively, display some tasty brass work as Chambers' full sounding bass is featured. Two out stand items are "The Hand Of Love", an original and the beautiful ballad "Softly As In A Morning Sunrise". Round out the group are Tommy Flanagan on piano and Elvin Jones on drums. Well presented jazz.

"SUITE SIXTEEN"—Victor Feldman, his Big Band, Quartet, and Septet—Contemporary C-3541 (1-1/2” LP)

Victor Feldman and his various groupings present a vitally swinging excitement throughout the set. Feldman is constantly driving force as he distributes his time between the piano, vibes and drums. Derek Humble, alto saxist, is a big part of the musician's swinging approach throughout the entire album. One outstanding item is an opus titled "Sonan". Feldman has a lot to say in the jazz picture.

"CHOPIN BY FURKUSY"—Rudolf Fursky—Capitol FAO-8428 (1-1/2” LP)

Furkusy showcases his exceptional keyboard talents via the always melodic piano compositions of Chopin. The pianist's artistry comes through in a most colorful manner as he authoritatively captures the full feeling of the pieces, captures turnes in E Flat, Polonaise in C Minor, Barcarolle, and four others. Top classical fare.


The topflight violin talents of Isaac Stern are the highlights of the set, and coupled with the always exciting treatments by the New York Philharmonic, the entry comes highly recom- mended. The commendably distinctive conducting of Mitropoulos and Bernstein are a tre- mendous asset to any program and these two compositions showcase the fact. The deck falls into the "must classical stock" category. Important issue.


The three great musicians, Heifetz, Primrose, and Platigorsky, present the master composer's two melodic works with thrilling skill and creative blending. Heifetz, Primrose, and Platigorsky, perform with a vital inventiveness that creates stirring treats to the ear. The tonal excitement at times exceeds the LP a healthy sales welcome from lovers of small groups and partisans of this fabulous trio.

SCHUBERT: Symphony No. 7 in C Major—George Szell conducting the Cleveland Symphony Orchestra— Epic LC-3451 (1-1/2” LP)

Szell's conducting of Schubert's melodic "Symphony No. 7," is a treat that inspires the wonderfully responsive Cleveland Orchestra, and The musicians impressively capture the essence of the work under the expert guidance of Szell. The record is an adventure in superb classics. Worthy addition to any classical shelf.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
CHICAGO—Jack Tracy is pictured here affixing his signature to a contract naming him as the new Director of Mercury Records' Emarcy Jazz Division. The gentleman on the right is Art Taladige, Mercury's Executive Vice-President, who was instrumental in bringing Tracy into the Mercury family.

Roulette On Location At Birdland

NEW YORK—On Monday, (April 21st) Roulette Records will inaugurate a new series of albums for its Birdland jazz line by recording on location the weekly Monday night jam sessions which are held at the Birdland night-club. These Monday night sessions are conducted by jazz-D.J.'s, Symphony Sid, and have enjoyed marked success in the past months. This will be the first time that any record label has taped on the spot at the famed jazz nitery. The recording will include all the audience sounds and participation. The taping will be made stereophonically as well as monaurally. The first session will include such jazz men as Lee Morgan, trumpet; Hank Mobley, tenor; Billy Root, baritone; Curtis Fuller, trombone; Ray Bryant, piano; Tommy Bryant, bass; and Specs Wright on drums. The schedule will call for at least one taping a month.

Hugo Peretti & Luigi Creatore, A&R chiefs of Roulette summed up the idea behind this new series, stating, "The jazz buff is always seeking the on-the-spot performance of jazz music. We can think of no place more conducive to such recordings than the place where jazz history is continually made—the Birdland night-club."

Levy Forms Hanover

NEW YORK—Len Levy, former assistant national sales manager of Coral Records, last week announced the formation of his own record label called Hanover Records.

Located at 1619 Broadway, the firm's first release will be available sometime during the week of April 28th.

At present Levy is interested in purchasing masters, but made it clear that a full recording schedule is being planned.

National distribution has already been set up. Levy stated that he will enter the LP market in the future with a $3.98 line of merchandise.

Prior to joining Coral's New York office, Levy was a salesman and branch manager in Rochester, N.Y. He also had extensive experience at the retail level in the same city.

May Is "Golden Circle" Month For MGM

NEW YORK—Arnold Mazin, MGM Records president, will take advantage of the May promotion to be known as "Golden Circle" and which will incorporate all MGM "Million Sellers" of previous years.

Plans call for two million sellers to be issued back-to-back and released as singles.

The artists who will participate in this big sales push are Joni James, Art Mooney, Hank Williams, Billy Eckstine, Ivory Joe Hunter, Art Land, Blue Barron, Dick Hyman, Silvana Mangano, Bette Midgarden, Carson Robison, Arthur Smith, George Shearing, David Rose, Ziggy Elman, and a special release of "Slaughter On Tenth Avenue" in two parts by Lennie Hayton.

Dealer aids in the form of browser boxes, supplements, consumer ad campaigns and streeters are now in preparation. All record labels will be gold colored.

Jubilee Skeds Reese And Monte LP's

NEW YORK—Jubilee Records has scheduled two LP's for May 1st release: "A Date With Delta Reese and Mr. Kelly's In Chicago" and "Dancing At The Habana Hilton" with Mark Monte and His Continentals.

The Reese album recently cut during the singer's very successful engagement at the well known Chicago night-club, was taped live on the stand while Delta performed her act. Jubilee's A & R topper, Norty Palits, has long felt that Miss Reese's voice could best be captured by the microphone while performing in person and therefore took advantage of the Kelly engagement to cut this album.

As the second in its series of Mark Monte "Dancing" albums, saluting the various hotels of the Hilton chain throughout the world, Jubilee takes advantage of the recent opening of the new Habana Hilton to parallel its newest Monte disk, "Dancing At The Habana Hilton." Having enjoyed very fine sales response on Monte's first album, "Dancing At The Piazza" Jubilee plans for future release several more Monte "Dancing" albums knowing other hotels of this well known chain.

Tracy To Head Emarcy

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
WASHINGTON, D. C. — The Smathers bill has little if any chance of passage. That was the general consensus of opinion in Washington last week as the hearings were recessed until next month.

Numerous Senators said, off-the-record, that the hearings had not demonstrated that the public interest had been injured because broadcasters also had interests in music publishing firms, recording firms or licensing agencies.

One Senator stated that the bill would have "tough sledding." The hearings will continue May 6th, with opponents of the proposal continuing their testimony. Proponents testified last month.

At Tuesday's session of the hearings Sydney M. Kaye, board chairman of Broadcast Music, Inc., refuted the testimony of the proponents. Kaye presented a thorough rebuttal of the testimony of the various proponents of the bill who spoke last month. The lengthy report refuted the statements of four of the individuals, one by one, who addressed the committee on behalf of the bill. Western star Gene Autry, who owns Challenge Records and is in the publishing business too, read a statement hailing BMI for its backing of country music and rock 'n roll. "Never has the public interest been as well served as it is at the present time," he said.

Harrison Kerr, composer and dean of the College of Fine Arts at the University of Oklahoma, said that passage of the bill would "do a great disservice to our musical culture and potential." Kerr expressed the belief that the position of all serious composers had improved materially since BMI was formed. Kerr said that if the bill were passed, ASCAP would again have a monopoly as a licensing agency such as it had prior to 1940.

Others testifying against the bill on Tuesday were Milton Miller, owner of WADK, Newport, R.I., and president of the Rhode Island Broadcasters Assn.; James L. Howe, president of the Florida Association of Broadcasters; and Ben Strouse, president of WWDC, Washington.

Wednesday's hearings saw Gov. Frank G. Clement (Tennessee) hail hillbilly music as the "heartbeat of America." Clement said that BMI had given writers and publishers of country music an opportunity denied by ASCAP making it possible for Nashville to become "one of the major music capitals of the world." The Governor said enactment of the bill would end the competitive situation that had brought a $50-million-a-year industry to his state.

Eddy Arnold, Victor's famous singer, also a songwriter and publisher, said he had never been pressured to use certain songs on his radio or TV shows.

Pee Wee King said that he "knows from experience that there is no foundation for the claims that broadcasters or recording companies are dictating the kind of music that performers will do and that the public will have to listen to the music they used on their station on the basis of merit and audience appeal."

Among the opponents of the bill who spoke on Thursday were Jane Pickens, Sammy Kaye and Jimmie Davis. All denounced as nonsense allegation by proponents of the bill that broadcasters tended to discriminate against music licensed by ASCAP. Miss Pickens read a letter written by Dinah Shore who said the songs she selected were chosen with the aim of pleasing the greatest number of people. Similar points were made by Mahlon Merrick, musical director of the Jack Benny show and by Benny thru a letter placed in the record. Maria Ellington Cole read a letter written by her husband Nat "King" Cole expressing surprise at the allegations of discrimination.

The public decides program content — the major point of testimony of Eddie Gallaher, WTOP disk jockey in Washington. Sam C. Phillips, owner of WHBQ in Memphis and president of the Sun and Sam Phillips Int. record firms denounced the bill as discriminatory as did Ray Bloch, an ASCAP composer.

**Little Chance Seen For Passage Of Smathers Bill**

**New York**—The Hallmark disk introduced a complete line of compatible stereophonic records last week at a special press party in the Astor Hotel. At the same showing, Paramount Enterprises, Inc., parent company of the label, also introduced a new stereo disk sound system.

The record line includes six numbers in a $4.98 Gold Label Series such as "Peer Gynt Suite"; Tschaikovsky's Symphony No. 5 and other classics.

The $3.98 Blue Label Series features such stereo pressings as: "The Eddie Duchin Story in Stereo"; "The Name's Haymes" — Dick Haymes; "The Tommy Dorsey Story in Stereo"; "The Nation's Big Hits"; Stereo demonstration disk, and others.

**Hallmark Introduces Stereo Record Line**

**20 Years' Service**

**NEW YORK** — Leonard Schneider, executive vice president and general manager of Decca and Coral Records, congratulates Hope Sherker upon her retirement as head of the company's catalog department. Miss Sherker, a Decca employee for twenty years, was tendered a party by fellow employees at New York's Hotel Warwick.

**"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"**
Hansen On Coral A&R Staff

NEW YORK—Paul Cohen, A & R director of Coral Records, last week announced the appointment of Jack Hansen to the A & R staff.

Hansen comes to Coral after lengthy experience in the music business. For many years he was a featured musician with the orchestras of Jan Savitt, Charlie Barnett and Fred Waring. He was associated with Jack Pleis in establishing London Records' New York operation in 1949.

Following this, Hansen had been arranging and conducting independent recording dates until the present time. With Cohen and musical director Dick Jacobs, Hansen will participate in all phases of recording activity for Coral.

Making It Formal

NEW YORK—Bobbi Mollin (left) who recently formed two new publishing firms with noted actor Douglas Fairbanks, Jr., is shown above with the film personality after the contract signing formalities. The new ASCAP firm will be known as Douglas Music and the BMI affiliate, Fairbanks-Mollin Music.

Cunningham Renamed ASCAP President

NEW YORK—The ASCAP Board of Directors re-elected Paul Cunningham to serve a third term as president of the Society at its meeting last week.

Cunningham, writer of "I Am an American," "From The Vine Came The Grape" and many other songs, has served the Society in this capacity since 1956.

Deems Taylor, past president of the Society, was elected by the Board to serve as secretary, replacing John Tasker Howard. The other officers of the Society remain the same; Vice-Presidents, Louis Bernstein, Otto A. Harbach; Treasurer, Frank H. Connor; Assistant Secretary, George W. Meyer; Assistant Treasurer, J. J. Bregman.

RCA Fetes Mitzi Gaynor

CHICAGO — RCA Victor Midwest Records Division feted Mitzi Gaynor, star of “South Pacific” with a cocktail party, April 11, in the breezy South Pacific atmosphere of the Luau Room in the Traders Lounge at the Palmer House. Purpose of the soiree was to present Miss Gaynor to the press and radio-TV personalities to further promote exposure of RCA Victor’s film cast album of the musical score of “South Pacific.”

Present among midwestern management personnel of RCA were, Harold Reinholz, regional manager of RCA Victor Distribution Corporation; Bud Booth, divisional manager of the record division; Ed Dodelin, Chicago branch manager; Myron King, field manager of the Chicago area; Bob Nosett, local distribution manager; and Harry Patch, who oversaw promotion and publicity of the Chicago area.

Radio and television personalities present were WIND’s music director, Fred Saleem, accompanied by librarians Julia Riozo and deputy, George Hamilton IV and John Donohue; Phil Lind, WTAQ; La Grange; Sig Sakowitz, WHFC; Ray Wheat; WAAF; Jeanine Spangler and Bob Porter, WJJD; Little Al Temaner, Little Al’s Record Stores, and Fred Spiroa of Singer’s Ornaments, represented retail outlet scenes.

Others present were Jack Bean, Miss Gaynor’s husband and manager, who is accompanying her on tour; Sal Gordon, representing 20th Century-Fox, Ann Marscher, Chicago Agent; Lee Brooker, Capitol Box; and Freddie Townsen, who hosted the soiree for the Palmer House.

“Here’s Steve Lawrence”

NEW YORK—MGM Records this week announced a new price policy on its Classical Series and single records effective May 1.

The Classical Series will retail for $1.95 and the singles will sell for 99¢ —in line with recent announcements from most major and independent record companies.

The label launched Cub label, with its initial four single releases just out, was established at 98¢ and will remain at this level.

ST. LOUIS — Steve Lawrence (right) Coral song star, presents his latest album “Here’s Steve Lawrence” to deejay Jack Murdock, KTVI, St. Louis, during the jockey’s show “Coffee Break.”
HOLLYWOOD—The five new albums released this month by Dot Records brings the label’s LPs release to a total of eighteen thus far in 1958.


Johnny Maddox’ new “Ragtime Piano, 1917-18” album features the 88’s Ragtime style.

Included in the five LPs is an album titled “Sing, Sing, Sing” by the Clark Sisters, who starred as “The Sentimentalists” with Tommy Dorsey’s orchestra. Ann, Jean, Peggy and Max Clark are reunited professionally in this album for the first time since 1948, and recapture the band styles of Tommy Dorsey, Glenn Miller, Benny Goodman, Harry James and Charlie Barnet with their singing of some of the tunes that made the “Era of Swing” so popular. The Clark girls specifically pay tribute to their old boss Tommy Dorsey with selections such as “Sunny Side of the Street” and “Bongie Woopie.”

Another April platter is an LP titled “The Mills Brothers”, in which Dot captures on wax the perennial style and charm of the group. With the trio consisting of Donald, Herbert and Harry Mills, their new Dot album provides slow ballads and gay up-tempo tunes.

Carlton Skeds George Liberace

HOLLYWOOD — Carlton Records has scheduled a 12-sides recording session for George Liberace on May 15.

Included on at least one of the sides will be “Boogie Woogie”, his discovery, Lloyd Ellin, guitarist, and a World War II Sea Bee buddy of George’s.

When Joe Carlton heard the Ellis dubs, he was immediately interested.

The telephone call was made to the guitarist in Phoenix, Ariz., and he was pacted by the label.

George Liberace is currently touring the country with his own package show, “A Musical Journeys”, a production co-starring vocalist Mary Meade French.

Five New Dot LPs

Record Breaker

CLEVELAND, OHIO—A $25,000-000 broadcast project via direct wire TV Channel 6 will be launched by the owners of radio station WERE, Cleveland, Ohio.

The plan, nearly a year in the shaping, envisages the use of six vacant television channels for closed-circuit broadcasts on a subscription basis.

Since direct-wire or closed-circuit TV does not make use of the airwaves it requires no federal approval. It operates on the same principle as a pay-for-a-night broadcast into a movie theater.

A line would be run into the home and attached to any TV set. It would operate in the home at a specific monthly fee of possibly ten dollars.

The features of the WERE plan would be the use of six channels. Under the station’s plan, the channels would operate this way:

Channel 1: WERE’s first-run films on their 11 hours a day. The films would be repeated for three or four days. No commercials, except perhaps at station break time.

Channel 2: WERE re-run films. This channel would carry films shown on a second-run basis the previous week. There would be commercials.

Channel 3: WERE feature presentations. Here the station would carry its pride features—theatrical, film, sporting or musical. This channel would operate only during the top evenings.

Channel 4: Channel 4 would also be available to Cleveland theatre, musical and nationality groups. It would be a haven for network programs not available on the three free channels.

Channel 5: WERE-AM would duplicate radio WERE, making WERE radio available to video viewers.

Channel 6: WERE’s sports. Here would be all Cleveland Indians games away from home, horse racing, bowling, basketball, prize fighting and whatever else is available.

Channel 7: WERE Hi-Fi Music. This channel would make use of TV FM audio tube and by-pass the video tube for those listeners who want hi-fi music only.

Channel 8: WERE direct-wire system would have a negligible effect on the operation of Cleveland’s other three TV stations on the present channels.

The WERE plan was conceived by Richard M. King, vice-president and general manager of radio station WERE, and Leonard G. Trostler, local sales manager of the station.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
SONNY SIEVERS
KCTI—Gonzales, Tex.
1. Lollipop (P. & W.o.
2. Are You Sincere (A. Williams)
3. Breathless (L. Williams)
4. Blendy Romantik (D. Rome)
5. He's Got The Whole World (L. London)
6. Baby It's Cold Outside (R. Smith/R. Smith)
7. Margie Baby (Crickets)
8. Left Hand Back (N. Cole)
9. Lollipop (Chordettes)

RONN TERRELL
KWO—Jefferson City, Mo.
1. Got It (Y. Odom)
2. You Were Made For Me (J. Cook)
3. My Love Loves Me 4 (C. Cole)
4. Been Over That Hill (P. Martin)
5. Lollipop (Chordettes)
6. Tequila (Chords)
7. Twilight Time (Flippers)
8. Who's Sorry Now (C. Francis)
9. Blue Tattoo (Four Ladies)
10. A Very Precious Love (Gary)

J. "MUMBLES" McCADDEN
WCFR—Springfield, Vt.
1. My Love Loves Me 4 (J. Cook)
2. Swingin' Again (D. Rome)
3. You're Mine (K. Martin)
4. Book Of Love (Monotones)
5. Chanson A' D'Amour (Fontaines Sisters)
6. Just In Case (E. Rogers)
7. Billy K. (Linden)
8. Let The Bells Keep Ringing (P. Anka)
9. "Tell Me" (Monotones)

RONNIE HUNTER
WBBF—Rockefeller, N. Y.
1. For Your Love (E. Townsend)
2. What A Wonderful World (D. Rome)
3. When The Clock Strikes (E. Gibson)
4. He's Got The Whole World (L. London)
5. "Tell Me" (Monotones)
6. Who's Sorry Now (C. Francis)
7. I Want You To Say (K. Nelson)
8. Who's Sorry Now (C. Francis)
9. Lollipop (Chordettes)
10. Now And For Always (Hamilton IV)

AL RICE
WLJ—Chicago, Ill.
1. Kewpie Doll (P. Comio)
2. Wanda (Fontaine Sisters)
3. Another Time, Another Place (J. Gilmore)
4. He's Got The Whole World (L. London)
5. Wandashep Doll (M. Davis)
6. Sugar Daddy (Y. Marjorie)
7. Baby Baby (R. Lee)
8. Padre (V. Cale)
9. Sugar Daddy (J. Wright)
10. Long Hot Summer (Ronnie Hamilton IV)

HAPPY WILSON
WJLA—Albany, Ga.
1. Lollipop (Ronald & Ruby)
2. He's Got The Whole World (R. Mitchell/J. Jackson)
3. A Wonderful Time Up There (C. Smith)
4. Sweet Little Sixteen (Berry)
5. Creek A-Tellin' My Little (E. Arnold)
6. It's Too Soon To Know (E. Arnold)
7. 26 Miles (Four Preps)
8. Sall Along Silly 'Roo (B. Vaughn)
9. Oh-Oh, I'm Falling In Love Again (J. Rodgers)
10. Don't (E. Presley)

JACK UNDERWOOD, MARY HUNT AND LUDGER SIEVERS, BOB CHASE
WOW—Fort Wayne, Ind.
1. Whiskey, Woman (L. London)
2. Lollipop (Chordettes)
3. Tequila (Chords)
4. Sweet Little Sixteen (Berry)
5. Billy K. (Linden)
6. "Don't You Just Know It" (B. Smith)
7. What's Your Sorry Now (C. Francis)
8. Sweet Little Sixteen (Berry)
9. 10. Lollipop (Twisters)

SONNY HODGINS
KTVQ—Boise, Idaho.
1. Whiskey, Woman (L. London)
2. Lollipop (Chordettes)
3. Tequila (Chords)
4. Sweet Little Sixteen (Berry)
5. Billy K. (Linden)
6. Don't You Just Know It (B. Smith)
7. What's Your Sorry Now (C. Francis)
8. Sweet Little Sixteen (Berry)
9. 10. Lollipop (Twisters)

MARTY FAYE
WBKB—Chicago, Ill.
1. When The Clock Strikes (P. & W. o.
2. De You Want To Dance (B. Freeman)
3. No Feel Like An Old Fool (C. Davis Jr.
4. Lousy (J. Davis)
5. Invitation To Dance (R. Smith)
6. That Crazy Feeling (Rogers)
7. Tangerine, Tangerine (D. Jones)
8. There's Only One You (P. Anka)
9. "Tell Me" (Monotones)
10. Lollipop (Chordettes)

JERRY STEVENS
KQED—San Francisco, Calif.
1. Tequila (Chords)
2. Swinging Shepherd Blues (D. Terry)
3. Twilight Time (Flippers)
4. Kewpie Doll (P. Comio)
5. Are You Sorry Now (C. Francis)
6. Lollipop (Ronald & Rudy)
7. What's Your Sorry Now (C. Francis)
8. He's Got The Whole World (L. London)
9. Maybe Baby (Crickets)
10. Matchbook (Smith/E. Parker)

DON ANDERSON
KFW—Wichita, Kans.
1. He's Got The Whole World (L. London)
2. Don't Do It (J. Wright)
3. A Wonderful Time Up There (P. Anka)
4. Are You Sincere (A. Williams)
5. Tequila (Chords)
6. Sweet Little Sixteen (Berry)
7. Oh Julie (Crosscendes)
8. Lonely Island (E. Cooke)
9. Lollipop (Chordettes)
10. Sing A Baby Song (T. Sands)

JOE DEANE
WBWE—Rockester, N. Y.
1. For Your Love (E. Townsend)
2. What A Wonderful World (D. Rome)
3. Kewpie Doll (J. Wright)
4. He's Got The Whole World (L. London)
5. "Tell Me" (Monotones)
6. Who's Sorry Now (C. Francis)
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9. 10. Lollipop (Twisters)
NEW YORK:

MGM Records has finally tied the loose ends together and after the delay caused by the snafu of its original choice “Orbit” is now ready to go as “Cub Records.” A real push will now be made on its “Remember” by The Velours which is already a hit in New York, having gone something like 20,000. A label manager of Cub reports the organization is “hot” on all four releases. “You’re The One” and “I’ll Only Give My Love” by Jimmy Williams has gotten an immediate reaction; “My Shining Hour” by The Wanderers is a deck that the brass is “sold” on and one which they feel could be a real big seller; and “Hearts Are Wild” and “You Let Go” by Sean Downey... Over at King they’re releasing two top prospects this week. The “5 Royales are bidding with “The Feeling Is Real” and “Do The Cha Cha Cherry”... and Johnny Pate makes his pitch with “Cotton Picking” and “Charleston Rock”.

By Weiss, Old Town Records, say “we’re really moving now on Robert & Johnny’s “We Belong Together.” Three new territories opened this week and it looks like it can’t be stopped from here on in.” Weiss moves his Old Town operation to new offices in the CBS Building, Broadway, soon. Doug Moody, Harold Records, warns us a watch “Valerie” by the Mello-Kings. Dick is “breaking out,” says Doug, and it looks like we’re gonna get hot all over again.” Also getting a tidy reception is Ronnie Pearson’s “Teen-Age Fancy” and Gene Ross’s “Endless Sleep,”... Don Carter tells us his new form, “The Modern Movers,” is moving... Dionne Warwick’s “Dooms Are For Fools” by The Revelons has brought in immediate orders in several areas and has gotten a good reaction wherever exposed. His initial entry, out about two or three weeks, “The Loudness of My Heart” by The Gay Knights is also getting a solid sale reaction in southern ports and the new Marie Knight “I Thought I Told You Not To Tell Them” and “September Song” (about which he is so excited), and a new “Thin Man” Watts platter, “The Slide” and “Shakin’.” Still building beautifully is “The Things I Love” by The Fidelities. ... WOY-New York’s Herman Miller will make the “Gala Rock ‘N Roll Revue” on April 18 at the Cooper Creative Center, New York. Scheduled to appear to entertain the young folks are Billy Valentine, The Willows, Inspirations, Jesters, Versatines, Unique Teens, Darions, Personalities, Mambo Preps, Sportones, Lane Dancers, Chuck’s All Stars, and the Glamour Twosome. ... Harvey Moore, promotion man at Everlast and Personalities, building up the possibilities of “You’re The Reason” by The Charms. The Charms had a good-sized territorial hit with “Desiree” on Everlast. The Ladders “I Want To Know” is also doing well for the Holiday label. Sam Weiss, Superior Records Distributors, elated with the progress his firm has made in only eight months of operation. “We’ve half the kids in New York,” boasts Weiss, “and that’s something considering how young our market is. We have had something in the New York charts almost from the day we went into business.”... Malcolm Newkirk advises his Central Records has moved to 7 W 170th St. ... Johnny Holonka, Alpha Distributors, says “No crying here,” and goes on to list “All I Have To Do Is Dream” by The Everly Brothers on Cadence, which he says has broken so fast it is absolutely sensational; and “Sick and Tired” on Imperial by Fats Domino, which he decribes as showing a real surge of power. Others doing very well are “A Kiss Is A Kiss” by The Rocking Chairs on Recorte; “I Wonder Why” by Dion and The Belmonts on Lorrie; “Woodchopper’s Ball” by Hutch Davie on Atco; and “Indian Love Call” by Ernie Freeman on Imperial. In the LP department Johnny reports a smash in Chuck Berry’s “One Dozen Berrys” on Chess... Kenny Markey, Nashville attorney and one of the original backers in Nashville, has formed his own BMI publishing firm, Kenny Marlow Music. ... Elliot Buisin back from a quick trip to Philly and Newark in high spirits as he details all the records swinging at top speed for the Connist chart. Blaine predicts a big summer and a 1958 that will easily top 1957. He mentions Bobby Freeman’s “Do You Want To Dance” on Joice breaking into a national hit, and the Cadillacs’ “Speedo Is Back,” on the same label, getting a Grade-A reaction from the declays this week. Also, reveals the late Chuck Willis’ is one of the distributors top performers as his newest single on Atlantic “Hang Up My Rock and Roll Shoes” and his LP “King Of The Stroll” bring in constantly larger and larger orders. On dot, says Elliot, we have Boone, Vaughn, The Fontaine Sisters and Gale Storm. “What more do I have to say?”

CHICAGO:

Those who should know along Record Row report there has been a very fine biz upswing. Believe that this will continue to get better right along with the warming weather. And since the MOA convention will bring in many noted diskers with news of new releases to come, distributors believe that they will get more and even better disks to continue to boom biz for another big profit year. ... Alan Freed’s “Big Best” show coming to the Civic Opera will feature another big line-up of top names. ... Lee Lewis, Buddy Holly, The Crickets, Chuck Berry, Frankie Lymon, The Pastels, and others. Many in the music biz plan to attend to watch their favorites perform. ... Len Chees in London, England, on business, Len, it is believed, may come back with some very interesting news for the music biz here... in the meantime Phil Chess in charge of this well known diskery and working all hours to handle the business. ... Ray Charles doing a string of one-nighters from Dayton on to Omaha. Ray winds up this series at the Pershing Ballroom here, 4/27. Phil Chess and members of the Chess organization plan to be present. ... Vee-Jay’s Abner mighty happy over the way The Staple Singers have clicked with their spirituals. Abner also advises that, to prove how optimistic Vee-Jay is over the better business prospects ahead, the diskery releasing new wax by The Harmonizing Four, The Swan Silvertones and The Mighty Skylarks while, at the same time, Abner reports, The Spaniels succeeding in getting a rough time at the New- apolis’ Flaming Club to a packed house (4/18)... Jimmy (The Walk) McCrakin reported to have packed ‘em in at the Masonic Hall in Evanston, 4/16. ... Maceo Wood will ence a gospel concert at DuSable Hightschool here 4/28 featuring The Gospel Clerks, The Maceo Woods Singers and Myrtle Scott. ... Sam Evans telling one and all that his forthcoming “Show of Stars for $8” will be the biggest and the bestest he has yet produced at the Civic Opera House, 5/3. ... Arnie Matmukky advises that Bob Scoeby And His Frisco Band absolutely jampacked the Preview here on opening night, ... Buddy Rich Quintet playing at the same date at the Chicago club. ... Lawrence, local diskis for Audio Fidelity, as well as Arnie Matmukky, Jerry Allan and from New Orleans’ Bourbon Street, none other than Dan (Pier 600) Levy. ... Roulette’s Stan Pat, a lover of great trumpet music, was at ringside when Harry James, on a new stereo set, played for a very much intrigued at All-State Distribrs over passing of Atlantic’s Chuck Willis. Audio Fidelity’s Sid Frey was accompanied into Chi by Joe Delaney. Joe wanted to listen in while Sid cut a new “stereodisc” album with the Dukes Of Distinction. Also sitting in on the show were Ray Drayson, who is national sales manager of the new Colpix records, at the Malaque Club. ... Joe Kafka, New York Fred-kay Records’ president, opened his Berekt Number House where the trio discussed music business from appetizer to coffee.

LOS ANGELES:

Capitol Records debuts two new rock and roll groups on wax this week. The first platter is by The Spinners, who sing, “Goodin’” featuring Ray Johnson in a high-voiced lead vocal. Flip side is a slow ballad rocker, “Love’s Prayer”, featuring Willy Walker in the lead vocal spot. Second group is The Beesers, a brother trio who are introduced on the label’s “Suck Dress” and “Rockin’ Very Drive In”, backed by the Jack Marshall orchestra. ... Mike Grandy’s Spay label has a good one in “You Don’t Love Me Anymore” by Gene LaMurr. Ted Porter of station 600 picked the record and Al Shreiner of Record Sales Co. reports heavy sales in the Southern California territory. ... Dooitsie Williams, president of Dooto Records in San Francisco this week for two days of auditioning talent and talent. ... Central Record Sales will probably have that rare honor of starting a hit on the West Coast, with all of the local “hits” pulling down over the local sales with the West Coast release of “Drive In” by Chuck Willis on Atlantic Records. ... New York publisher George Paxton will be happy to know that his newly-formed record company, Cod Records, has been warmly received here with The Crest’s” waxing of “You’re the Flower of My Heart” by The Champs. ... ‘“Time of The Season” by The Beach Boys, on the Coast indie out, with a good follow-up to their big record, “Six Months, Three Weeks” in the new disk, “The Perfect Couple” by The Oak Stompers. ... Ray Hamilton has temporarily postponed until final arrangements are completed by The British Musicians Union to permit the Johnny Otis orchestra to enter that country on an exchange basis. ... Salesmen for Electa Distributing for the Southern California territory, and Al Chapman reports they are starting off right. ... Bob Adams and Norm Schlein of King Records’ L.A. office happy with the action in both pop and R & B on Little Willie John’s “Talk To Me, Talk To Me”....

Attention: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 1754 Broadway, New York 19, N. Y.

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 significant growth, which have not yet appeared in the national top 20.

*Indicates first appearance on Territorial Tips

**MARSHA**
Prodigals (Feison 1017)

**MISS THING**
Siohuettes (Ember 1032)

**MUSKETA**
Johnny Pate (Federal 12325)

**MY BUCKET'S GOT A HOLE IN IT**
Jimmy Rodgers (Roulette 4045)

**OH, OH, I'M FALLING IN LOVE AGAIN**
Rickey Nelson (Imperial 5503)

**OH WHAT A FEELING**
5 Floats (Related 6553)

**REELIN' AND ROCKING**
Chuck Berry (Chess 16603)

**REMEMBER**
Velours (Cub 9001)

**ROCK AND ROLL IS HERE TO STAY**
Danny & Johnnys (ABC-Paramount 9385)

**ROCK IT**
Tommy Hudson (White Rock 1110)

**RUBY, RUBY**
Little Willie Littlefield (Bellboy)

**RUMBLE**
Link Wray (Cadena 1347)

**SCHOOL GIRL**
Crescendos (Noon 6001)

**7-11**
Gone All Stars (Gone 1016)

**SICK AND TIRED**
Feris Dana (Imperial 5515)

**SKINNY MINNIE**
Bill Haley (Rocce 30852)

**SOMEBODY DOWN THE LINE**
Jimmy Scott (King 3104)

**SO TOUCH**
Casuals (Rock-Beat 503)

**STAY BY MY SIDE**
Midnighters (Fame 12317)

**STRAIGHT SKIRTS**
Gene Summers & Rebels (Jan 100)

**SUBSTITUTE**
Lauras Baker (Atlantic 1176)

**TEQUILA**
Eddie Platt (ABC-Paramount 9399)

**THE SPRINGER**
Dolls (Vee-Jay 274)

**THE THINGS I LOVE**
Fidlerits (Relain 222)

**THIS IS THE NIGHT**
Valiants (Kees 34004)

**TWEETY**
Kelly Owen (Arrow 725)

**26 MILES**
Four Preps (Capitol 3845)

**VOODOO MAN**
Bill Nelson (Mercury 72166)

**WEAR MY RING AROUND YOUR NECK**
Feris Presley (RCA Victor 7240)

**WHO'S SORRY NOW**
Connie Francis (MGM 62588)

**WISHING FOR YOUR LOVE**
Younghood (RCA Victor 127182)

**WHY DO EVERYTHING HAPPEN TO ME**
B. B. King (Kent 301)

**YES MY DARLING**
Don't You Know I Love You (Imperial 5492)

**YOU**
Anita Moore (Fargo 1005)

**YOU ARE MY DESTINY**
Paul Anka (ABC-Paramount 9480)

**YOU GOT ME CRYING**
Chuck Berry (Chess 16633)

**LOOKING BACK**
Nat Cate (Capital 3939)

**LOLLIPOP**
Charlettes (Cadenza 1345)

**EVERY NIGHT**
Chantels (End 1006)

**BEEN SO LONG**
Pastels (Argo 5287)

**THE WALK**
Jimmy Crockett (Checker 853)

**TO BE LOVED**
Jackie Wilson (Brunswick 55525)

**LONELY ISLAND**
Sam Cooke (King 4009)

**HAVE FAITH**
Gary Allison (Vee-Jay 273)

**GOOD GOLLY MISS MOLLY**
Little Richard (Specialty 624)

**JOHNNY B. GOODE**
Chuck Berry (Chess 1691)

**HE'S GOT THE WHOLE WORLD IN HIS HANDS**
Laurie London (Capitol 3891)

**WITCH DOCTOR**
David Selville (Liberty 55317)

**FOR YOUR LOVE**
Ed Townsend (Capitol 3926)

**WE BELONG TOGETHER**
Robert & Johnny (Old Town 1047)

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**NEW YORK—**To help launch April as National USO Month, disk star Don Rondo is donating copies of his new Jubilee Records hit platter, "School Dance," to 265 USO Club Centers servicing 360 locations throughout the country. Accepting on behalf of the USO is Vicki Carlson, at a local club center in New York.

---

**USO Month**

**The Isley Brothers**

**I WANNA KNOW**

GONE 5022

**GONE RECORDS**

1650 BROADWAY

N. Y. N. Y.

Sensational Jazz Album!!

**BUDDY'S BEST**

THE BUDDY COLLETTE QUINTET

DTL 243

**THE PENGUINS** new hit!!

**"DO NOT PRETEND"**

**DOOTO RECORDS**

9312 S. CENTRAL AVE., LOS ANGELES, CALIF.

---

**Exciting Instrumental**

**"Hit the Road"**

b/w **"Road Runner"**

by Gus Jenkins

**FLASH** # 128

**Breaking Nationally! The Original "Dead"**

b/w **"Vowels Of Love"**

by The Poets

**FLASH RECORDS**

www.americanradiohistory.com
NEW YORK—Bill Haley's newest Decca LP is a collection of public domain tunes, from around the world, with new lyrics by Haley. The package, tagged "Rockin' Around The World", salutes such countries as England, with the song, "Piccadilly Rock." Here Haley presents the British Consul General, Geoffrey W. Aisling, Esq., with a copy of the first album. Plans are now underway to have Haley tour the countries included in the LP when he returns from South America.

New "Hansel And Gretel" Score To Be Recorded By Original Cast

NEW YORK—The score of the tele-
vision and radio production of "Han-
sel and Gretel" will be recorded by the original cast in an M-G-M long-
playing record album. The music and
lyrics, all new, were composed espe-
cially for this production of "Hansel
and Gretel" by Alec Wilder and Will-
iam Engvick, BMI composer-lyricist
team. The album will include a special
narration written by Yasha Frank who
wrote the NBC production to be te-
lecast and broadcast on April 27.

The six stars who will sing for the album are Red Buttons, Barbara Cook, Rise Stevens, Rudy Vallee, Stubby Kaye, and Paula Laurence. Red Buttons and Barbara Cook, as Hansel and Gretel, will sing "What Are Little Girls Made Of?" "I'm Much Too Happy Dancing," and the "Getting Up Song," in which other members of the cast will join. Opera star Rise Stevens, who portrays their mother, will sing "Evening Song," as solo, and "Broom Commercial," in a duet with Rudy Vallee, who plays the father. Vallee's solo will be "Men Run The World." Stubby Kaye, as the Town Crier, will be backed by a chorus of "Market Today." Paula Laurence, as one of the apprentice witches, will offer "Children's Counting Song." Alec Wilder, who composed the music, and William Engvick, who wrote the lyrics, have collaborated through the years on many successful songs. Some of their hits are "While We're Young," "Who Can I Turn To?" and "April Age."

Wilder, often called a "musician's musician" because of his many fans among professionals, wrote the score for the film about Dr. Albert Schweit-
zer which recently received an "Oscar" for distinctive achievement in doc-
umentary production. One of Wilder's personally popular hits is "It's So Peaceful In The Country." Engvick's lyrics for motion pictures include "The Song of the Mollymorn" and the lyrics for the recent film, "Sweet Smell Of Success."
### Philadelphia

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<td>TALK TO ME, TALK TO ME</td>
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<td>FOR YOUR LOVE</td>
<td>Ed Townsend (Capital 1926)</td>
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<td>TO BE LOVED</td>
<td>Jackie Wilson (Brunswick 55052)</td>
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<td>TWILIGHT TIME</td>
<td>Bobby Blue (Mercury 71829)</td>
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<td>LOOKING BACK</td>
<td>Nat Cole (Capitol 1993)</td>
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<td>LONELY ISLAND</td>
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<td>OH JULIE</td>
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THE ADELPHEES

"KATHLEEN" (2:42) [Rim BMI - B. Baldwin, Baskerville, McGhee]

The Adelphes team on a middle beat jumper dedicated to "Kathleen," who broke his heart when she left him. Deck gives his infectious rhythm ditty with great teenage appeal.

B "DARLIN' IT'S YOU" (1:56) [Rim BMI - Bob McGhee]

The Adelphes back with a slow beat ballad. Soft rhythm love opus told effectively.

PIANO RED

(RCA Victor 7217)

"COMIN' ON" (2:10) [Hi! & Range BMI - Willie Perryman]

Piano Red offers a quick beat bouncer with his usual accomplished piano playing. Deck comes off in interesting style with a solid sound generated by the Red piano and combo support.

B "ONE GlimpSE OF HEAvEN" (2:30) [Lowery BMI - W. Jackson] A swinging quick beat with a country flavor. Deck moves engagingly and should provide a good change of pace for deejay programming.

TERRY AND JERRY

(Class 237)

"PEOPLE ARE DOING IT EVERY DAY" (2:29) [Recordo BMI - Terry, Rutledge] Terry and Jerry offer a slow beat rhythm ballad in effective romantic style. Terry and Jerry blend tenderly with a slow shuffle the tunesers prefer.

C "MAMA JULIE" (2:25) [Recordo BMI - B. Terry, A. Rutledge]

Terry and Jerry etch a slow cha cha rhythm for the coupling. An infectious waltz with a lyric that possesses a touch of humor. Ok coupler.

THE GREATS

(Ebb 145)

B+ "FIDDLE'S ROCK" (1:50) [Ebb BMI - N. Nathan] The Greats have a crazy piece of material here that could break out given the chance. A square dance approach with a swinging rock lyric. Watch this one carefully. It's sleeter material.

C "MARCHING ELVIS" (2:18) [Ebb BMI - N. Nathan] Timely lyric tells the story of Elvis's induction into the army. Ok idea that somehow doesn't seem to come off. "Fiddler's Rock" is the side.

"The Cash Box

Award of the Week"

"THE SPRINGER" (2:32)

[Conrad & G&B BMI - B. Kier]

"WHAT YOU SAY BABY" (2:35)

[Tiley-BMI]

THE DILLS (Vee-Jay 274)

- The Dills tear into a quick beat jumper teaming with excitement titled "The Springer." It's a direct bids to the teenie since it talks their language in rhythmic, beat and treatment. Deck goes well in parts and we hear him on this wax. "What You Say Baby?" is a middle beat bouncer with a strong overall appeal. A good deck that must take a backseat to "The Springer."

"BLUES FOR HANDY" (2:32)

Regent BMI - Buster Harding

"HOW COULD YOU" (2:18)

[United ASCAP - Tyrce Glenn]

BILL DOGGET (King 5130)

- Bill Doggett comes in with a flute lead on his new two sides. This lends a new sound to the decker's repertoire for some interesting results. Both "Blues For Handy" and "How Could You" are strong contenders for chart honors. The Dills apparently plus the new sound and general excellence of the material add up to potent sales factors. Watch both decks.

"VALERIE" (2:07)

[Atlantic BMI - Krondes, Evans]

"SHE'S REAL COOL" (2:03)

[Angel BMI - Walters, Levister]

THE MELLO KINGS (Herald 518)

- The Mello Kings have captured a teenage audience in their discings of "Valerie," a slow beat ballad. The Kings may not have a work of art, but "Valerie" undeniably contains the feeling and unsmooth teamwork that the kids take to their hearts. We have a strong hunch that this deck is going to move into the charts. It has that sound and ingredients. As a flip, "She's Real Cool," is a quick beat cha cha rhythm that gives the dancing teens a change of pace item. Ok deck that will appeal. Watch "Valerie."

"GET TOUGH" (2:45)

[Are BMI - J. McCracklin]

"EVERYBODY ROCK" (2:40)

[Are BMI - McCracklin, Nance]

JIMMY McCrackLIN (Checker 892)

- Jimmy McCracklin follows his "The Walk" with two swinging decks that show strong indications of moving along in the same hit fashion. McCracklin's "Get Tough" is very similar to "The Walk," generating the same excitement. Hard hitting and infectious. The coupling, "Everybody Rock," is a gimmicked middle beat jump done to a fare-thee-well. It is tough to decide in favor of one or the other. Two hot decks and let the kids decide.

EARL "GOOD ROCKING" BROWN AND BAND

(Kappa 207)

B "TAMBOURINE" (2:59) [B-Flat BMI - Brown, Earl "Good Rocking" Brown and his aggregation turn in a torrid middle beat rock instrumental. Treatment is exciting and could make its mark in this instrumental conscious market.

C "TURN BACK THE TIME" (2:45) [B-Flat BMI - Brown] Brown tones down the driving quality of the coupling and is a bit more reserved on this quick beat bouncer. Sprightly effort well done.

BOY BROWN

(Imperial 1529)

B "HIP SHAKIN' BABY" (1:49) [Reeve BMI - Burnettette, Burnettette]

Boy Brown tosses out a quick beat jump with a load of drive and enthusiasm. Deck is a splendiferous one that defies the listener to sit still. Brown should capture lots of attention with this one.

C "BE MY LOVE TONIGHT" (1:46) [Reeve BMI - Burnettette, Burnettette] Brown tones down the driving quality of the coupling and is a bit more reserved on this quick beat bouncer. Sprightly effort well done.

THE CHARTS

(Forcast 5006)

B "I'VE BEEN WONDERING" (2:35) [S. Brown, C. Johnson]

The Chanters team on a swinging quick beat. Melodic lilter that has the teenage ingredients. Deck moves with spiritful appeal. Ok side.

C+ "YOU'RE THE REASON" (2:35)

[L. Robinson, J. Grierson] The Chanters take a middle beat ballad and etch an engaging side. The love tune is treated tenderly. Deck could be a strong spot. Bouncer, which did very well in several spots throughout the country.

THE CHANTERS

(Deluxe 6162)

B "MY MY DARLING" (2:39) [Jay BMI - Cee BMI - The Chanters] The Chanters tie into a quick beat item reminiscent of "Why Do Fools Fall In Love." It's got with that teenager sound. Ok waxing that might introduce the current crop of youngsters.

C+ "I NEED YOUR TENDERNESS" (2:50) [Jay & Cee BMI - The Chanters] Their quick beat is for all time. "I Need Your Tenderness."-a sweet kind of love song with the appropriate waxing. Moving wax that should find much approval.

CLARENCE GARLOW

(Goldband 1065)

B "BON TON ROULE" (2:18) [Aladdin BMI - Garlow] Clarence Garlow leads his deep-tones to a quick beat novelty ditty and comes up with ok wax. Garlow's vocals along effective style and shows off to good advantage.

C "SOUND THE BELL" (2:24) [Golden State BMI - Shuler, Garlow] Garlow turns to a middle beat ballad and handles it creditably. Deck, however, loses touch to come off with any real excitement.

DANNY OVERBEA

(Federal 12224)

B "SPACE TIME" (2:15) [Arno BMI - Bernie Williams] Danny Overbea gets into the space with this middle beat bouncer. The usual countermoves and expansions are part of the sound effects. A pretty good wax that might have gotten more attention earlier in the Spaceman era.

B "CANDY BAR" (2:08) [Arno BMI - Danny Overbea] Overbea has a good novelty here. A middle beat rock with a solid idea and interesting arrangement. Overbea has a good chance with this one. Watch it. Use of actual candy bar names might give this deck station trouble.

CARL McVOY

(H&B 2002)

B "LITTLE JOHN'S GONE" (2:30) [RCA BMI - McVoy] Carl McVoy offers up a middle beat ballad that's the delivery that milks the tune to the limit. McVoy has a solid wax here.

B "DAYDREAMIN'" (2:36) [Met BMI - Cantrell, Decker] McVoy steps out on this slow beat effort. A smooth moving stroller with real appeal. McVoy takes the item with a warmth that comes thru. A powerful offering that bears watching.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Owen Bradley Heads Decca's Country Dept.

NEW YORK—Owen Bradley has been appointed head of Country Music for Decca Records, according to an announcement by Milton Gabler, Victor, in charge of Artists and Repertoire.

Bradley has been active in the recording industry since 1947. He has also been associated with Decca Records since 1947, assisting Paul Cohen, former Decca A & R staffer. Bradley has been a musical director of radio station WSM in Nashville, Tennessee, since 1923. His resignations from his post with the station becomes effective immediately, to enable him to devote more time to his new duties. "Big Guitar," have made him a name recording artist in conjunction with his many other activities in the field of music.

Decca Records will maintain its country department in Nashville.

Jimmie Rodgers Signed To MGM Film Deal

HOLLYWOOD—Jimmie Rodgers, Roulette Records' hottest artist, has been term-pacted for motion pictures by Metro-Goldwyn-Mayer for calling for one film annually on a non-exclusive basis, for seven years.

Rodgers, who is normally known as the "Singing Brakeman," is the star of the role in "Snob Hill," a musical to be directed by Joe Pasternack. Rumored for the co-starring female role is Carmen Miranda, who has previous film commitment, but figures to wind up in time for "Snob Hill." Starting date has been set for June 27 to allow Rodgers to film current one-nighters, TV, and niter engagements.

Rodgers was screen-tested last week at MGM, but was not re-called until this week that he had passed. When informed of his MGM pact, Rodgers was abroad the S.S. Leilani returning from two days of concerts in Honolulu. The ship's captain, Mr. Kase, and was a special banquet in his honor. Prior to the screen test, MGM dramatic coaches worked with Rodgers for weeks preparing him. All bookings were held up in the expectation of his guest appearances on shows originating in Hollywood, so he could concentrate on the film. The Ballad singer, television picture director George Marshall directed Rodgers' test which took an entire day and consisted of a one minute, dramatic scene, plus two songs.

"Snob Hill" is being scripted by Ruth Brooks Flippen from an original idea by John Newman, who directed Rodgers, who shot to fame with his million-selling disks of "Honey, "I'm Home," "Bakin' Up My Bacon," and "Rock and Roll," has contracted starring in the MGM film of "Snob Hill.""

American Gets Film's Tunes

HOLLYWOOD—Sylvester Cross, American music proiec, announced last week that his firm is publishing five songs from the forthcoming American-Canad-International picture, "Hot Rod Gang," starring John Ashley. The songs are: "I Never Make A Selection from the Picture," together with "Record Shop Hop," "Do It Again," and "I Love You So Much." Ashley sings by John Ashley, and "I Love You So Much," by Gene Vincent.

During the day of comedy pictures, American published over three hundred Western screen songs, including the film's perennial standard, "Cool Water."

Devere Sells Master

NEW YORK—Robert Devere Associates announced last week that ABC-Paramount has purchased the master recording of "I Love You So Much," by Johnny Cash. The song was written by Bernice Devere, who is the sister of J. F. Devere, who originated the Devere label. Devere's record company will keep the label with his own label with Dan TERRY's new commercial hand sked for the trademark of "B" records. The racing jockey Harlon current riding at Jamaica. Dan has been handling the label and will record his first four sides soon.

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Jimmie Rodgers Signed To MGM Film Deal

MILTON—JAlckson

Can't

LOU HILL

LOUIE—Milton, Tenn., Con.
1. Your Name Is Beautiful
2. It's All Your Fault (R. Price)
3. I Can't Stay Loving You
4. Oh Lonesome Me (D. Gibson)
5. Big River (J. Cash)
6. Whipping Rain (H. Snow)
7. There's That Heart's Desire
8. Pledge Of Love (J. Cash)

VERNON STEWART

Jr.—Clarksdale, Ark.
1. Oh Lonesome Me (D. Gibson)
2. I Can't Stay Loving You
3. Your Name Is Beautiful
4. Trouble Along The Way (H. Williams)
5. Curtain In The Window (R. Price)
6. Send Me The Pillow
7. Things To Come In (C. Smith)
8. Good Droll Lucilla (Terr. Willis)

RAY HUDSON

KU.—Karmen City, Kans.
1. As Long As I Have You (P. Wagner)
2. 'Til There's Nothing Left Of You
3. Whole Woman Love Me (J. Cash)
4. Your Name Is Beautiful (C. Smith)
5. Pass The Biscuits, Boys
6. Girl in My Life (F. Sullivan)
7. Just Married To My Baby
8. She Should Tell Him (E. F. Reese)

SMOKY SMITH

KRT—Des Moines, Iowa
1. You're Just Like A Dream
2. Pickle Pushers (Perkins)
3. That's Your Sweetie
4. Oh Bum Shoulder (W. Cash)
5. Kane Sho Roon (W. Cash)
6. It's All Your Fault (H. Snow)
7. My Heart Is On The Line (J. Sonney)
8. I'm Coming Home (J. Cash)

SONNY SIEVERS

KCI.—Gonzalez, Tex.
1. I Love You So Much
2. Oh Lonesome Me (D. Gibson)
3. I Love You More (J. Reeves)
4. I Love You So Much
5. Honey Baby, My Baby
6. Success You're Mine (Terr. Willis)
7. It's All Your Fault (H. Snow)
8. I Love You So Much (J. Reeves)

KERTM REID

WTVJ—East Point, Ga.
1. Just Married (J. Reeves)
2. Ballad Of A Teapot
3. Dear Heart (J. Setrak)
4. Crying Over You (W. price)
5. Once More (R. Ashfield)
6. I Love You More Than She
7. I Like Her Like Heaven (H. Leadin)
8. Baby, I'm Sorry (R. Ashfield)

KGW—Yavapai, Calif.
1. Because We Love Each Other (Mar. & Patty)
2. Guilty Of Dreaming (J. Setrak)
3. I Love You More Than She
4. Whole Woman Love Me (J. Cash)
5. It's Too Soon To Know (E. Arnold)
6. I Love You More Than She
7. She's Got My Name (J. Setrak)
8. Little Lonesome (J. Setrak)

GEORGE WASHINGTON

TUCKER

WEK—Kewanee, Ill., Tenn.
1. Big River (J. Cash)
2. Curtain In The Window (R. Price)
3. She's Got My Name (J. Setrak)
4. Ballad Of A Teapot
5. My Baby Ain't No More
6. It's All Your Fault (H. Snow)

ART BARRETT

WJG—Sacramento, Va.
1. Cup Of Loneliness (G. Jones)
2. When (M. Lynn)
3. A Dear Heart (J. Golden)
4. Little Brown Eyes
5. Send Me The Pillow
6. Crying Over You (V. Piers)
7. Little Lonesome (J. Reeves)
8. Color Of The Blues (Jones)
9. I Love You More Than She
10. Done For Awhile (R. & C. Dean)

ROY DRUSKY

KKNV—Minneapolis, Minn.
1. Ballad Of A Teenage Queen
2. There's Bound To Be
3. Just Married (M. Robbins)
4. It's All Your Fault (Price)
5. I Can't Stay Loving You
6. Color Of The Blues (Price)
7. I Used To Love You (Price)
8. When The Work's All Done
9. Casino On The Hill (Price)

MARTY KRAUS

1. Ballad Of A Teenage Queen
2. Stiraway On Love (Robbins)
3. I Love You More Than She
4. Don't Do It Again
5. Send Me The Pillow
6. Ballad Of A Teenage Queen
7. Just Married (M. Robbins)
8. Oh, Oh, I'm Falling In Love (Price)
9. Your Name Is Beautiful (F. Sullivan)
10. Little Girl Of Mine (Price)

JIMMY SIMPSON

KSSY—Anchorage, Alaska
1. Ballad Of A Teenage Queen
2. Stiraway On Love (Robbins)
3. I Love You More Than She
4. Don't Do It Again
5. Send Me The Pillow
6. Ballad Of A Teenage Queen
7. Just Married (M. Robbins)
8. Oh, Oh, I'm Falling In Love (Price)
9. Your Name Is Beautiful (F. Sullivan)
10. Little Girl Of Mine (Price)

JIM AUSTIN

KANS—Wichita, Kan.
1. Ballad Of A Teenage Queen
2. Oh Lonesome Me (D. Gibson)
3. Overnight (J. Reeves)
4. Color Of The Blues (Price)
5. Just Married (M. Robbins)
6. Baby Ain't No More (H. Snow)
7. It's All Your Fault (Price)
8. Color Of The Blues (Price)
9. I Wish I Was The Moon
10. What Makes A Man Wander

ART KENNARD

KCRM—Reno, S. Dak.
1. Send Me The Pillow
2. Ballad Of A Teenage Queen
3. Whole Woman Love Me (J. Cash)
4. Baby Ain't No More (H. Snow)
5. It's All Your Fault (Price)
6. I Love You More Than She
7. You're Just Like A Dream
8. Color Of The Blues (Price)
9. I Love You More Than She
10. Send Me The Pillow (Price)

Attention: Please address any information concerning Country Music to J. Howard, Country Editor, The Cash Box, 1721 Broadway, New York, N. Y.

*Only those records best suited for commercial use are reviewed by the Cash Box.*
Music

LONZO & OSCAR will soon be cutting their first session for the Starday people. Titles of the four songs to be recorded will be announced later. For the first time in their entertainment careers Lonzo & Oscar and HOMER & JETHRO played an engagement together in Des Moines, Iowa and drew a crowd of 9,000.

A new star has been added to the horizon of WSM “Grand Ole Opry” artists and Den Gibson is his name. His popularity has grown tremendously in the past few months as a song writer and singer. Don’s first release on the RCA Victor label was “Soon To Know”, with the follow up, “Oh Lonesome Me”. Den made his first official appearance on the Opry, on the Prince Albert portion, on April 12th, and the Prince Albert portion of the Opry was the “Singing Ranger”, Hank Snow, who sang a Rainbow Ranch Boy song. Every other boys appear on Ed Sullivan’s, April 27th, CBS-TV show.

“In the Spring a young man’s fancy slowly turns to thoughts of love” says an old saying and since it seems the “Opry” has just two weeks ago, on March 26th, in a quiet little wedding was solemnized in a small Baptist Church in Columbia, Tennessee. The couple exchanging their vows were Carl Cooper, the daughter of Wilma and Stoney Cooper, and Jimmie Rodgers Snow, son of all-time music favorite Hank Snow. Best wishes are extended from all to this talented young couple.

Congrats are in store for Martha Carson Cosse, who gave birth last Friday to an 8 lb. boy, Andre Michele, last week, at Nashville’s St. Thomas Hospital. Mother, son and father, X. Cosse, are doing fine.

Nick Lucas and Bill Corey, who flew in from Chicago, were featured guests on WNBQ’s “Daylighting” program last Saturday and Sunday, April 10th. Regulars on the show are emcees Joe Allison, Debby Ray, Grady Jackson, Fred Driscoll, Lefty Frizzell, Candy Candido, Betsy Gay, Jerry Wallace and the Bobby Brown Band at the “Country America” show and Charlie Aldrich’s “Riverside Ranchette” in L.A. Both shows originate from the CRC-TE Canadian network. His current hit two-sider is “I Love You More” and “Overnight”. Other recent guests at the “Ranchette” included 12 year old Cheryl Robinson and Leo Tiber, both of whom have been attracting attention in Calif.

George Poppins, “Pop’s Country Store”, WXGJ-Richmond, Va. comments, “From all indications the big labels are dropping out of the country line, with the exception of “Country Store” I am dropping artists, records, contacts, mailing pieces, and promotional men’s time who insist on cramming all of their business down my throat. Our library contains 6000 country 78’s. When they’re gone I’m going 100% business without making a sound. I’ve been at one station for 8 years and have always played country music, I’ve heard all the country music and I’ve heard all the big hits. It won’t be long. Last winter I turned over all the boys who had been with us for years and it appears those who laid the golden egg are getting it in the neck.”

The patients of the V.A. Hospital in downtown Oakland, Calif. were recently treated to some good old western swing music featuring local and national musicians, including Dail Graham on banjo, Curley Gold on bull fiddle, Roger Shaver on guitar, and Mike O’Her, on vocals and electric guitar.

On this occasion we wish to thank the cooperation of Local 6 of the American Federation of Musicians, Michigan AFL-CIO, through a grant from the recording industries trust funds.

A program of public service originated by the recording and transcription fund of the A.F.M. James C. Petillo, President.


Complimentary copies will be sent to country artists on request.

 Scores from Birmingham, Ala, The Palomains from Dallas, Tex., The Florida Boys from Pensacola, Florida; and the Hillbilly Boys from Jacksonville, Fla. have received copies of these two releases are raving about the job turned in by The Rebels. Deejays throughout the country who program gospel music can receive copies of these two numbers by writing to GBS Records, 5128 Lake Howell Road, Winter Park, Florida.

Distribution of GBS Records is being handled through their Gospel Record Club plan which finds Church Groups throughout the nation participating in the promotion and distribution of these gospel messages.

Johnny Cash, whose busy schedule has had him on the road for the past couple of months, takes time out this week to do a session for Sun in Memphis, making the Cash Show into the Maritime Provinces of Canada, including Johnny, Six, of Deco, The Osborne Brothers with Red Allen, The Troubadours, Rocky Dillon, and Lonnie Brooks opens Monday, April 25th in Campbelltown, New Brunswick, and plays Newcastle, N.B., Moncton, N.B., Windsor, Scotia, Halifax, N.S., Bridgewater, N.S., Glace Bay, N.S., North Sydney, N.S., New Glasgow, N.S., Charlottetown, Fredericton Island, Fredericton, New Brunswick and St. John, N. B. ending on May 10th. Cash has recently drawn turn away crowds in Canada, like in Canada, like.

Received the initial issue of the Vernon Taylor Fan Club news from pres. Dee Young.

Taylor, 19-year-old Dot Recording star, will visit Nashville soon for his second Dot session. Taylor, managed by WARL, Arlington, Virginia D.J. Don Owens, will soon complete the tapes for ‘In Sun’, ‘IV’, ‘Overnight’ and ‘Two White Bottles’. His previous appearances at Taylor has piled up over 250 fan clubs in the United States, Mexico and England. Manager Owens recently appointed J. Harold Hickam, to manage the British Isles. Vernon’s current Dot waxing of “Satisfaction Guaranteed” is showing up nicely on the slower chart.

Lou Epstein, of Jimmie Skinner’s Music Center, 222 E. 5th St., Cincinnati, Ohio, writes that the tapes go on into the wholesale distribution of several labels which will be released by Hickory: Starday, Select, Event and Wheeling. One of their top sellers at the present time is Excellent reissues of the song “Tragedy Of School Bus 27” which tells the story of the recent Prestonburg, Ky. disaster. The center is developing goodwill among the parents of the kids. Jocks has copies with the copyright being to the center. They also give out booklets to Verona Lake Ranch, Valery, Ky. (30 miles from Cincinnati). The 1st show which will be set of a joint celebration marking the sixth anniversary of the store and Jimmie’s seventh year on WNOP Newport Ky. (broadcasts from the store daily). Already booked for that day are George Jones, the Stanley Bros., Connie Hall, Dusty York, Ray Lunsford and others. Don Pierre Pons. of Mercury-Starday and Tom旻, the booker are coming up from Nashville for the event. All artists and d.j.’s are invited to attend and can write for free tickets.

Jimmie’s new release on Mercury is “What Makes A Man Wander”. Deejays are also going to love this one. Jimmie and Ray Lunsford have already been booked for two weeks in New York and Canada in August & September by Smokey Warren.

Ross Michael, Sales Mgr. for Eko Records, tells us that the label has a ‘sleepers’ on his band with Gene Parsons, alias “The Cactus Kids” alias, “Cactus Kid’s Talkin’ Blues”. “Cactus Kid’s Talkin’ Blues”. The diskery sent out copies to deejays and a while ago recently discovered some west coast cactus reaction. Label is now in need of distributors everywhere with United Record Dist. Jumping on the Chicago bandwagon, Ben Skora is Eko’s priority at their address is 5548 South Kedare Ave., Chicago 29, Ill. Phone # L’Udell 5-7888.

George Jones is the Apr. 19th guest on KWKH-Shreveport, La.’s “Rayride”. Also on hand were Jimmie Martin & The Sunny Min. Boys, James O’Gwynn, Carl Below, Johnny Mathis, Linda Braunn, Jerry Kennedy, Martha Lynn, Tony Douglas, The Four Ps & Black Stone.

Johnny Rion, KSTL-St. Louis, Mo. all set to open a new session this week with a new, with name attractions. Address is 4106 South Western Ave & Canada Legion Post 57, Recreation Grounds in St. Louis. The first number to receive 1st box of the June 1st, with other “Opry” stars to be featured in the center is with special guests and all the deejays are continued. Also, he’s doing 26 shows a week over the KSDK stations.

Jim Williams, KGTA-Summerville, Ga. notes that country music deejays have finally woken up and sends out an urgent plea to all labels, major and minor, to get those local deejays into his offices. Artists, publicists and promotion men also take note.

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

Application: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 1721 Broadway, New York 19, N. Y.
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Is this a boom in the midst of a recession?

NEW YORK—Not all industries are just accepting the present slide-off without a strong effort to fight back. Among these is the advertising fraternity. The Advertising Council, a non-profit organization representing all branches of advertising, announced a fourth. A program based on "confidence in a growing America." Charles G. Mortimer, president of General Foods Corporation, and chairman of the Council’s advisory committee, said, "I don’t think it is an exaggeration to say that recession begins and ends in the minds of men. Unlike statistics of the weather, behind every economic statistic are the decisions of human beings and human beings can be confident or fearful." The Council’s program will stress seven basic reasons for confidence in America’s future: 1) More people. U.S. population has doubled in the last 50 years; 2) More jobs. There are 15 million more jobs than in 1939; 3) More income. Family income after taxes is at a record high of $5,000 and is expected to pass $7,000 by 1955; 4) More production. U.S. output doubles every 20 years; 5) More savings. Personal savings are a record $300 billion; 6) More research. An outlay of $10 billion a year will pay off in more jobs, better living and new industries; and 7) More needs. The U.S. needs $500 billion worth of schools, hospitals, highways, homes and heavy equipment.

NEW YORK—Even tho the majority of people are concerned with their immediate problems, there are individuals and firms making big plans for the future. One of these is C. L. Johnson, vice president, engineering and research, Lockheed Aircraft Corporation. Johnson told a group of aeronautical engineers that it is possible to have a supersonic jet flying in commercial airline service by 1965, which would zoom at 2,000 miles per hour at altitudes of 70 to 80,000 feet. This craft could fly between New York and Los Angeles in 1 hour and 20 minutes and between New York and Paris in 2 hours. "We know enough today" stated Johnson, "to be test flying such a plane by 1962-63. It could be operational two years later."

Is this plausible? Is this logical? Is this possible? Can this industry be heading into a boom when almost every other business in the nation is howling, "Recession!"?

It has happened before. It happened during the worst depression in the modern business history of this nation.

It happened during the terrible and depression '30's.

The '30's were the most horrible depression years. Able and capable men peddled apples on street corners. Some people took to living in shacks. Food became practically unobtainable for others.

A bank holiday was declared. There was no money available. No business being done. The only cash around were the few dollars some few people had in their pockets.

That's when money reached its greatest value peak. In fact, this continued right up to 1939. The year on which all economists now base their monetary valuations. Because it was during the year of 1939 when the American Dollar was actually worth 100 full, complete honest American pennies in purchasing power. That's when a nickel was worth a nickel. And a dime was really worth a dime.

During that horrible recessive period, the terrible '30's, The starving '30's, The suicidal '30's, The years when one retail merchant after the other closed down or else hung on by the skin of his teeth. When large and small factories scraped, skimped, starved, but tried to keep from closing their doors. When the towering smoke stacks in the big steel towns stopped belching the fiery smoke of prosperity.

During this awful depression that still makes men who remember it shiver and become chilled to the marrow of their bones at the very thought of it—there was BORN A BOOM! A BOOM INDUSTRY! THE COIN MACHINE INDUSTRY!

Perhaps, then, THIS IS THE BIRTH OF ANOTHER BOOM FOR THIS INDUSTRY!

The reason for the question, "Is this a boom in the midst of a recession?", is because of the very noticeable increase in play action that has begun to come about and, furthermore, because the manufacturers in this industry are becoming busier and busier and distributors, too, are beginning to report that their businesses are gaining in volume.

Is this a repetition of the '30's?

Is this a boom in the midst of a recession?
COINBIZ BOOMS AHEAD

It May Be Recession in Other Fields But It's Boom Business at Nation's Factories Where Top Production Schedules Continue in Force and Order Backlogs are Beginning to Accumulate.

CHICAGO—It may be a recession in other fields, but it's booming business at the nation's coin biz factories where top production schedules are in force and where, regardless of this speed production, order backlogs are beginning to accumulate.

It's not only domestic U.S. business that has the coin biz factories here working at breakneck pace, but also constantly increasing export business. The products of the coin biz factories are being shipped all over the world in ever increasing quantities.

A review of the leading factories gives the idea of the fact that, if there is a recession, it certainly isn't in this industry. Operators are reporting that collections have stepped up. Distributors, too, are calling for larger volume deliveries to satisfy their operator-customers.

"It's a quite a coincidence that you ask for our report on sales of AMI phonographs at this time," stated Ed Ratafjack, sales manager of AMI, Inc., "as I have just sent a report to our factory in Grand Rapids. Our report to the factory this quarter of 1958 was considerably higher than for 1957, and 1957 was the largest in AMI's history. Business started off as the second quarter and every indication points to an even better sales figure, which will keep our production lines really humming."

Bill O'Donnell, general sales manager of Bally Manufacturing, reports for past weeks that not only is Bally featuring the finest line in its history but, at the same time, the largest and most varied line. "And," O'Donnell advises, "we're trying our best to meet the orders we've been getting. Business has been over this country as well as from all over the rest of the world. If there's a recession around", he says, "it certainly isn't over here at Bally or, for that matter, in this industry."

"We have been in top peak production for many weeks now," reports Samuel Wolberg, president of Chicago Coin Machine, "and, in addition, we are also adding on a new line which we believe will force us to step up production to an even greater level. The fact is", he adds, "that in addition to the tremendous hit which our 'Rocket Shuttle' made, we have added on a two-player 'Rocket Shuttle' model for the manufacturers who desire it and, in addition, we now have our new baseball game going into production."

"We're getting our best quarters yet," reports Bill DeSelin, sales manager of United Manufacturing, "and you can tell the world that our games are now going out in carloads lots. We've got new hits under way. We're all happy here at United, as we believe that we're in for big booming business."

J. H. Keeney & Company, Inc., has been very deeply engaged in highly classified military work but, according to Paul Huebach, "Our last game clicked so well, we have decided to get back more actively into the games field, and, with orders still coming in for our 'DeLuxe Big Ten' in ever greater quantity, we will also have another game on our production lines in addition to our complete line of vendors."

"We have been going along at a top rate for many months with our 'Lucky Horoscope' machine and", adds Ted Rubenstein of Marvel Manufacturing, "our replacement plastics business for phonographs has continued to rattle, because we, we feel", he says, "that if there is a recession around it's in some other business. It surely isn't in our business."

Domestic and export shipments over at the Rock-Ola Manufacturing plant on the west side of this city, have been increasing right along as this factory gets its production lines speeded up since introduction of its new 1958 models. "All we can say", reports Ed Restau, sales manager, "is that we are working right ahead and trying our best to keep up with the demand."

If anything at all, shipments have continued to increase daily over at the Seeburg Company. This firm, too, has just speeded up its production lines and finds its export business at a new and high peak while its domestic business continues to set new records. "All over the world", reports Tom Herrick, "we're getting our best quarters yet, and our business continues to be outstanding."

Auto-Bell Manufacturing is preparing to introduce a new game to the trade. Zelko Wolf of this firm reports that, "There's plenty of business out in the field. We're working as hard as and fast as we can to get our new game ready. In the meantime", he admits, "we are starting to do a very fine export business."

"Sales of our Auto-Photo studies have always been steady", stated Verle Van Natten, sales manager, Auto-Photo Company. "Since the announcement that we were readying our new model 114, orders have been filling our order book and orders received in advance indicate that we will be in full production for the balance of 1958."

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

(Continued from preceding page)

At Williams Manufacturing every effort is being made to step up production. This firm has had one hit right after the other. "We’re busy trying to figure out how to meet the orders we’re getting and somehow wipe away part of the backlog that is accumulating," said Sam Stern, executive manager of this firm. "Everyone knows," he says, "that we, here at Williams, have been bringing the industry one hit right after the other. There sure is no recession here. We have a real boom under way. Only hope we can fill all the orders we are receiving as fast as they arrive."

"Our 1959 Console line of phonographs have been very well accepted by music operators throughout every area in the United States," stated Bob Bear, sales manager of the Wurlitzer Company. "Our production lines are turning out phonographs as rapidly as possible, and our distributors’ orders are being filled as quickly as we possibly can."

Fort Pitt Industries, Inc.; Named "The Seeburg Corp."

Increases Authorized Common Stock to 3,000,000 Shares at $1.

Robert E. Maes, Sidney Bear and Louis Tose Elected to Board of Directors

PITTSBURGH, PA.—Shareholders of Fort Pitt Industries, Inc., today approved both a change in the company’s name to “The Seeburg Corporation” and an increase in authorized common stock to 5,000,000 shares of $1 par value, from 1,250,000 shares of $1 par value.

The company now has outstanding 1,125,000 shares.

The J. P. Seeburg Division in Chicago has been the only operation of Fort Pitt since the latter disposed of its brewing and overcoat divisions in 1957.

Since a major portion of the products manufactured by Seeburg are marketed under its own name, the management believes that a change in name from Fort Pitt to "The Seeburg Corporation" would more correctly reflect the operations of the company.

Seeburg is the manufacturer of coin-operated phonographs. It also manufactures missile components for the United States Government, and produces facsimile telex and teletype equipment for Western Union Telegraph Company.

Shareholders at the annual meeting also elected as directors: Robert A. Maes, Executive Vice-President and Director of Donner Foundation, Philadelphia; Sidney Bear, President of Lucky Furniture Co., Akron, Ohio; and Louis Tose, President of Tose, Inc., trucking firm of Bridgeport, Pa.

Busy Days Ahead For New York Ops-Distribs

NEW YORK—The advent of Spring brings with it a rush of business and social activities for the New York operators and distributors.

Local coin machine operators will find May and June a time of get-togethers ranging from Chicago, the MOA Convention, to New York City, the UJA-Al Simon Testimonial, to Westchester for the Westchester Operators annual affair, to Grossinger’s Hotel, Grossinger, New York, where the New York State Operators will hold its sixth annual affair.

The line-up for operators who wish to enter the events on their social calendars is:

- May 6, 7, 8—MOA Convention, Morrison Hotel, Chicago, Ill.
- May 14—UJA-New York Coin Machine Division Victory Dinner-Dance honoring Albert Simon, Hotel Astor, New York, N. Y.
- May 20—Westchester Operators Guild Seventh Annual Banquet, Holiday Inn, Scarsdale, N. Y.
- June 14—New York State Operators Guild Sixth Annual Dinner, at Grossinger’s Hotel, Grossinger, N. Y.

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

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May 14—UJA-New York Coin Machine Division Victory Dinner-Dance honoring Albert Simon, Hotel Astor, New York, N. Y.
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June 14—New York State Operators Guild Sixth Annual Dinner, at Grossinger’s Hotel, Grossinger, N. Y.

www.americanradiohistory.com
Bally Executive, Joseph Flesch, Elected President

James D. Yates Now Sec-Treasurer
Herb Jones Continues As Vice-Prs

CHICAGO—Meeting today in the main Bally plant here, the board of directors of Lion Manufacturing Corporation which operates Bally Manufacturing Company, this city, elected Joseph Flesch, veteran Bally executive, to the office of President, vacated by the death of Ray Moloney. James D. Yates, formerly secretary, was elected secretary-treasurer. Herb Jones continues as vice-president.

A spokesman for the board stated that in addition to the responsibilities of the Presidency, Flesch will assume the managerial duties of A. J. Renn, formerly executive vice-president and treasurer, who recently retired to devote his time to personal interest. "Joe Flesch," he continued, "is highly qualified to carry the burdens the board has placed upon him. Joining the Bally organization in 1916, he played an active part in the expansion of the Bally organization to the present group of eight affiliated manufacturing concerns. He has lived close to all phases of the business, from development to distribution, and knows the problems of the industry."

Commenting on his election, Flesch emphasized that his chief purpose executive to continue the progressive policies instituted by Ray Moloney. "I am strengthened in that purpose," he added, "by the board of directors that conferred this honor upon me . . . a board that consists entirely of members of Ray's family and key executives who helped Ray to build Bally. Backed by directors who knew Ray's high aspirations, I shall carry on for him to the best of my ability."

Govt. Anti-Trust Action Against Wurlitzer Settled

CHICAGO—The civil anti-trust action by the Government against The Wurlitzer Company, which had been pending for some months in the United States District Court for the Western District of New York, was ended April 18 by the entry of a Final Judgment to which both the Government and The Wurlitzer Company consented.

Officials of the Company, in announcing this disposition of the case, indicated that the agreement was of the nature of a character change that reached in suits against other automatic phonograph manufacturers, and stated that it would involve no significant change in the Company's operations.

"Big doings in Old New Orleans," as Nick Carbaial of Crown Novelty Co. puts it. Nick says he has the biggest hit in the coin machine history in the banks of the Mississippi Delta. Every two weeks but operators are still coming in to see it. Some of the operators who attended the showing are Charles Anderson, Tony Ingrasis, Henry Ripp, Richard Larson, Ray Oake, Steve Ruffener, and Otis Ripp, are all dealers in New Orleans. Carbaial is looking for a Stamina H. S. L., and "DeVille" a big time winner. The Lions Club of Ste. Mar. is making plans for their annual auction at the New Orleans Hotel. The coin machine is a hit and can be seen in every city.
Through The Coin Chute
CALIFORNIA CLIPPINGS

With the break in the weather operators are taking advantage of the surplus inventory of inventory coming in from the surrohanding president of distributors and one-stops along Pico Boulevard... Mary Kaye and her brother, Normand, dropped in to visit Norty Beckman at Norty's Music Center. While at Beckman's her new Decca album is selling as fast as the singles of the Mary Kaye Trio. Jan Graham reports his biggest selling single the past week has been Little Willie John's 'Talk To Me, Talk To Me' on King. Joe Alvarado predicts the Everly Brothers have a hit on Cadence with "Claudette"... George Mahum's desk is piled high with reports from the new Seeburg phonograph line during the post inventory sale at Minthorne Music Company. Nate Duncan has added to the bookkeeping department at Minthorne. Charley Davey welcomed back to the Party, Inc. officers 20th Century Fox sales the past week and reports the Chicago Coin "Rocket Shuttle" game is going to own a box for all the fans, former coin machine operator, is now dealing in real estate in the Apple Valley area... Charley Robinson reports William's "Short Stop" baseball game is creating a great deal of interest with the opera box visits only five people. Ann from the Valley office to help them in their headquarters on Pico with the sales of used equipment. Bill reports the repairing and reconditioning of used equipment for American is on a steady increase.

Al Silberman making preparations to move into his new offices at Associated Distributors. Inc. Al announced that new personnel will be added at Associated, each a specialist in his particular field, which will give them a "hard hitting" organization. Al reports the new Wurlitzer phonograph line continues moving at a steady pace with the operators. Jack Simon on a quick trip to Las Vegas before departing for the MOA Convention in Chicago and then to Europe. Sonny Lobmberg reports the heavy rains slowed operations. . . . Jim Simon, but the phones rang constantly from operating calling in orders. George Mursoka commenting on his busy so busy readying equipment for the Spring business, he's had to neglect his wife, Mary, Kaye and Claire Solle were visited at Leuenhagen's Record Bar by Dwayne Hickman, new recording artist, and was told by the girls his first release, "Dance" on ABC-Paramount has started to move. Barbara Chandler, the girl's niece, cut classes on U.C.L.A. to be on hand to meet Dwayne on his way to Pico. Mary telling Bob Krasnow, December, that "I Met Him On A Sunday" by the Shirelles should be a big hit for the label. Kay predicts Marti Barris has a hit with "Scottish Fling" on the Keen label as his new record that has started to move fast. Ronnie Guitar's "Love Is Over, Love Is Done" on Radio Records... Bill Happel anxiously awaiting the arrival of Keeny's new baseball game which should arrive in the Eagle Distributing Co., Inc. momentarily. Marcy of A1 reports the AMI "1-200" phonograph continues a fast moving item. Jack considering the fact he has had a flu shot in the Parts & Accessories dept.

The operator's contest being held at Advance Phone Parts by Pat Pugliese is bringing in operators from near and far to see who will receive the power saw and power drill as first prize. Pat reporting that big cash goal operations by the operators the past week... Jimmy Wilkens says Ball's "Skill-Roll" game has caught on with the ops. Ed Wilkes reports the new Ball's "Trophy Bowler" game has made a fast move in the Parts & Accessories dept. enthusiastic play has been received by all the operators who have seen it.

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George A. Miller Describes Life Insurance Plan For Ops

Any Member or Associate Member of MOA Eligible. Must Be Under 61 Years

CHICAGO—From his MOA headquarters in the Morrison Hotel, this city, George A. Miller, national sales and managing director of Music Operators of America, issued a statement outlining the organization's program to institute a life insurance plan for members of Music Operators of America.

"Any member of Music Operators of America," explains Miller, "or any associate member, under the age of 61 years, can take out $10,000 worth of life insurance at $10.50 per month or $135 per year, which is the lowest rate possible for life insurance. Any member or associate, which by the means of his employees, can take out a $5,000 life insurance policy at $5.50 per month or $66 a year, which I do not think can be equalled in any other manner except by a group insurance plan such as this company is offering to the members of the Music Operators of America.

"It is something that we needed and something that we wanted. However, to make it a possibility we must sign at least 600 members, I have been working on the plan for approximately two years, and now that we have such a plan I believe that every member will cooperate and sign up, which of course offers them such great benefits."

Operators can discuss the plan in detail with representatives of the insurance company, which will have exhibit space at the MOA convention (Booth 76).

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
What’s Doing With ’58 Phonos?

The results of this survey are now being compiled and will appear in

The Cash Box’ “MOA Convention Special”
(MAY 10, 1958 ISSUE)

* of tremendous interest to every manufacturer and distributor of automatic music.

* of even greater interest to every music operator, especially those operators who are planning to purchase new, ’58 phonos.

* another tremendous reason why The Cash Box’ “MOA Convention Special” is extremely important to every advertiser. Closing date for all advertisements for The Cash Box “MOA Convention Special” is Thursday, May 1, 1958 at Noon, in the Publication Headquarters of:

THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N.Y.
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“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
**Through The Coin Chute**

**NEW ENGLAND NIBBLES**

A big shortage of used equipment is prevalent in the area according to distributors in Boston who report that there is "practically no used equipment available." Biz has levelled off good and arcade equipment is moving readily. Juice box play in the New England region seems unaffected by recession, according to those who reported this week that there has been no downward trend apparent, and reports for the most part said play was up or holding even for the first quarter of the year. Also, a good summer season is anticipated with increased rental and better than usual sales.

At Redd Distributing (Wurlitzer), Bob Jones, sales mgr. reports plant is as busy as a Bally baseball game and ops have been evidencing big interest in it, also Chicago Coin's new baseball game, Music machines are moving well and demand for arcade equipment on the increase. . . . At Tri- mount Sales Corp. (Sears), Irwin Margolitz, general sales manager, reports busi- ness outlook for the industry in the second quarter is good and the first quarter has been above normal. Arcade equipment is moving fast here with fine weather aiding and outdoor ops anxious to get started. Marshal Curas, sales, reported the scarcity of used equipment is very noticeable and export demand has been very strong. The prices in charge, have been held at Trumont with limited number of ops, groups of five and six, in at a time for individualized attention. . . . At Associated Amusements (Rock-Ola), Ed Drayer back in action after illness, on trip to N.H. to visit with ops. Dick Mandelli, gen, mgr., has been hold- ing down the Rugg St. plant operations. . . . At Atlas Distributors (AMI), Louis Blatt beginning road trips with the good, weather to the north country, re- ports biz holding good on the AMI phonos.

In a distro during this week were: Chris Carragianis, Newport, R.I.; Al Dollas, Hyannis; Jack Glover, Falmouth; Steve Pielock, Ray Shee, Wor- cester; Bance Wood war, Quincy; Phil More, Brookline; Dave Balle, Artillo- con; George Briggs, North Adams; Bernie Michaud, Waterville, Me.; Joe Assad, York Beach, Me.; Dave Gropan, Boston; Connie Pocius, So, Boston; Ray Paine, Framingham; Tom Libey, Haverhill; Romer Rivard, Lewiston, Me.; Plimy Burroughs, Brattleboro, Vt.; Manny Andelman, Cambridge; Leonard Appel, Allston; Larry Bettenconn, Danvers; Ken Ghorce, Brockton; Lou (Williams) Mac; Ed Dwayne, Providence, R.I.; Teddy Rubinowitz, Chelsea; and Williams, Nashua, N. H. . . . Word of death of John A. McNally, well known thruout the industry, who had been rep for Seeburg, Wurlitzer and Rock-Ola, saddled coin industry with a loss of a fine personality. . . . Timberlake, Columbia recording star was honored by more than 100 disk jocks, through Columbia's promotion party at the nightclub hosted by Ed Masterson, Columbia sales mgr., and Bob Messenger, Columbia promotion mgr. here.

**Through The Coin Chute**

**PHILADELPHIA FILBERTS**

Whether it is the result of the warm spring days this week, or a general pickup in collections, a note of cheer and optimism was very evident through this town. As a result, the Walters, Banner Specialties, on a vacation in Florida, is back next week . . . . Due to the excellent domestic business at International Amusement, under the supervision of Sid Goodman, firm had to add five new employees. Hank Groeneman now fully recovered from the flu, and back on the job. His kindness receipt of new, every order for 16" Batters from Belgium. . . . Dave Rosen, David Rosen, reports fine action on all new games and music, as well as pickup in sales of used equipment. Dave, who is on the committee of coinmen listed for the testimonial dinner for Albert Simon of New York for that city's ULA-Coin Machine Industry drive, will go to New York on May 14 to personally congratulate Al. Dave Weiss made an up- date trip, and Lenny Schneller out seeing the music ops on AMI's new model "I" phonos . . . . Joe Ash, Active Amusements, returned from a trip upstate and reported business fine. Also reported that Gottlieb's "Bright Star" selling very well . . . . Mike Chank, International Scott, reported that collection reports on Bally's "Skill Roll" exceptionally fine. Firm also received its sample of the new Bally tower, "The Trophy Boller," and comments from ops who visited the showroom would indicate a real winner. . . . Eastern Music a real beech of activity. Marvin Stein, pointing to a load of the music ma- chines, advised they were being shipped to fill an export order. Firm's "Service School" sessions being well attended. Classes being held every Saturday until the end of May . . . . Harry Ascola, Columbia Records, reveals that the previous week's sales of the Fastest Coining, largest coin "Merry-Go-Round" is Eana Lang of Philadelphia. Ascola reports the album is doing very well saleswise . . . . At King Records we learn that Bill Doggett's new release, "W. C. Handy Blues," "Sly My Darling" by The Chanters and of course, "That Thing Called Love," Little Willie John are the three most exciting releases at the branch . . . . Irving Doerfler, David Rosen, hyping the new Chuck Berry album on Chess. . . . Clayton Burdick, ABC Paramount lists "Big Name Button," The Royaltones; "Let The Bells Keep Ringing," Paul Anks; "Now And For Always," George Hamilton IV; and "Valley of The Moon," Alan Dale. Burdick is also very excited about Frankie Avalon's "Let's Make A Love" on the Decca label.

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**Chi Coin Delivering New Baseball Game**

**Report Peak Production Schedule Under Way For New "Batter Up" Electronic Baseball Game**

CHICAGO—Not only is Chicago Coin delivering its new baseball game, "Batter Up," to all of its distributors but, the firm reports, it has a peak production schedule under way to get as many of these new "Batter Up" games out as fast as it possibly can to meet the demand of its entire distri- buting organization.

"In addition to keeping production rolling at top speed for the various models of our outstanding hit game, "Rocket Shuffle," we have just insti- tuted peak production schedule for our new "Batter Up" electronic base- ball game," reported Samuel Wolberg, president of Chicago Coin Machine. "Our distributors demanded imme- diate quantity deliveries of "Batter Up." Wolberg advises, "after they received their very first samples of this great electronic baseball game.

"This is the one baseball game," Wolberg explains, "that attracts in- stant player attention and that keeps the players at the game hour after hour. It is the most thrilling elec- tronic play ever devised.

"There are so many new and better features incorporated into "Batter Up" that an attempt to list them would simply be confusing in any one statement regarding this great base- ball game."

"It is my suggestion," Wolberg continued, "that every operator in the country, especially now that the base- ball season is under way, make it his business to visit one of our distributors and play the game himself.

"In fact," Wolberg added, "knowing the high quality games that our firm produces, operators can start right off by placing "Batter Up" in their favorite baseball play action locations. They will be assured of the most outstanding big play action they have yet enjoyed.

"This is the first time in baseball game history," Wolberg believes, "where such outstanding and in- genuous electronics has been incorporated into a game to bring such tremen- dously interesting and captivating play appeal and moneymaking action all at one and the same time.

"We urge the nation's operators to see our new "Batter Up" baseball game at the show rooms of their Chicago Coin distributors today," he concluded.

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The Cash Box

SPECIAL ISSUE
(dated: may 10th)

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“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
A. Donald Arsem Named Mgr. Of Engineering-Research By Wurlitzer

NORTH TONAWANDA, N. Y.— With a background of wide experience in product engineering, research and development, A. Donald Arsem has joined the Wurlitzer Company as manager of engineering and research at the North Tonawanda Division. The appointment was announced by Ray C. Hainbaugh, vice-president for engineering and research at North Tonawanda, New York. Arsem holds a B.S. in Electrical Engineering from Massachusetts Institute of Technology from which he graduated in 1945. He is a senior member of the IRE and a member of the Scientific Research Society of America.

In 1945 and 1944 he was Development Engineer on the proximity fuse project at the United States Bureau of Standards. In 1949 he joined the RCA Victor Division, Ground and Marine Radar Section, as Development Engineer. He developed significant new techniques for high accuracy radar range tracking and carried out the original planning for the AN/CPS-10 radar system.

In 1945 Arsem joined the General Electric Company Electronics Laboratory in Syracuse. Here he lent his talents to a wide variety of projects. He was responsible for the development and system evaluation of the Hermes missile guidance systems. He was also assistant head of the missile guidance section with General Electric and active in development of equipment utilized in the JPL Corporation’s missile guidance system.

From 1951 to 1953 Arsem headed the Magnetic Materials Application Section at G. E., directing development of miniaturized delay lines, magnetic iron core frequency control circuits and other magnetic devices. From 1953 to 1955 he was manager of Advanced Product Development, Electronics Laboratory, General Electric.

In 1955 Arsem became manager of Engineering; and Research for Stewart-Warner Electronics in Chicago. In this position he had responsibility for the administrative and technical direction of the engineering staff.

He joins Wurlitzer to apply the same sort of engineering technology to the company’s electronic products, organs, phonographs and other civilian products, as well as projects for the Defense Department of the United States Government.

Chi Phono Bowl League Scores

CHICAGO—High scoring was the keynote of the evenings tournament action when the Automatic Phonograph League (National Division) met April 16. A first was achieved when Myrille Schachki bowled high game with a 224, and high series for women with 402 for the set.

Rene Gallet of the Pashke team bowled high series for men with 601 coupled with R. Gallo’s 538 as the Pashke’s whitewashed Garmisa in three games. S. Wits dropped 491 pins for the losing Garmisa.

R. Albamonte led his Deeca team to a 2 for 3 victory over Phono Service. R. Holl bowled 406 for Phono. Western was 2 of 3 over Singer, Lou Earrapeno bowled a whopping 567 for Western and H. Waleczak scored 518 for Singer.

Coven was victorious 2 out of 3 over Gateway as F. Seliskatno finisched up with 491 against Ray Hendersom’s 375. L. Taylor dropped 571 pins as ABC knocked over B & B in a 3-game set. M. Piroton bowled 511 for B & B.

Gillette swept the 3-game set over Amber with Charlie Pliert’s 538 leading the way. G. Kalas had a 467 for Amber.

E. Kupinski’s spearheaded Mercury to 2 wins of 3 over Star with 856, despite Myrille Schachki’s brilliant 224 high game for the losing Stars.

Tony Galgano again led his Galgano team to a 2-game win over the Brown’s with 541, coupled with C. Allen’s 321. Brown’s J. Gaskel was high man with 559.

Arsem is married and the father of three daughters and a son. He will make his residence in the Niagara Frontier in the near future.

"It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY"
Bally Solves His Problem

CHICAGO — When Ron Terry of Chicago television fame, created his new TV Quiz Show, “Big Inning,” he ran into difficulties planning a special visual presentation which would show viewers results and tabulations of their scores on the show. To the rescue came Bill O’Donnell and Paul Calamari of Bally, and all the brainpower of the famous amusement machine manufacturers, and finally the intricate writing and mechanism of the “Big Inning” Scoreboard, to bring about another “first” for television. The new TV show makes its debut on WGN-TV, Channel 9, Chicago on Sunday, April 27, immediately following the baseball telecast, and this debut will mark the first time that an amusement machine manufacturer developed equipment specifically designed for the TV presentation. Pictured, are Ron Terry, host and quintessential of the new program, Paul Calamari, Bally engineer in charge of the project, and William “Bill” O’Donnell, sales manager of Bally, all listening intently to the descriptive technical orientation of the new machine.

US GALS

By Cissie Gersh

I most sincerely hope that all of you gals will be present at the Ladies’ Fashion Show Luncheon, sponsored by Music Operators of America (MOA), at the beautiful Terrace Casino of the Morrison Hotel, Wednesday, May 7 at 12 noon. To obtain a ticket for yourself and your hubby, simply have your friend hubby write to: George A. Miller, MOA Convention Headquarters, Room 228, Morrison Hotel, Madison at Clarke Streets, Chicago, Ill. I’m sure George will be more than happy to mail you a ticket. . . The many visitors from out of town, who will be present during the MOA Convention, will, almost invariably, ask about a spot or two where the food is very good and where there is also a bit of entertainment, but, where the tab is in the “inexpensive” category. Among such well-frequented places I suggest the London House, Cafe Continental, and the Singers’ Rendezvous. You can enjoy a very satisfying dinner at any of these spots for about $4. . . The Chicago is famous for marvelous steaks and roast beef, there are those who love gastronomical adventuring. The kind of gals who just love to sample dishes of other countries. And we certainly have these places, too, here in our Windy City. If you have a desire for authentic Cantonese food, please don’t order such a delicacy in a restaurant that specializes in American fare. If you like the kind of atmosphere that goes with such exotic food, try the famous Bay-Bay, The Traders, House of Eng, Polynesian Village, Don The Beachcomber. For very marvelous Cantonese food, no atmosphere, try Hoe Kow. If you have a desire for ultra fine French cuisine, there’s the world-famous Imperial House; equally famous L’Aiglon or Jacques. If you want hearty German fare, try the famous Bally-Hoff, just outside the Loop, or the Bismarck Hotel’s Swiss Chalet, which specializes in both German and Swiss dishes. If you like wild game and authentic Bohemian dishes, try the Cafe Bohemia. . . If you have the time and, since it’s Spring, you’ll enjoy a drive thru the beautiful countryside and into scrumptious Wisconsin to what your appetite for a truly wonderful family-style farm meal, there’s a very beautiful spot called Honey Bear Farm. It’s 65 miles from the heart of Chicago (follow U.S. 12) to Powers Lake, Wisconsin. You can spend some really thrilling hours shopping at the very unique and charming Honey Bear Farm. One part of this farm, called "The Plank" specializes in really homemade cakes, cookies and, a terrific specialty; "Homemade Wheat Bread." People drive for miles and miles just to buy some loaves of this famed and delicious bread. It takes just about an hour and a half by car and you’ll admit it was well worth the trip. . . Of course, gals, if you can afford to smash the family budget to smithereens then you simply must leave one opening even for dinner and dancing at the famed Pump Room of the Ambassador East Hotel. Just go out all in dress. The food is just out of this world as is the service. Always one of the best in Chicago, and the "Plank" is {of course} the "Plank." It is simply must have the best in Italian food must surely try Como Inn at Fair Avenue. This is absolutely one of the best in Chicago and a very well frequented spot. The service Luckily, it’s right at State and Lake Streets. Here you will probably bump into a cousin you haven’t seen in years and years, or a pal you lost track of a long, long time ago. Everyone, at some time, gravitates over to Fritzel’s. . . In next week’s column, I’ll dig up our very best shopping places for dresses, hats, fur coats, and clothes great. The service. . .

See Seeburg On Weekly TV Shows

BANGOR, MAINE—Jim Winters, “Club 58,” this city, is shown above, Music Co., Bangor, who supplied the programming to Sirius, “Club 58.” invites the public to visit the station, and the jock box is used for dancing during the show.

“Ballooned” from the WABI-TV Channel 5, left, with Joseph Gabriel of Automatic Seeburg Phonograph used on the televisions high school students to the who once gave the WABI-TV Channel 5, left, with Joseph Gabriel of Automatic Seeburg Phonograph used on the televisions high school students to the

ATLAS SLASHES PRICES!

[Table showing reduced prices for various games]

ATLAS MUSIC COMPANY

2118 W. NORTHERN AVE., CHICAGO 47, ILL. U. S. A.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
Letter Detailing Problems Goes To United Music Ops Of Michigan

DETROIT, MICH. - Roy Small, public relations counsel, United Music Operators of Michigan, this city, advices that record buyers operators in the Detroit metropolitan area has been sent a letter detailing some of their problems and plans to combat them. Included with the letter was a postcard asking: "Will you support the United Music Operators of Michigan in solving the following problems?"

Small asked a "yes" or "no" answer be designated on the postcard so that the organization can take concerted action. The problems listed are: (1) Bringing about a more equitable Personal Property valuation, most particularly as to depreciation; (2) The question of a change in the Licensing Ordinance; (3) Curtailing distributors direct solicitation of locations; (4) Exposing distributors who encourage new operators to start in business without finance, uniting our forces to stop this unethical practice; (5) Continue to uphold the good reputation of music operators and be prepared to protect your good name.

Small's letter to operators detailed the above five points as follows:

(1) The arbitrary Personal Property Tax values claimed by the Assessors can be combated by public hearings before the City Council. Definite steps must be taken as soon as possible to eliminate exorbitant taxation of music operators personal property next year.

(2) Public Relations Counsel reported on his meeting with L.L. Schwartz of the City of Detroit License Bureau. The Board of Assessors, through the Licensing Bureau, are trying to obtain complete location lists of each operator and a proposal has been made to change the licensing ordinance. The proposed ordinance would require an identification, furnished by the Detroit Police Department License Bureau, for each machine and would entail an additional license fee. A machine moved would require a new identification. Public Relations Counsel asked the members to express their wishes on this proposal so he can present their views at future meetings with city officials.

(3) (4) To curb grievances, suggestion was made to print literature and distribute same at location. Tony Siracuse urged members to adopt this idea as a similar idea has been successfully used in the past. Moved by Harry Norton that printed literature be distributed, telling the facts of any complaint, it was adopted.

(5) It is necessary to continually protect your good name. Recent publicity, attributed to statements made by Chief Counsel, Robert F. Kennedy of the Labor-Management Investigating Committee, has been detrimental to all music operators. Detrimental statements and publicity should be challenged regardless of the source.
Visitors To The
BRUSSELS
WORLD'S FAIR!

PICK UP THE LATEST ISSUE OF
THE CASH BOX
at the
Amusement Center Arcade
FREE — NO CHARGE
To Members of the Coin Machine, Record and Music Industries

Through The
Coin Chute
EASTERN FLASHERS

Spring arrived in this big city this week, with sunshine and warm breezes. Wholesalers along coinrow were besieged by personal visits and continuous phone calls for equipment. Not only were local operators in evidence, but a number of ops from outlying areas drove in to pick up machines and supplies for shore and resort locations. Local ops also in a happy frame of mind, as collections start to rise.

New York State Operators Guild announces their 6th Annual Dinner and Dance will be held at Greatgater's Country Club in the Catskill Mts. on Sat. night, June 14. Week-end facilities available for those who wish to spend several days in the country. Special deal for column. ... Murray Roes, Atlantic City Corp., must welcome our visit, particularly these days. It gives him an opportunity for a few moments to talk out his golfing adventures, instead of keeping his nose buried in orders or Seeburg phonos, and sales pitches to visiting ops. Meyer Paroff out calling on the trade when we dropped in. . . Al Babelzer, Alba Vending, Flushing. Let us not forgetting for his son's (Harley) bar mitzvah in May. . . Red Zupol, another op who likes to talk about his son, Anthony, who was home for the Easter Holidays. The boy a student at Le Salle Military Academy. . . Had quite a time plumbing Barney (Buddy) Sagerman, Runyon Sales, down for a minute. We finally said hello when he emerged from the inner offices to demonstrate Bally's new "Foul," which registers when player throws ball against metal protection in front of pin. Perry Lowengrub and Ivor (Kempy) Kempton, young roadmen, both in the office conferring with ops. Morris Rood announces an AMI "Service School" will take place on Monday night, Apr. 21, in Runyon's show-rooms, starting at 7 P.M. Refreshments will be available an hour before. Monte Coen, AMI's field engineer, will conduct the sessions. . . Joe and John Sugerman, back from a combination business-vacation visit to Chicago, lights up when he details the 40 minute fight he had in landing a 45 lb. White Marlin.

Plenty of excitement at Albert Simon, Inc., where ops surround Chico's new baseball game, "Batter Up," just set up in display room. Al Simon and Al D'inzillo demonstrate play of this highly intriguing game, with ops passing nothing but complimentary remarks. Simon heads for parts West this week for a few weeks' vacation. . . John Fitzgerald, New York Coin, columnist visits wholesalers on his way back home after an extended Fla. vacation. . . Abe Lipshy and Sandy Moore, Sandy Moore Dist., attend the meet of the Garden State Amp Assn. Thurs., Apr. 10. Both report sales of Wacker phones keeps on at fast pace. Joe Hudlich, from The Wurlitzer factory, visits here. . . Ruth Michaelson, well known woman op, makes the rounds of wholesalers. Ruth's daughter and son-in-law, Ewald and Charles Cook (who run an operation in Miami, Fla.) spent the Easter holidays here. Ruth more interested in bragging about her grandchildren than talking about biz. . . Ray Gilicaud, Monticello, N. Y. op, drives in for some needed equipment. . . Of course, our visit to Mike Munves resulted in nothing more than a hurried hello. Sidewalk in front of Mike's quarters loaded with equipment, and at the same time being shipped. A real mad house. . . Elias Gassner, MGA show in Chicago, L. I. in Feb., and the 3-cushion L.I. championship in Mar. He's now competing in the N. Y. State Professional Pocket Billiard Championship being held at Joe McIll's Broadways Recreation room in Astoria. . . Bob Charles, Binghamton, N. Y., back on the job after a couple months relaxation in Fla. Bob reports biz holding up good. . . Abe Rubinstein, arcade owner, elected by the Board of Governors of the National Showmen's League to serve as Treasurer. Charlie advises that his soldier son, Bernard, serving in Germany, is assistant director of entertainment group, and that the group won 2nd place in a talent contest in his area. . . Harry and Hymie Koeppl, Koeppl Dist., report increased sales of music machines to local ops. . . Louis Rubink, arcade owner in Seaside Heights, N. J., has been open past few Sundays. Biz good, he states. Will open Sat. and Sun. during May, and then starting June 15, will keep open through the season. . . Bernette Brown, Beacon, N. Y., rushes from one wholesaler to the other, loading up with supplies.

Through The
Coin Chute
UPPER MID-WEST MUSINGS

Don Hazelwood, Aitkin, Minn., in town with his family to see the Sportsman Show in Mpls. Don taking time off to make the rounds to visit some of the distributors. Don very satisfied the way his business has been since the beginning of the year. . . Han E. Moore, Brainerd, Minn., in town for the day picking up his record supply and looking for some good used games. . . Winona, Minn., proves was well represented in town Monday as was Brainerd, Minn. . . Mrs. Cecil Terveer, Jim Stanisfield, and Lloyd Williamson were all in town and saw each other for the first time in months. . . Jose Whelan, Elly Earch, Mora, Minn., is getting to be a steady visitor in the city. His second or third trip in the past month. . . J. Allen Redding, LaCrosse, Wis., in town for a few days, J. Allen has said he bought a pool hall and is spending most of his time running it. . . Mike Young, Soldiers Grove, Wis., in the city for the day making the rounds. Mike reports that business has been holding steady for the past few months. . . Joe's Coinrow, LaCrosse, Wis., in town for a few days taking it easy. Gabby telling us that if the weather holds up as good as it has been the summer reroutes might open a few. . . Stan Woznak, Tribune, Little Falls, Minn., in town Thursday getting his reservations set for the season. . . Chicago Coinrow, Chicago, Ill., and Groves, St. Paul, Minn., in town for the day. Their first visit to the cities in a year.
"You don't know how right you are when you say that this is a boom." Bill points out that the Bally product bulker than ever with largest variety of games yet presented during any spring season. "Expect for sure that history is repeating itself. The late '50's are taking on the appearance of the late '30's. Many of those who have been around for both periods more agree factories here just as busy during '58 as they were in '38, if not busier. Shipments going out all over the world. New games popping out faster than ever. And every factory trying to keep production ahead of order backlogs ..., Paul Huchel all the changes that a factory enjoys, and that the others are doing a bigger business. Allen J. Stern, Joe Phillips, Albert Allen, among other leaders. The first baseball game produced by this factory in many years. "Never before," Huchel reports, "we have had such a crush of initial orders for any game." This entire plant now working at top speed. They're going to shoot me with one inch of speed," is the way George Jenkins explained it the other day.

JUDD WEINBERG

No wonder so many meetings between Sam Wolberg, Sam Ginsburg, Ed Levin, Mort Seoone, Harry Glick and others at ChicoCoin. Now have two models of "Rocket Shuffle", new "Batter Up" baseball game and their great "Commando Machine Guns" all in production at one and the same time and orders for all around bigger each day. "We're not going to lose," member of "20 Year Club", Leon F. Stone, is running for Judge of Houston County, Tenn., Election day is August 7, 1956. Joe, Judge. ... Never saw a busier young executive in office. Judd Weinberg reports that many shipments of Gottleib games to all over everywhere of this country. ... Phono infas salamanca is a success prior to the MOA convention, discussing the game, and that the others are doing a bigger business. Amazing many how many ops also engaged in other businesses. Variety stores, Real estate, Small factories, Hi-Fi phones and record players. Even dresses for dolls! And many, many, many others, occupations in addition to coin-op. ... Bill DeSelm is strolling down the corridor into his office. "You know," Bill said, "I'm selling all around." Down at his desk. All the time uttering a single word. Then—boom! All around going with the long call after the other. As orders pile up, the smile on Billy's face grows bigger by the minute. ... Johnny Franz points out, "This is surprising to me because I've been doing a very good business in coin machine history. How true, how true. ... Al Warren says Genco is working away harder than ever. That the firm has been fortunate, for one of the most unique products it has yet produced. "Believe me, Joe," he smiled, "I know it." Vince Van comes up with this idea. "We're meeting people with all the coin collectors. Just roll up your sleeves and keep punching," Vince Van claims that this industry "is here to stay. Anything by anyone at any time and business growing bigger every day.

Johnny Watling pesters by a bill collector got mad enough to dig deep into his back pocket red-faced when the facts come out. "Seems that the guy wanting to collect actually owed Johnny the money he wanted. (Moral: Don't put the heat on Johnny Watling until you're sure)." He does. Claims that the young and enthusiastic. Believes that these little babies can earn more, for the young men in the game. ... Orchids and roses. Joe was elected Chairman for the coin machine division of CJA (Combined Jewish Appeal). Joe hopes to set a new record for money raised for this very important cause. ... Ralph Mjolle and Ray Woodrich showing a letter just received from China. "One of the inquiries from our ad in The Cash Box," Ralph advises. "One of the many. We can do well with this game. ... Gil Kist and Joe Robbins, along with the entire staff of Empire, among the busiest of all the coin distributors. In fact, Joe advises, "We're having our hands full trying to fill orders for United's 'Shooting Star' and Williams' 'Short Stop' not to even mention the other products we have."

Wally Finke all excited over the rampage of orders the firm has received for Chicago's new "Batter Up". This game okayed by Chi License Commission. "And," Wally adds, "our orders for the new Chicago's new "Batter Up". Sam Lewis on the west coast visiting with Williams' distribr's. Telling them all about the great games the firm is producing. In the meantime, Harry Wiener is busy with his 200-team of people working out of the factory to keep up with demand from all over this country and from foreign countries. ... Very fortunate to Marven because of the S and 10 variety store Larry opened in suburb of Sacramento and which is clicking so well. ... George A. Miller so busy here in Chicago he advises that they are making absolutely sure that the game is running in Oakland. The long distance phone calls requesting booths and other demands being made on George in Suite 1226 at the Morrison Hotel has definitely made this MOA headquarters.

If you like Italian food drop over to Como Inn where Mariel (Mrs. Johnny) Canosa is hostess. Good, old "Bean Bag," the hostess of Como Inn, ... The hospital is Bob Browne for the MOA ladies will be Room 502 at the Morrison during the convention. ... Quite a list of international speakers on music chosen by George A. Miller. Include Norman Bichirn and Gordon Marks of England, Alfred W. Adickes of Hamburg, Germany, N. G. Lian Sin of Singapore, Federation of Malaya. Dr. Henry Klein of Paris, France. Dr. Vittorio M. Francheschini of Milan, Italy, George hoping that these men will show up at the MOA convention because they all speak beautifully and all are very well acquainted with the music business. ... Maurice and Eddie Ginsburg, Nate Feinstein, Harold Schwartz, Bill Phillips, among the Atlas men who will be at the MOA convention and who will be greeting friends at the Atlas building. ... Stanley Levin cracks, "I've got a million deals for the boys who are looking for deals." ... Phil Weisman and Mike Spagnola will be visiting at the AMI booths at the MOA. ... Ben Coven and Herb Biedenkopf expect to be greeting many from all over the area who will come to Chi during the MOA meet. Tell 'em we're going all on hospitality," Ben says.

Thanks to good friend Mario Todeschini of Trieste, Italy, for his very lovely letter. ... Don Moloney, Mac Brier and Howe Freer proving more outstanding sales people in the business and they report, for all who will be visiting Chi. ... Charles (Little Jimmy) Johnson may yet walk in all dressed up in his uniform's. Looking at Chi during the MOA meet and understand many of his friends as to how well he looks in this honor suit. ... Allen J. Stern, Joel Stern, Len Micon and Fred Zior will be on hand at World Wide and will also be visiting at MOA convention to meet and greet their many customers from all over everywhere who will be here for the show. ... The new games are getting many an operator healthy again. ... Jack Mitnick still won't tell. "But", he adds, "just drop in at United Machine's booth if you want a real surprise." To which he adds, "Think the new games are making the operators healthy? Well", Jack says, "we'll tell you what we think of United Machine have to make the ops even healthier."

HAPPY BIRTHDAY THIS WEEK TO: Wm. H. Bailey, Stockton, Cal. ... Ralph Lackey, Roxbury, Mass. ... George Holtzman, Brooklyn, N. Y. ... Moyer M. Marcus, Cleveland, O. ... L. W. Gerardinia, Chicago, Ill. ... Bernard Edmins, Washington, D.C. ... H. H. Duffner, Concord, Mass. ... Al Radford, Madison, Wis. ... Jack J. Mitnick, Chicago, Ill. ... Joe Ash, Philadelphia, Pa. ... Gera D. Davis, Silver Spring, Md. ... Jos. J. Greco, Glaceo, N.Y. ... Louis Pfeue, Manhattan, Kansas ... Ben Jakub, Hutchinson, Minn. ... Walter C. Schinkal, San Diego, Cal. ... Arma Lord, Tinas, Riveir, P.Q., Canada ... John E. Bonade, Lynn, Mass. ... A. W. Witalis, Cleveland, O. ... Robert Jordan, King Langley, Hereford, England. ... Sigfrid, Toronto, Ont., Canada ... Maynard C. Hopkins, Galion, O. ... Howard N. Clark, Kendiville, Ind. ... Leonard S. Simmons, Danville, Va.

WORTH REPEATING: "The trouble with most of us is that we would rather be ruined by praise than saved by criticism."
A. B. T. Mfg. Announces New Multiple-Price Coin Changer

CHICAGO, I.L.—The A.B.T. Manufacturing Corporation, this city, this week announced a new Multiple-price Coin Changer. "Here is the first vending mechanism that actually computes the difference between sales price and value of coins deposited—and returns correct change," said one executive of A. B. T.

The complete system is made up of slug rejector, totalizer and coin changer. Pushbutton selector is optional.

Utilizing the versatile A.B.T. A-7000 Totalizer as a basic component, the new unit vends multiple items at multiple price combinations... from 5¢ to $1.50. It also vends several items at the same price.

The changer accepts combinations of 5¢, 10¢, 25¢ and 50¢ coins—up to $1.50.

Paying out a maximum of four nickels, it returns correct change for all prices selected. Nickel pay-out tube is self-loading.

"Printed circuit price board assures accurate, positive action. Snap-on lead terminals facilitate fast, easy price changing right on location," said the manufacturer.

According to the A. B. T., this latest coin-handling device is easily installed for a wide range of vending operations. It could be adapted for use on present machines with minimum alterations. Its extreme flexibility and compact size permit application whenever and wherever merchandise is vended by use of coins.

Coven Shipping New Wurlitzer Conversion Kit

CHICAGO—Coven Music Corporation, this city, announced it is shipping to its operators a new title strip conversion kit for their Wurlitzer model "2200" and "2100" phonographs.

The kit contains five title strip holders in pink plastic, black decal numbers, an assortment of 15 pressure sensitized program classification strip mountings, and appropriate mounting brackets and screws.

The conversion kit eliminates the book-type folder arrangement for identifying strips on the two models and has all strips visible on a mounted panel. Title strip panel is almost identical to the new mounting on the model "2250." Conversion is easily made in 15 minutes at location, it is said.

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It is to your best interest and continued future better business welfare to join—absolutely free—"The Cash Box International Coin Machines Export-Import Council."

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NEW AS TOMORROW!

GEORGE A. MILLER

CHICAGO—"Altho it appears at this time that MOA Convention, being held at the Morrison Hotel, here, on May 6, 7 and 8, will attract a great many more operators than any previous convention" stated George A. Miller, national president and managing director of Music Operators of America, "in cannot urge too strongly that every operator who can possibly get away for those few days, should be in attendance.

"It is not only the duty," he continued, "of the nation's music operators, whether they belong to a local association or not, to come to Chicago and take part in solving the problems existing in the industry, but it could be money in their pockets. By listening to the talks by experienced coin men, by mixing with other operators and discussing methods and proven procedures, and by viewing the equipment displayed by the exhibitors, the operator has to return home a better businessman."

A number of operators, who have benefited greatly from MOA, and now are devoting considerable of their time and energies as officers and members of the board, have been advising the nation's operators to attend the Convention. "Let us all be progressive music merchants," said L. P. Price, president of the Kansas Music Operators Association, and attend the MOA Convention. If business conditions worry you, the convention will be a good place to discuss these conditions with all segments of the industry."

Frank Fabiano of Michigan, and a director of MOA, urges the operators to get together in Chicago, stating, "Come and see how other operators operate their routes and hear the special discussions on making money in your business."

"I urge every music operator in the country to make every effort to attend the MOA convention," commented Max Casola, director of Ohio, "There are many reasons why every operator should attend. You meet men in the same line of business where ideas can be exchanged to mutual benefit. It gives you an opportunity to see new merchandise and machines that can be used profitably. The sessions and entertainment furnished have always been stimulating and worthwhile."

K. A. Cormeny, director from Richmond, Ky., personally guarantees that operators attending the convention will learn ways and means to save many times the attendance cost. "The discussion on taxes, depreciation, public relations and the general discussions will give everyone a chance to attend a new and fuller look on the music machine business," he observed.

"I attend the MOA conventions," said Lou Casola, director from Rockford, Ill., "because it is important to me to know the changes taking place, as well as the new and old problems in my business, which is my livelihood, and to find out how to cope with these problems. Everyone, regardless of how long he has been in this business or how smart he is, can learn new and better ways to do things every day, and he can learn at the MOA convention."

Howard N. Ellis, a director from Omaha, Neb., relates that the annual conventions of the Music Operators of America are always history-making events in the music business. "Anyone interested in learning how to make improvements, regardless of how old he is, can learn at the conventions."

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
Big thing recently at Gulf Coast Music Systems (Seeburg) when Grand Prize Beer launched a promotion campaign there for "G. P. Polka," a new record by Tara Recording Co. of Houston. Buster Herrera, former music operator now grand Prize Beer sales representative together with Dick Shannon, composer of the number and head of Tara Recording, hosted the party. Local operators were there en masse and gained, along with an enjoyable evening, a free record for each phonograph on location. Over 2,000 records were given away. H. A. Frans and Hans Von Reytz, president and vice-president respectively, Gulf Coast Music, enjoyed to the utmost the rather unique roles of guests in their own place of business. Early in March the Strauss-Frank Company established a Columbia record wholesale distributing department in its main building here at 4000 Leeland Ave. Hank Hirshfeld is head of the department with Hazel Dudley and Bill Schriever as assistants. Operator Carl Benton said his business, especially music, was holding up fair in face of the current recession. Out-of-town visitors at Acme Record Distributing Company included Bob Turner, TNT label and Jimmie Dee, recording artist, both from San Antonio. Jimmie is better than average known hereabouts (and elsewhere) on account of that hit number "Henrietta" he recorded some moons ago. Operator G. M. Archer, owner of Appliance service Co. in Huntsville, slacked off on record buying long enough to chat with your correspondent. Charming Louise Covington rounding out her first month with United Records in sales department. Despite her youthful appearance vivacious Lois Moore, counter sales at H. W. Daily, has ten years phonograph record experience to her credit. Comparatively new at Palms Music Center is attractive Erin Offield, who together with petite Maxine Bronikowsky, compose a retail record sales team good as the best. Capitol Records and Houston Symphony have temporarily postponed recording two works of Tchaikovsky; The Symphony No. 6 "The Pathetique" and the "Romeo And Juliet" overture. At the City Auditorium Carl Orr's "Carmina Burana" and Shostakovich's Symphony No. 11 are being taped for transfer into 12-inch discs. It is the first American recording for the Shostakovich symphony.

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Attention: Operators' Associations

Associations desiring listings in this column, please write to THE CASH BOX, 1721 Broadway, New York 19, N. Y.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
J. H. Keeney Shipping Baseball Game

"League Leader"

Two Can Play. One Pitches, Other Bats. 8½ Cubic Foot Playing Area. Super Home Run Feature Adds To Score Action

Chicago—"Our 'League Leader' is real baseball in the most authentic way", was the opening statement made by Paul Huebsch of J. H. Keeney & Company, Inc. this city, this past week, regarding this firm's new baseball game.

"Shipments are already on their way", he continued, "and I can report at this time that these are the highest initial shipments we have made on any new game in a long time. This is due to the fact", Huebsch explains, "that everyone of our distributors was tremendously enthused over 'League Leader' from the moment they received their sample, set it up, and played the game themselves.

"This is really authentic baseball. Singles, doubles, triples, home runs. Even when the player hits a bloop into the infield he gets the very same kind of action he would get in a real baseball game. It's either a single, at the most, or an out. "And", Huebsch added, "just like in baseball, there's 3 outs to the game."

"What's more", Huebsch continued, "we are giving the players more than 8½ cubic feet of playing area inside the game itself. This makes for real long distance hits. It means the players can skillfully shoot for doubles, triples and homers. One player can pitch, while the other player is at bat.

"And to make this game outstanding for those who like to really smash in those home runs, we have put on a "super home run feature" whereby the player, if he is sufficiently skillful, can score more home runs." "We, here at Keeney", Huebsch explained, "haven't built a baseball game in a long time. Therefore", he says, "we took our time and made sure that our 'League Leader' had every new type feature the players wanted. We tested this game extensively. We found that it outplayed anything ever before tried."

N.Y. State Operator Guild Annual Dinner At Grossinger's Saturday, June 14

BEACON, N.Y.—Mike Mulqueen, chairman, Banquet Committee, announced that the New York State Operators Guild, with headquarters in this city, is holding its Sixth annual dinner and dance at Grossinger's on Saturday night, June 14.

Grossinger's is the world famous country club and hotel located at Grossinger, N.Y., in the Catskill Mountains.

Mulqueen advises that special accommodation rates have been arranged for those attending the affair, and who wish to make a week-end of it. Guests checking in for the week-end beginning with dinner on Friday, June 13, and concluding with lunch on Sunday, June 15, will be charged at $43.50 per person, plus $12.50 per person to be paid for by the New York State Operators Guild. Operators who desire to take in the weekend can make arrangements by phoning Longacre 3-3071 (New York, N.Y.), or Liberty 960.

As usual, the Guild is preparing a souvenir journal in connection with the affair. Deadline for advertising for this Journal is May 26.

"In our estimation", Huebsch concluded, "our 'League Leader' is truly the leader as far as baseball games are concerned. We leave it up to the operator. Let him look over 'League Leader'. Then let him decide for himself."
WANT—Will pay cash for late model Juke Boxes and late model Amos- ment Machines. Box 5155, FREEPORT, 111., (Tel. 3-5309).

WANT—Used records, 45’s or 78’s. All types—Pop, Hillbilly, Blues. We buy all year round and pay top prices. No quantity too small. Choose WASH. (Tel. 3-5309).

WANT—Late model Juke Box Operators. If you have a steady outlet for your used record players, AMERICAN ROCK-OLA INTERNATIONAL, 513 W. 16th St., Chicago 7, ILL. (Tel. 4-6506).

WANT—Used Bingo games reconditioned or not, also Seeburg M100A, M100B. Are also interested in agencies for new games for Belgium and Luxembourg. Airmail offers including seaworthy packing New York and catalogues to: ETS, SONITRON, 200 PORT, BRUSSELS, BELGIUM.

WANT—Used records! 45’s, 78’s and LP’s. No amount too small or too large. Write us a note or give us a call. We pay premium price for proper merchandise. V.S.C. NOVEMBER 20, 1950, 111. PAULINA ST., CHICAGO 11, ILL. (Tel. 2-4012).

WANT—Gimmicks, Screeching, Howling.—They are no substitute for talent. Send us your tape or reel and we’ll send you money. Box 5155, FREEPORT, 111., (Tel. 3-5309).

WANT—Attention Everyone in the Coin Business. We want Arcade Equipment. Any type, anywhere in the United Kingdom you have, plenty of $$$$. W. E. Sullivan, 413 State St., NEW YORK, N. Y. (Tel. TR 7-9147).

WANT—Phonograph Records—made before 1940, dealers or box stock, private collections. Pay $1.00 per pound. We pay $1.50 to $2.00 per pound. Some of the labels wanted are Brunswick, Vocalion, Paramount, Gennett, Meleto, Victor, etc. JACOB S. SCHNEIDER, 107 W. 167th St., NEW YORK, N. Y. (Tel. QUIN 7-9147).

WANT—Used Bally Bingo; Gottlieb and Williams Pins; Used Shuffle Alleys; Used Rambling Rock-Ola Phonographs. Complete list. Highest prices paid. Representatives of Wurlitzer and Gottlieb Games. GABE FORMAN OR SANDY MOORE, SANDY MOORE DIST., 240 E. MERRICK RD., FREEPORT, L. I., N. Y.

WANT—Cash! Highest Cash Paid For Chicago Coin Bulk Elves, Bull’s Eyes, United, Genoa, Williams Guns and Baseballs; 6 Keene, Flicker Ponder, Allied Coin Machine, $36-Mil. visit the Chicago 22 Ill. (Tel. Canal 6-0293).

WANT—Mills-Brand New Vest Pockets. Highest cash price paid, any quantity. Also Acme, Wurlitzer, Vector Vendors. BOX #433, c/o THE BOX CAR, 1721 BROAD- WAY, NEW YORK 19, N. Y.

WANT—First Class Coin Machine me- chanics or all Live. 4230 LOTAFLU ST., WINTER PARK, FLA. (Tel. Midway 4-7553).

WANT—Mills Panoramas, Also Parts. Advise Best Price, WESTERN DISTRIBU- TORSHIP, 1126 ELLIOTT AVE, SEATTLE, WASHING. (Tel. Garfield 3585).

WANT—Wurlitzer Model 1500, 1500A Phonograph; Model 5205, 5207 Wallboxes, any quantity. Write stating condition. Address, SIEGEL DISTRIBUTING CO., L16 TENTH AVE., NEW YORK 1, N. Y. (Tel. 1-8946).

WANT—Used records, any amount. No R & B. Not over 6 months old. I pay cash. Box 5155, FREEPORT, 111., (Tel. 3-5309).

WANT—For Cash or Trade, Shuffle Alleys, Phonographs. Send List or Call. HARRY BINGO CORPORATION, 412 TENTH AVE., NEW YORK 36, N. Y. (Tel. Zip 3-6446).

WANT—For Unboxed Jumbos, State quantity, price and condition in first letter. LEWIS & FOLLETT MUSIC CO., 100 S. HOWARD, SPokane 4, WASH. (Tel. MA 4-8535).


FOR SALE—Wurlitzer 1800’s, $250; 1900’s, $200. Bally Rock-Ola. Big Horn $250; Big Tent $325. Super Big Tent $345. All equipment shipped by DICKSON DIS- TRIBUTING COMPANY, 631 N. CALIF., OKLAHOMA CITY, OKLA. (Tel. RE 6-3601).

FOR SALE—Wurlitzer 1800’s, $250; 1900’s, $200. Bally Rock-Ola. Big Horn $250; Big Tent $325. Super Big Tent $345. All equipment shipped by DICKSON DIS- TRIBUTING COMPANY, 631 N. CALIF., OKLAHOMA CITY, OKLA. (Tel. RE 6-3601).

FOR SALE—14 Foot Bowlers, $475; Cash or Trade. Need Baseball, Guns And Late Shuffle Games. Call, Write or Wire P. BOX 5155, FREEPORT, 111. (Tel. 3-5309).

FOR SALE—Key West $275; Big Show $190. Beach Ticket $100; Miami Beach $100; $75; Varsity $60; Bally $50; Soda. Beach $25; Low Ball $45. The Beach Club 303. First Deposit. 20% Second Deposit. GENERAL DISTRIBUTING CO., 1609 ORLEANS AVE., NEW ORLEANS, LA. (Tel. UD 7-629).

FOR SALE—Extra Specials—Show- time. Big Show $275. Pay $480; Big Show $220; Parade $25; Night Stock $100; Broadway $10; Beach Beauty $110; Miami Beach $95; Gay Time $75; State $70; Variety $60; Gayety $50; Dude Ranch $25; Beauty $25; Beach Club $30. One-Third Deposit. BEAUTY DISTRIBUTING CO., 1001 PENNSYLVANIA STREET, EVANSTON, 8, ILL. (Tel. Harrison 3-4058).

FOR SALE—Route in Indiana. Oberlin, Arkansas, Oklahoma. On routes, Phonographs, Bingos, Pin Balls, Bowlers, Guns. From 20 to 80 Thousand. We have all types Coin Machines. Write or call. FIDELITY DISTRIBUTING CO., 400 MAIN ST., GALENA, KANSAS. (Tel. #400).

FOR SALE—Or Trade, 3 United Jum- bo Bowling Alleys; A Chicago Coin TV Bowling League; 2 Chicago Coin Classic Bowlers. All the latest bowlers. For the best results call HARRIS WURLITZER MACHINERY CO., INC, 184 WINDSOR STREET HARRISBURG, CONN. (Tel. Chipel 9-6556).


FOR SALE—14 Ft. 2 Pin Bowling Bowlers, A Condition TOLEDO COIN MACHINE EXCHANGE CO., 414 WEST 139TH ST., CHICAGO 41, ILL. (Tel. Admas 8624).

FOR SALE—Records!!! 50 over whole- sale, and label. Free title stripes. Quick service. New accounts, token deposit with order. We also pur- chase surplus records now purchased only. RAYMAR SALES CO., 170-21 JAMIRC AVE., JAMESTOWN, N. Y. (Tel. Olympia 8-4012, 4013).
FOR SALE—Gottlieb's Register $295; Marvel Model T $250; Cigarette $225; Scoreboard $195; Slinging Champion $145; Sweet Add-A-Line $165; Williams: King $245; Fun House $195. UNIVERSITY COIN MACHINE EXCHANGE, 530 N. CANON ST., LOS ANGELES 8, O. (Tel. AXTON 4-3529).

FOR SALE—Seeburg Model C $495; Model F $375; Lloyd Porter $250; 45 RPM Conversion $275. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, PHILADELPHIA 3, PA. (Tel. Central 1-2929).

FOR SALE—# 3020 Wurl. Wallboxes, just off location, in good working condition. Write PENNSYLVANIA VENDING CORP., 1826 E. CARSON STREET, PITTSBURGH 3, PENNA. (Tel. Emlock 1-9900).

FOR SALE—Seeburg M100 A, 78 R.P.M., $180; Seeburg M100 B, 45 R.P.M., $255; Restored Locks 25¢ ea. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. (Tel. NE 5-1443).

FOR SALE—9 Brand New 5¢ Kleenex Dispensing Machines in cartons. $50 buys 10. 5¢ deposit, balance COD. or S/D KOEPPEL DISTRIBUTING COMPANY, 607 TENTH AVE., NEW YORK 36, N. Y. (Tel. Jaro 3-0229-3).

FOR SALE—Safari, Big Top, Steam Show, Popcorn, Concessions. L. D. DELUXE Baseball, Crossroads, Quartette, Jaloopy, Pin Wheel, Hawaiian Beauty, Southern Belle, Shindig, Lula, Harbor Lites, Slinging Champion Deluxe, Duarte Deluxe, Register, Marathon, Gaytie, Pixie, Caravan, Manhattan, Broadway, Niteclub. NEW ENGLAND EXHIBIT CO., 277 WASHINGTON ST., NEWTON 98, MASS. (Tel. D'Emetre 2-1500).

FOR SALE—Used machines of all models, as is or shipped for locations. AUTOMATIC MUSIC DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY 6, OKLA. (Tel. Forest 5-3456).

FOR SALE—Export Buyers Attention! In-Line Games, 35 & up; Pool Tables, $50 & up; Pin Games, $25 & up; Music, $75 & up; Kiddie Rides, $100 & up. ASSOCIATED MUSEUMS, INC., 8 ROGUE, OREGON. (Tel. Roseburg 2-7434, Mays. (Tel. Stadium 2-4010).

FOR SALE—Used Councils @ $125; and Pixies @ $70; Wurlitzer 4551 Wallbox @ $9. Write for a complete list of phonographs. LEW JONES DISTRIBUTING CO., INC., 1301 N. CAPITOL AVE., INDIANAPOLIS, INDIANA. (Tel. Melrose 5-1933).

FOR SALE—Wurlitzer Model 2150 $800; 2000 $675; 1900 $650. WANT—Bally Jumbos and United Top Notch. NATIONAL NOVELTY CO., 640 E. MERICK RD., VALLEY STREAM, L. I. N. Y. (Tel. LO 1-6770-1).

FOR SALE—Wurlitzer Model 2150 $800; 2000 $675; 1900 $650. WANT—Bally Jumbos and United Top Notch. NATIONAL NOVELTY CO., 640 E. MERICK RD., VALLEY STREAM, L. I. N. Y. (Tel. LO 1-6770-1).

FOR SALE—Continuing Sensational Sale AMI E-120's and Seeburg M-100's. Call Bob.
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."

WANT

FOR SALE

CHECK OFF WHICH YOU DESIRE

CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Names in address count as one word. Minimum of accepted $1.00. CASH ON CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to classified advertisers. You are entitled to a classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT
THE CASH BOX, 1721 Broadway, New York 19, N. Y.

Use This Convenient Form For Your Classified Ad

START HERE

FIRM.

ADDRESS.

CITY. ZONE STATE

TELEPHONE NUMBER

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX

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### PINBALL GAMES (Cont.)

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<td>Bally Victory Bowler (6/54)</td>
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<tr>
<td>Bally Champion (6/55)</td>
<td>60.00</td>
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<tr>
<td>Bally Jet Bowler (8/54)</td>
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<td>Bally Rocket Bowler</td>
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<td>Bally Mystic Bowler (12/54)</td>
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<td>Bally Magic Bowler (12/54)</td>
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<td>Bally Blue Ribbon (5/55)</td>
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<td>Bally Gold Medal (8/54)</td>
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<td>Bally ABC Bowler (7/54)</td>
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<td>DeLuxe model</td>
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<td>Bally Congress (7/55)</td>
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<td>DeLuxe Pacific</td>
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<tr>
<td>Bally Jumbo Bowler (9/55)</td>
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<tr>
<td>Bally King Pin Bowler (9/55)</td>
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**Total No.**

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**Price List**

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- 275.00
- **TOTAL.**
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- **TOTAL.**
- 225.00
- **TOTAL.**
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### KIDDIE RIDES (Cont.)

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<td>Bally Moon Ride</td>
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<td><strong>TOTAL VALUE</strong></td>
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Manufacturers New Equipment

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

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<tr>
<th>AMI, INC.</th>
<th>I-200, 200 Select, Phonograph</th>
<th>$4.95</th>
<th>No List Price</th>
<th>(Upright Electronic Scoring F. P. Games)</th>
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<tbody>
<tr>
<td>IRVING KAYE CO., INC.</td>
<td>Super Hockey (6 ft.)</td>
<td>$39.95</td>
<td>(11/56)</td>
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<tr>
<td>Super Jumbo Hockey (8 ft.)</td>
<td>400.00</td>
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<tr>
<td>Mego Pinball</td>
<td>1,365.00</td>
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<td>El Dorado-6 Pocket Pool</td>
<td>490.00</td>
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<tr>
<td>Competition-Super Deluxe-6 Hole Pool</td>
<td>395.00</td>
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J. H. KEENEY & CO. | League Leader (Baseball Game) | (11/56) |
| --- | --- | --- |

DeLuxte Big Top Model | (Upright Electronic Scoring F. P. Games) | |

Snack Vending | |
Soup Vending | |
DeLuxte Hot Coffee Vending | |
DeLuxte Hot Coffee & Hot Chocolate Vending | |
Various models of above | |

ROCK-OLA MFG. CORP. | Model 1465, 200 Select, Phonograph | |
| --- | --- | --- |

Model 1488, 120 Select, Phonograph | 275.00 | |
Model 1462, 50 Select, Phonograph | 275.00 | |
Model 1450, Playmaster, 120 Select, Phonograph | 275.00 | |
Model 1017, Hi-Fi Wall Speaker | 400.00 | |
Model 1906, Remote Volume Control | 400.00 | |
Model 1927, Remote Volume Control with Cancel Button, 50¢ Coin Change Available | 400.00 | |
All Credit Unit Available for 200 Select, Model 1465 | 400.00 | |

THE SEEBURG CORP. | Model 201, 200 Select, Phonograph | |
| --- | --- | --- |

Model 161, 160 Select, Phonograph | 275.00 | |
Model 101, 100 Select, Phonograph | 325.00 | |
DIWA—Wall-O-Matic 200 Select | 275.00 | |
PBY-Ply—Master Remote Volume Control | 275.00 | |
HFCV-8—High Fidelity Wall Speaker | 100.00 | |
HFCV-38—High Fidelity Corner Speaker | 100.00 | |
HFCV-12—High Fidelity Recessed Speaker | 50.00 | |
P&L—Power Supply | 100.00 | |
HFA—Power Amplifier | 100.00 | |

UNIFIED MFG. CO. | Shooting Star | 100.00 |
| --- | --- | --- |

(3-Dimensional Shuffle) | 100.00 | |
Midget Bowling Alley, 6 Foot | 8.00 | |
Bonus Bowling Alley, 6-Player | 10.00 | |
9.00 | |
13 Foot | 15.00 | |
16 Foot | 15.00 | |
15.00 | |
Bonus Bowling Alley available in 25¢ play. Also | 15.00 | |
available, 2-plays-25¢ with credit unit. Prices on | 15.00 | |
Request. | 15.00 | |
6 Star Shuffle Alley | 15.00 | |
(16 Player, Puck Type) | 15.00 | |
DeLuxte 6 Star Shuffle Alley | 15.00 | |
(Match-A-Score Model) | 15.00 | |
1.0000 | |

UNITED MUSIC CORP. | UPA-100, 100 Select, Phonograph | |
| --- | --- | --- |
Corner Speaker | 100.00 | |
Wall Speaker | 100.00 | |
Recessed Ceiling Speaker | 100.00 | |
(All speakers are 8" Super Perma-Magnet with | 100.00 | |
Step-Stop Volume Control) | 100.00 | |
No List Price | 100.00 | |
Authorized for Publication | 100.00 | |

WILLIAMS MFG. CO. | Short-Stop | 100.00 |
| --- | --- | --- |
Skeeber Kick Off (Single Player, 5-Ball) | 100.00 | |
Ten Strike, (2 Player, Replay Model) | 100.00 | |
Ten Pins (2-Player, Novelty Model) | 100.00 | |
No List Price | 100.00 | |
Authorized for Publication | 100.00 | |

THE WURLITZER CO. | Model 2200, 200 Select, Phonograph | 100.00 |
| --- | --- | --- |
Model 2401, 104 Select, Phonograph | 100.00 |
Model 2550, 200 Select, Phonograph | 100.00 |
Model 2550-Wall Box, 200 Select | 100.00 |
Model 2507, Wall Box, 104 Select, 3-Wire | 100.00 |
Model 2577, Stepper, 104 Select | 100.00 |
Model 3115, Hi-Fi Corner Speaker | 100.00 |
Model 3216 Hi-Fi Corner Speaker | 100.00 |
Model 3216 Hi-Fi Corner Speaker, 6" Heavy Duty with Extending Range | 100.00 |

NUMBERS OF EACH MACHINE OWNED
VALUE OF MACHINES HEREIN
FOR INVENTORY PURPOSES ASCERTAINED IN VALUE
BY FIGURE BETWEEN LOW AND HIGH PRICES

ARCADE EQUIPMENT (Cont.)

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<tr>
<th>1st Grade Hi-Fly Baseball</th>
<th>150.00</th>
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With Features Never Before In A Shuffle Type Game!

- ALL BALL LAUNCH FEATURE!
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• AUTOMATIC SCORING
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NATIONAL REJECTOR on Pull-out Drawer for Easy Servicing

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