Randy Wood, President of Dot Records, looks over the shoulder of Bob Thiele as he signs the contract which made him Vice-President of Dot in charge of A&R and Eastern Operations. Dot, which made one of the most spectacular climbs in the entire history of the record business under the guidance of Randy Wood, now plans to expand even further with the additional services of Thiele. Future activities embrace both the pop and album fields with stepped up production due in both.
SMASH FOLLOW UP HIT!

CONNIE FRANCIS

I’M SORRY I MADE YOU CRY

K12647

1/2 MILLION IN 10 DAYS

SHEB WOOLEY

THE PURPLE PEOPLE EATER

K12651

DICK HYMAN

YA YA

and

MY GOODNESS

K12646

ART MOONEY

and His Orchestra and Chorus

SOMETHING’S ALWAYS HAPPENING ON THE RIVER

(from the Broadway musical “SAY DARLING”)

K12649

MORTY CRAFT

and His Orchestra and Chorus

LONG LEGGED LADIES OF LABRADOR

K12648

www.americanradiohistory.com
BRAND NEW FROM JONI JAMES

COMING FROM YOU

JUNIOR PROM

K-12660

MGM Records

"It's What's in THE CASH BOX, That Counts—INTERNATIONALLY"
HERBIE FIELDS & SEXTEETE (Fradley 810)

B+ "HONEY BUCKET BLUES" (2:29) [Buckeye ASCAP—Kahn] A good up beat jumper with a Jazz feel, handled in spirited fashion by the crew. Swingin' dance merchandise.

FRED WARBING'S PENNSYLVANIANS (Capitol)

B "ZORRO" (1:52) [Walt Disney ASCAP—Poster, Bruns] An exciting new interpretation of the TV theme, "Zorro", is chanted with gusto by Waring and his Pennsylvanians. Dramatic renditions full of spirit. Superb recording that should bite off a share of the hit number's sales. On a Waring's most commercial decks in a long while.

B "MIN SKOLD-DIN SKOLD" (2:07) [Tempo-Tone ASCAP—Allen, Seegers, Davis] A zesty novelty, a Swedish hit, is joyfully bowed through by the well-knit Waring band. Peppy novelty for light and enjoyably programmable.

JERRY LEWIS (Decca 30664)

B+ "DORM-DORM-DORMI" (2:56) [Paramount ASCAP—Cahn] From his latest film effort, "Rock-A-Bye Baby", Jerry Lewis lends a touching new ballad which he chants with warmth and deep feeling. Tender Italian flavored lullaby sung in both English and Italian. Could be a big seller for the comic.

C "LOVE IS A LONELY THING" (2:49) [Paramount, Cahn] From the same pie comes this heavy-hearted love song. Tearful delivery of a well-written number.

T-DELLS (Snake 69)

B "SNEAKIN' A WAY" (2:30) [Jalo BMI—Gale, Dennis, Rozelle] The Snails label makes their debut on the disc scene with an exciting instrumental rocker that cuts along at a fine dance clip.

C "THE SNAKE" (2:30) [Jalo BMI—Gale, Dennis, Rozelle] The label's name is also the title of this slow rocker with a good hip-swinging beat. Side has an interesting low-down sound.

THE FIVE DISCS (Vik 0327)

B+ "I REMEMBER" (2:03) [Shawn BMI—Abrams] One of Vik's most commercial offerings in a long while. This classic revives R & R jumpriness smoothly fashioned with a number of good gimmicks. Exciting dance deck the kids could go for in a big way. Lead voice is very strong.


B+ "LIPS" (2:07) [Quintet BMI—Leiber, Stoller] JUNGLE FEVER (2:15) [Big Billy BMI—Cook] ROY HAMILTON (Epic 9274)

- Here's another tremendous performance by Roy Hamilton. It's a stirring love ballad titled "Lips" which Roy chants with heart and soul with a lush choral backdrop. Lyrics tell a dramatic love story. Hamilton's beautiful ballad effort in quite some time.

- "Jungle Fever", a swingin' affair ala "Don't Let Go". Watch for "Lips".

CUB BETH (Casa Grande 4039)

C+ "IN HIS HANDS" (2:59) [Donna BMI—Traylor, Poston, Alain] Cub Beth, a lark with a strong (light) voice, debuts under the Casa Grande banner with a rhythmical gospel type number. Chorus assists.

C+ "ONE IN A MILLION" (2:05) [Donna BMI—Traylor, Poston, Alain] The Soprano goes out with a dramatically reading of a rock and roll ballad.

RANDY SPARKS (Vee 10133)

B+ "GOOD INTENTIONS" (2:49) [Sparks BMI—Rand] One of Vee's most promising talents, who made a good theoretical showing with "Walkin' The Low Road", could make it on a national level with this delightful ballad. Peppy, up-tempo. Happy swingers the kids'll love. Good deck for all age groups. Strong deck to watch.

B "TILL FALL IN LOVE IN THE SPRING" (2:15) [Sparks BMI—Rand] The first single from Sparks' new album is handled with care on both sides too, chans this tender ballad with a warm folk feeling. Sparks has a rich, warm voice that jockeys will enjoy spinning. Lovely companion deck. This end grows on you.

BARBARA McNAM (Coral 4039)

B "WALTZ ME AROUND" [Roost- BMI—Singleton, Coleman] A pretty waltz tempo romance with a lovely lyric is rendered with charm by the gifted Miss McNam. Kids should catch on.

INDISCERN (EM. H. Morris BMI—Cahn, Van Heusen) The title song of the Cary Grant-Ingrid Bergman starrer is handled with class on this end. Smart adult merchandise.

PAT HEALY (World Pacific 668)

B "DON'T EVER LEAVE ME" (1:57) [T. B. Harms BMI—Healy, a talented new song sty- list with a wistful voice and a veteran's skill, handles a serious interpretation of a beautiful Jerome Kern evergreen. Lush backing is superb. Lark has a future as a song- star.

E "EASY COME" (2:20) [Harms BMI—Green, Heyman] Another "smart" side chanted with class by the polished canine. Pat has an intimate technique and gets a simple plunger-horn backing here. Jockeys'll love this gal.

TOMMY BIENER (Golden Crest 501)

B+ "THE TOP 40" (2:06) [Michele BMI—Levant] Just as jockeys most commercial offerings in the top forty, this's that's how Tommy Biener tags his hits. This rock and roll jumpriness tells a good gittick with a lot to do with each date, kiss, etc. Cute novelty w. jockey assisted from Wendy the Schoolgirls. Swingin' dance deck that could make it.

C+ "MY LOVE IS YOUR GOAL" (1:45) [Bella BMI—Canno, Schackner] Another good rockin' number billed with gitar by the singer and his gal crew.

The Cash Box

Disk of the Week

"ENCHANTED ISLAND" (2:59) [Korwin ASCAP—Allen, Stillman] "GUESS WHAT THE NEIGHBORS'LL SAY" (2:32) [Dominic BMI—Charles] FOUR LADS (Columbia 41194)

- The Four Lads have another excellent choice rendition of a hit song. The harm and warmth from a forthcoming RKO flicker "Enchanted Island". Superbly written love tune with a delightful tropical setting. Outstanding sequel to their current, "There's Only One Of You" smash. Strong companion deck is the perfect topper "Guess What The Neighbors'LL Say". Could catch on too.

"YOU'RE MAKING A MISTAKE" (2:42) [Argo BMI—Williams] "MY OLD FLAME" (2:43) [Famous ASCAP—Johnston, Cook] PLATTERS (Mercury 71320)

- A potent follow-up to the Platter's gold disk "Twilight Time" is "You're Making A Mistake". Beautiful new rock-a-ballad with Tony Williams again excelling in the lead. Market is waiting for this new big side. Whistling gimmick at mid-point is effective. Flip has Zola Taylor in the spotlight with a smooth shuffle reading of the standard. Watch the upper deck take off.

"ALL OF MY LIFE" (2:20) [Hermosa BMI—Adler, Alpert] "STEALING KISSES" (2:09) [Sencza BMI—Brooks] SAM COOKE (Keen 2005)

- Cooke serves up a tasty new platter in a side dubbed "All Of My Life". It's a warm, soothing romantic offering that rests easily on the ears. Could blossom into one of the artist's best sellers since "You Send Me". Lower flip displays the vocalist in a light infectious vein. Top half is a definite contender for the charts.

The Cash Box

Music

Page 8

May 31, 1958

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"AS LONG AS I LIVE"

b/w

"I'M WANDERING"

Jackie Wilson

Brunswick 9-55070

- Sensational follow-up to Jackie's Hit . . . "TO BE LOVED" # 9-55052

SMASH!

Started in California . . .
NOW Breaking Everywhere . . .

Larry Dean

"PONY TAIL"

Brunswick 9-55056

BUSTING OUT...

The Lennon Sisters

"HOW WILL I KNOW MY LOVE"

b/w

"GRADUATION DANCE"

Brunswick 9-55063

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

May 31, 1958

Record Reviews

A DISK & SLEEPER
B+ VERY GOOD
C+ GOOD
D MEDIocre

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

ELIAS & HIS ZIG ZAG FLY TRUMPETS
(Capitol 3989)

B+ "TOM HARK" (1:56) [Beechwood ASCAP—Bopape] Capitol has pumped up the hit version of the African instrumental shuffle that's creating a sensation in England. It's a sassy fluted rhythm item that reminds the listener of "Skokiaan", another African instrumental that had a big run on the charts. Extremely different. Good change of pace material and a good conversation item for jockeys.

C+ "NEW YEAR ROCK" (2:22) [Beechwood ASCAP—Stax] African dialog between a boy and girl serves as the introduction for this flute rocker by Elias and his men. Weird merchandise that could capture the Americans' imagination.

FRANK D'ROME
(Mercy 7129)

B+ "LITTLE PIXIE" (2:07) [Seeley BMI—Baionion, Mitchell] The first vocal rendition of a delightful instrumental hit, is happily interpreted by Frank D'rome. Cute novelty with a sprightly latin tempo. This version should share the song's success.

C+ "OUR SUMMER LOVE" (2:25) [Antonna BMI—Duran, Kramer, Allen] D'rome and a chorus ride smoothly thru a warm, fragile love song. Good seasonal ballad that jockeys will be spinning.

TERRY NOLAND
(Brunswick 55069)

B+ "CRAZY DREAM" (2:19) [Drake BMI—Guess] Terry Noland has a wonderful country feeling in his voice as he chants a haunting romantic item with an up-beat. Side bounces along at an attractive pace. Strong song that sticks in the memory. Watch this singer.

B EVERYONE BUT ONE (1:48) [Peer Int'l BMI—Curits] Another country flavored bouncer with a sentimental lyric. Good side that falls pleasantly on the ears.

KENNY LOEAN
(Challenge 5910)

B+ "LONELY BOY" (2:30) [Hood BMI—Loran, Pappers] Kenny Loran, ably assisted by the Laurels, sings a sentimental rock-a-baller about a lonely lad longing for a girl he sees in school, etc. Pretty, carrying romance that could step out on the hit Challenge menu.

C+ "CHANGE OF LOVE" (1:50) [Hood BMI—Loran, Pappers] A good rhythm rocker set to a solid spinning beat. Exciting delivery.

PAUL GAYTEN
(Ang 5300)

B+ "WINDY" (1:45) [Arc BMI—Coope, Richburg] An instrumental of African or gin, currently a smash in England under the name of "Tom Hark", is fashioned by Paul Gaytten under the title "Windy". Conversation shuffler with a most infecting melody. Flute filled novelty could be a smash in U.S. too.

C+ "TICKLE TOE" [Arc BMI—GAYTEN] A good Latin beat rocker is handled in good swinging fashion by Gaytten and his combo.

The Cash Box
Sleeper of the Week

"I'M WANDERING" (2:39) [Pearl BMI—Carle, Gordy, Jr.]
JACKIE WILSON (Brunswick 55070)

Jackie Wilson follows-up his "To Be Loved" hit with a thrilling new coupling that should prove the artist is here to stay. "I'm Wandering" and "As Long As I Live" are both exciting, dramatic ballads which could be bigger than the artist's initial click. "I'm Wandering" has an unusual introductory recitation that will appeal to the teenagers.

"CUDLY BABY" (2:18) [Robert Mello BMI—Shayne, Paris]
MISS LONELY HEARTS" (2:33) [Sherwin ASCAP—Twoomey, Paris]

DEB-TONES (RCA Victor 7242)

The Deb-Tones, winners of an RCA Victor-Westmount talent contest, make a wonderful debut on the label with two good teenage items that could establish them as favorites with the kids. "Cuddly Baby" is a smooth rock-a-baller and roll novelty with a cut-out sound. "Miss Lonely Hearts" is a pretty roll-a-ball with a commercial quality. Either half could step out. Group has talent.

"LITTLE SERENADE" (2:30) [Peter Maurice ASCAP—Parson, Turner, Ferrio, Amour]
BE MY KITTEN LITTLE CHICKEN" (2:35) [Raleich BMI—Chase]
TEDDY RANDAZZO (Vik 0330)

Teddy Randazzo has found the material that will give him the big hit he's been looking for. It's a thoroughly charming Italian cha cha ditty titled "Little Serenade". Delightful song from every angle. Watch this one take off. Under half is a good rhythm rocker. But it's the top half for the really big dough.

"BAUBLES, BANGLES AND BEADS" (2:12) [Prank ASCAP—Wright, Forrest] Fortuna, London's popup shop, is handled by the strong-voiced lark. Side has a potent rockin' beat and good fullness.

C+ "WE'RE MARRIED MIDNIGHT" (2:00) [Oxford ASCAP—Harris, Weissman, Deane] A dramatic rock-a-ball with cool tempo and a strong chorus vocal. Side has good drive.

LESLEY UGAMS
(Capitol 3989)

B+ "ICE CREAM MAN" (2:05) [Planetary ASCAP—Tepper, Bennett] Little Leslie Ugams, the 14 year old singing sensation, has multiple track rock-a-cha-cha ditties that should do well for Roulette. Catchy ditty the kids should love.

B+ "I'M OLD ENOUGH" (2:10) [Planetary ASCAP—Russell] The youngster has a rich, mature, emotion-packed voice which she displays on this end as the champion of dramatic rock-a-ball. Potent deck with a good lyric.

VIC DAMONE
(Columbia 41185)

B+ "FALLING PURES (Till Always)" (2:39) [Lowal ASCAP—Lerner, Loewe]. A charming slow waltz number from the Lerner and Loewe feet. "Gigg" is warbled with warmth and tenderness by the rich voice of Damone. Class material very palatable to the ear.

B+ "THINKLY MAN ON THE ISLAND" (1:50) [ Shapiro-Bernstein ASCAP— Hilliard, Mann] A pleasing Hawaiian novelty is colorfully fashioned by the singer. Light and infectious item with an easy-going air. Lyrics are cute.

JOSE MELIS & STRINGS
(Geco 6001)

B+ "SWEET AND LOVELY" (2:52) [Robbins ASCAP—Armfield, Tobias, Leniare] Pianist, Jose Melis, currently riding high with his "Tonight" album, cruises thru a lovely Latin tempo rendition of a grand oldie which is being revived as the background theme of the big new Fox film "10 North Frederick". Lovely mood offering that should attract tremendous air play. Could wind up a big seller.

B+ "BRIGHT LIGHTS OF BRUSSELS" (2:30) [Bourne ASCAP— Bergman, Layton] A light and colorful bouncer is handled in delightful cornball fashion by the pianist. Pleasant tribute to the Brussels World's Fair.

CAROLE BENTNET
(Wee 1112)

B+ "WARM LIPS AND COLD, COLD KISSES" (2:00) [Goldmine-Larry Spier ASCAP—Kenny, Bennett] Carole Bennett gets a strong assist from the Satilliers as she bounces thru a spirited hand-clapper. Side has a potent rockin' beat and good fullness.

C+ "SAY MY PRAYER" (2:00) [BMI—Harrill, Senegald, Smale] Dramatic rock-a-ball that was a smash thru a strong-voiced lurk. Side has good drive.

TOM AND JERRY
(Atlantic 210)

B+ "THAT'S MY STORY" (2:32) [Village BMI—Graph, Landis] Tom and Jerry, the two guitar rock-a-ballards who clicked with "Hey Schoolgirl", have another contender in this version. "Market Street" could turn into something of a night club hit. Great groove rock-a-ball.

C+ "DON'T SAY GOODBYE" (2:00) [Village BMI—Graph, Landis] The boys sing a rhythm number on this end. An exciting rocker with an Everly Brothers feeling.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Chalking up a smash double! George Hamilton IV heads for the top with 2 terrific sides!

"WHO'S TAKING YOU TO THE PROM?" "I KNOW WHERE I'M GOIN'

Here's Mr. "Consistency" with another chart-topping hit of million-seller proportions on ABC-PARAMOUNT, of course . . .

(Distributed in Canada by Sparton of Canada, Ltd.)
**The Cash Box**

Sleeper of the Week

**ENCHANTED ISLAND** (2:45) [Korwin ASCAP—Albu, Stillman]

*Once More, My Love, Once More* (2:24)
[Garland ASCAP—Culow, Farscom]

JANE MORGAN (Kopp 221)

- Employing the same warm, mature technique with which she offered "Fascination," Jane Morgan fashions a tender new ballad, the title song from RKO's upcoming "Enchanted Island" movie. Troubadours accompany with a beautiful south sea string backing. She isreplete with hit ingredients. Companion piece is a slow sweet waltzer.

**COMMING FROM YOU**
[Parliament ASCAP—Stillman, Weisman]

JONI JAMES (MGM 12660)

- "Coming From You" is far and away Joni's best season in years. Beautiful love song thrushed wistfully by the talented songstress. Side Toots" is the girl's name across the board once again. "Junior Prom" makes the disk a two-sided threat. Pretty waltz tempo love tune with good teen lyrics. Take your pick. They're both contenders for the winner's circle.

**VILLAGE IN CAPI**
[Fred Rahpadh ASCAP—Fancullu, Nisa, Skylar]

DON CORNELL (Coral 61993)

- Two excellent sides back to back should put Cornell's name across the board again. "Village In Capi," subtitled "Guiglione," is a most inviting Italian flavored bouncer that should appeal to the many who enjoyed "Torero." Equaly strong is Don's big rock-a-baldad reading of the oldie "You Go To My Head." Hot coupling that has the money sound.

**SUDDENLY** (3:2) [Michele BMG—Belvin]

**TAIL LIGHT** (2:13) [Cadenza ASCAP—Marshall]

RAY PETERSON (RCA Victor 72555)

- Ray Peterson, one of Victor's most gifted newcomers, has what looks like his first smash in "Suddenly." The smooth voiced youngster reads the rock-a-baldad beautifully against a good group backing—Watch this lad. He's got it. And this waxing should prove it. "Tail Light" on the underside, is an up-beat teen ballad. Don't miss the "Suddenly" deck.

---

**The Four Dates**

(Choccolaf 1019)

**HEY, ROLY POLY** (2:15)
[Debmar ASCAP—Sherzer, Good]
A good tune and tuned cut thru a happy-go-lucky novelty rocker about a pleasingly plumal laco. Side has a good cornball bounce the kids could enjoy.

**I SAY BABE** (3:20)
[Rambled ASCAP—Bemal, W. Stanley, Good]
Rockin' stuff designed to please the youngsters. Lead voice here does an exciting job. Good dance deck.

**Vicemw Ohril & Singing 16**

(1952)

**A'STANDS FOR 'A'** (2:56)
[Levar ASCAP—Schon] A sophisticated up-beat spelling bee, extremely different from the usual form of-the-mill material, is refreshingly and excitedly presented by the Schonen Boiler and his Singing Sixteen. Jockey's looking for a change of pace ought to enjoy this toe-tapper.

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The Cash Box

May 31, 1958

**Record Reviews**

**A** DISK & SLEEPER

**B+** EXCELLENT

**C** GOOD

**D** MEDIocre

---

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
she scored big with “bon voyage” now JANICE HARPER moves out on Capitol with 2 great ballads “HANDS ACROSS THE SEA” “DEVOTION”
AMERICA'S NEW TEENAGE SWEETHEART

JANICE GREEN
(The "Oh Julie" Girl)

makes her debut as a soloist with a great new song

"JACKIE"

b/w

"With All My Heart"
NASCO 6013

ANOTHER SENSATIONAL NEW RELEASE

"WHAT'S HE GOT (THAT I COULDN'T GIVE YOU)"

b/w

"Little Andy"
Jackie Trent
NASCO 6012

NASHBORO RECORD CO.
NASHVILLE, TENN.

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

REMEMBER

May 31, 1958

Record Reviews

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

The Cash Box

Sleeper of the Week

"MY LUCKY LOVE" (2:32) [Bentley BMI—Tanner]
"DRIZZLIN' RAIN" (2:01) [Bentley BMI—Turner]
DOUG FRANKLIN (Colonial 7777)

- Colonial, the label which introduced George Hamilton IV, Andy Griffith and many others, has a talented newcomer in Doug Franklin who makes a most impressive debut with a finger-snappin' novelty "My Lucky Love". Terrific material with strong hit potential. "Drizzlin' Rain", is a smooth, sentimental romancer. Top side could make it.

"GOT A MATCH" (1:50) [Saxon BMI—Mure, Wolf]
"WHO SLAMMED THE DOOR" (1:42) [Rein ASCAP—Franklin, Beal]
LOU STEIN (Mercury 71328)

- Lou Stein has hopped on a hot, up-coming novelty, "Got a Match", and fashioned a delightful rendition that should bite off a big chunk of the number's sale. It's a bouncy piano instrumental with humorous lyrics injected at the end of the chorus. Commercial change-of-pace jokes will enjoy programming. Bottom portion is another cute novelty—but this one sports a rock and roll beat.

"TOM, DICK AND HARRY" (2:43) [Monument BMI—Brandon, Williams]
"MY PLEDGE AND MY PROMISE" (2:32) [Monument BMI—Brandon, Williams]
JOHNNY OLIVER (Caritol 464)

- The Carlton diskery has picked up an exciting new master that could end up a top seller. It's a cute rock-and-roll bouncer with a humorous lyric cleverly woven around the familiar names "Tom, Dick And Harry". The lad who performs the number so pleasantly is Johnny Oliver. Watch this sleeper. It's got the goods. Coupling is a dramatic rock-a-ballad.

"GOT A MATCH" (2:05) [Saxon BMI—Mure, Wolf]
"I BEG YOUR PARDON" (1:47) [Pamco BMI—Costa, Gallup]
FRANK GALLUP (ABC Paramount 9391)

- Frank Gallup, the resonant bass voice who has become a popular favorite with the many millions who watch the Perry Como show regularly, makes his disk debut on a cute instrumental novelty called "Got A Match". His voice will win many fans. Flip is a Latin beat novelty. Top should share in song's success.

The Cash Box Best Bets

"TOM HARK" Elias & Zig Zav Jive Flutes Capitol 3989
"HONEY BUCKET BLUES" Herbie Fields Fraternity 810
"GOOD INTENTIONS" Randy Sparks Verve 1013
"DORNI DORNI DORNI" Jerry Lewis Decca 30664
"ZORRO" Fred Waring's Pennsylvanians Capitol 3993
"THE TOP 40" Tommy Duncan Crest 1
"ICE CREAM MAN" Leslie Uggams Roulette 4078
"WINDY" Paul Gayten Argos 5000
"CRAZY DREAM" Terry Noland Brunswick 55069
"I REMEMBER" Fire Discs Vik 01327

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

Call Your MERCURY Distributor And Ask For The Hottest Seller #71328

"GOT A MATCH" BY LOU STEIN

MERCURY 71328

4 HOT HITS COMING UP STRONG

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

Tab Hunter
Warner Bros. Star

I'm a Runaway

From the Columbia Picture
"Gunman's Walk"

and

It's All Over Town

#15767

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
HITS HEADED YOUR WAY!

Billy Vaughn

SINGING HILLS

and

CHIMES OF ARCADY

#15771

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
"FOR YOUR PRECIOUS LOVE"

JERRY BUTLER
AND THE IMPRESSIONS

Falcon #1013

HITTING IN...

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DALLAS
CLEVELAND
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NEW YORK

*IF I HAVEN'T SENT YOU A COPY
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VEE JAY - FALCON RECORDS
2129 So. Michigan Avenue
Chicago 16, Illinois

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
NEW!
ROY HAMILTON
LIPS
b/w
Jungle Fever
Epic 5-9274

RED HOT!
FRANKIE VAUGHAN
JUDY
b/w
Am I Wasting My Time On You?
Epic 5-9273

CLIMBING!
SAL MINEO
SEVEN STEPS TO LOVE
b/w
A Couple of Crazy Kids
Epic 5-9271

JIMMY BREEDLOVE
THIS TOO SHALL PASS AWAY
b/w
Could This Be Love
Epic 5-9270

SOMETHIN' SMITH & THE REDHEADS
MY SECRET INSPIRATION
b/w
The Brush Off
Epic 5-9269

JOE DOUGLAS
LOVER, COME BACK TO ME
b/w
Goodnight Little Girl
Epic 5-9272

AND A NEW ARTIST WITH A BRAND NEW SOUND

THE PICK OF THE HITS ARE ON...

EPIC-EMI a product of CBS
"EPIC", "EMI" Marks Reg. CBS TM.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
the sensation of the motion pictures
"Don't Go Near The Water" and
"The Rainmaker"

EARL HOLLIMAN

now on Capitol with a
potent new teenage recording

“A TEENAGER SINGS THE BLUES”

“DON'T GET AROUND MUCH ANYMORE”

record no. 3983

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The Cash Box, Music
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May 31, 1958

The Records
Disk Jockeys
Played Most

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

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<td>All I Have To Do Is Dream</td>
<td>Everly Brothers</td>
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<td>Twilight Time</td>
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<td>Art &amp; Dotty Todd</td>
<td>Era</td>
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<td>Return To Me</td>
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<td>He's Got The Whole World In His Hands</td>
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<td>Big Man</td>
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<td>Kewpie Doll</td>
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<td>Sugar Moon</td>
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<td>Johnny B. Goode</td>
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<td>You Need Hands</td>
<td>Eydie Gorme</td>
<td>ABC-Paramount</td>
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<td>For Your Love</td>
<td>Ed Townsend</td>
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<td>There's Only One Of You</td>
<td>Four Lads</td>
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<td>Rumble</td>
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<td>20</td>
<td>The Purple People Eater</td>
<td>Shep Wooley</td>
<td>MGM</td>
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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
a prom season sales special!

two timely teen topics
on a brand new recording

"AFTER THE SENIOR PROM" WILL BE AIRED, BOTH ON RECORD AND LIVE PERFORMANCE BY TOMMY SANDS, ON THE WESTINGHOUSE "STUDIO ONE" DRAMATIC PRODUCTION "THE LEFT HAND WELCOME" -CBS-TV - JUNE 16:

Capitol RECORDS
record no. 3985

AFTER THE SENIOR PROM! BIG DATE

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

In Order To Have Your Top Ten Represented In THE CASH BOX Charts,
Fill In The Coupon Below
(Or Put Them On Your Own Letterhead)
And Mail To
THE CASH BOX
1721 BROADWAY
NEW YORK 19, N. Y.

List Your Top Ten Pop Tunes Here
NAME OF RECORD HERE  ARTIST OR BAND HERE
1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

List Your Top Ten Country Tunes Here
NAME OF RECORD HERE  ARTIST OR BAND HERE
1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

List Your Top Ten Rhythm 'N Blues Records Here
NAME OF RECORD HERE  ARTIST OR BAND HERE
1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. NAME
FIRM 
ADDRESS 
CITY STATE 

VITAL STATISTICS:

WPEN's ultra-versatile Red Benson will add the chores of the Frank Ford Show, 11 p.m. to 2 a.m., to his regular 10 a.m. to 1 p.m. Red Benson Show, while Ford takes a well deserved vacation from May 19th to June 2nd. . . . Jack Buechler (WRIT-Milwaukee, Wis.) was recently upped to chief announcer at the station. . . . Abe Lincoln, of "Abe Lincoln's Jukebox" show, after being heard for four years over station KTRN, is now broadcasting on station KGUI, Wichita Falls, Texas. The jockey's new address is: Abe Lincoln, P.O. 2546 Wichita Falls, Texas . . . Mike Lawrence has left (WTIL-Baltimore), to join (WPHK-Washington, D.C.) Monday through Friday, and WQMG, New York Best Sellers Show Saturday and Sunday, 8-11 p.m. . . . Jay Dunn tells us that he is leaving (WXKQ-Framingham, Mass.) to join the ranks of (WHIM-Providence, R.I.) Dunn is replacing Dick Partridge, who moved to (WNBC-New York.)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
You’ll be hearing about

“SWEET 16”

Very Soon!

“'t's What's in THE CASH BOX That Counts—INTERNATIONALLY”
The race for top honours on “Kewpie Doll” is still going on but it looks as tho Perry Como will be the winner.

The BBC Record Week finished last Saturday with an hour-long Television Show introduced by three disk jockeys and featuring several recording stars, most of whom rushed to the BBC Sound Studios to appear in the final D.J. show of the week. Although the event as a whole was successful from a broadcasting point of view, I feel that somehow it did not help to sell more records, and the belief is that the American formula of programming consisting of records and news bulletins seems to have the largest listening figures. As long as the Musicians’ Union restrictions curtail the playing of commercial records such a formula will not be adopted for a long time.

The Palladium Show last Sunday featured the Treniers, a powerful visual act and a return visit of Guy Mitchell who is hero for a series of engagements.

A polished performance on the Saturday Spectacular TV-er was given by Mindy Carson.

The vaudeville season at the Palladium ends this week and the new summer Show opens starring co-median-singer Harry Secombe and Terry Thomas. Supporting the bill will be several top line attractions including Johnny Pulso and his Harmonica Gang.

Connie Francis is the first gal to reach the top of our Hit Parade in many a month. In fact at the moment she is the only gal soloist in the top 18 sellers so a London laurel goes to Connie for this fine achievement.

Publisher Jimmy Phillips tells me that “Washington Concerto”, a composition by Michael Carr, is showing healthy signs.

Dave Kapp now back in the U.S. after a short European tour. Hope he gave my greetings to Jane Morgan. “Expresso Bongo”, a new musical from a book by Wolf Mankowitz set to music by David Heneker and Monty Norman is keeping the customers happy at the Saville Theatre in London and the Pye-Nixa Group has recorded an album from the Show.

Stanley Black off to Denmark and Sweden as guest conductor with their respective radio orchestras.

Don Lang took over Tommy Steele’s D.J. Show for BBC, Tommy was told to rest by his doctors.

Cleo Laine, top girl jazz vocalist, wife of Johnnie Dankworth is appearing in a straight play.

Max Bygraves who has a double sided hit with “Tulips from Amsterdam” and “You Need Hands” at present making a film and is about to start a second one co-starring with Johnnie Ray.

Barbara Lyon, daughter of Bebe Daniels and Ben Lyon has just cut a new record for English Columbia, her first in a long while.

\*\*\*\*\*\*\*\*

THIS WEEK’S BEST SELLING POP SINGLES
(Courtesy “New Musical Express”)

1 Who’s Sorry Now—Connie Francis (MGM)
2 Tom Hark—Elios & his Zig Zag Flutes (Columbia)
3 Lollipop—Mudlarks (Columbia)
4 Wear My Ring—Elvis Presley (RCA)
5 A Wonderful Time Up There—Pat Boone (London)
6 Whole Lotta Woman—Marvin Rainwater (MGM)
7 Grand Coolie Duh—Lonnie Donegan (Pye-Nixa)
8 Lollipop—Chordettes (London)
9 On The Street Where You Live—Vic Damone (Philips)
10 Kewpie Doll—Perry Como (RCA)
11 Swingin’ Shepherd Blues—Ted Heath (Decca)
12 You Need Hands/Tulips From Amsterdam—Max Bygraves (Decca)
13 Kewpie Doll—Frankie Vaughan (Philips)
14 I May Never Pans This Way Again—Robert Earl (Philips)
15 Sweet Little Sixteen—Chuck Berry (London)
16 To Be Loved—Malcolm Vaughan (HMV)
17 Witch Doctor—Don Lang (HMV)
18 Stairway Of Love—Michael Holliday (Columbia)
19 Swingin’ Shepherd Blues—Elis Fitzgeral (HMV)
20 Witch Doctor—David Seville (London)
21 Magic Moments—Perry Como (RCA)
22 Stairway Of Love—Terry Dene (Decca)
23 Tequila—The Champs (London)
24 It’s Too Soon To Know—Pat Boone (London)
25 On The Street Where You Live—David Whitfield (Decca)
26 Happy Guitar—Tommy Steele (Decca)
27 Tequila—Ted Heath (Decca)
28 All I Have To Do Is Dream—Everly Brothers (London)
29 Teacher, Teacher—Johnny Mathis (Fontana)
30 Return To Me—Dean Martin (Capitol)
31 Breathless—Jerry Lee Lewis (London)
WE'VE HIT THE
Jackpot
with a
New Label...
and
3 HITS

the G-NOTES
I WOULD
b/w
Ronnie
#48000

the GEORGETTES
DIZZY OVER YOU
b/w
Oh, Oh Yes
#45001

the CONTENDERS
WILD MAN
b/w
The Tequila Song
(with lyrics)
#48002

6920 SUNSET BLVD., HOLLYWOOD, CALIFORNIA

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

BROADWAY MUSIC
New York, N.Y.
1. Return To Me (D. Martin)
2. Twilight Time (Platters)
3. Ring Around Your Neck (Platters)
4. You Are Mine
5. Don't Care What You Do (B. Freeman)
6. Love That You're Mine (J. Rodgers)
7. What's This (J. Rodgers)
8. I Want You
9. What Can I Say (B. Freeman)
10. My Heart Is Yours (B. Freeman)

BILL LAMB RECORD SHOPPE
Flint, Mich.
1. All I Have To Do Is Dream (Every Bros.)
2. Watch Doctor (D. Seville)
3. He's Got The Whole World In His Hands (L. London)
4. Return To Me (D. Martin)
5. Looking Back (N. Cole)
6. Chanson D'Amour
7. Art & Dotty Todd
8. Apache (Chickens)
9. Big Man (Your Preps)
10. Your Only Love (D. Martin)

ANDERSON'S MUSIC
Red Bank, N. J.
1. All I Have To Do Is Dream (Every Bros.)
2. Watch Doctor (D. Seville)
3. You Wanna Dance (B. Freeman)
4. He's Got The Whole World In His Hands (L. London)
5. Wear Your Ring Around Your Neck (E. Preley)
6. Secretly (J. Rodgers)
7. Johnny B. Goode (C. Berry)
8. Big Man (Your Preps)
9. Frontiers (J. Rodgers)
10. Looking Back (N. Cole)

LAMP'S MELODY LANE
Lake Wood, Ohio
1. Purple People Eater (G. Weeley)
2. All I Have To Do Is Dream (Every Bros.)
3. Secretly (J. Rodgers)
4. Chee-Hoo-Hoo (The Pets)
5. Pickin' On The Weary Chicken (Five Stars)
6. You Need Help (D. Goode)
7. Oh Lionel Me (D. Gibson)
8. Twilight Time (Platters)
9. Skinny Minnie (B. Harley)
10. Bagpipe In A Sack (Lake Bros.)

THIEM'S RECORD SHOP
Ralph, N. C.
1. All I Have To Do Is Dream (Platters)
2. Big Man (Your Preps)
3. Your Only Love (D. Martin)
4. Twilight Time (Platters)
5. You Need Help (C. Goode)
6. Thursdays Are Great
7. Purple People Eater (B. Freeman)
8. Sugar Moon (P. Boone)
9. Keep It Classy (P. Adams)
10. To Be Loved (J. Wilson)

BAUBLES, BANGLES AND BEADS
The Kirby Stone Four
Columbia Record # 4-11183

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Marek and Lieberson Testify Against Smathers Bill

WASHINGTON, D. C.—George R. Marek, Vice President and General Manager of the RCA Victor Record Division and Goddard Lieberson, President of Columbia Records, testified before a Senate Commerce Subcommittee on Communications in opposition to the Smathers Bill, legislation that would prohibit a radio or television broadcaster from having an interest in a music publishing house or a record company.

Marek, in his testimony, described as "fantastic in their inaccuracy" the charges that the public is being deprived of music it wants to hear. He said, "The essence of the charges made by the proponents of the legislation," said Marek, "is that there is some kind of an improper flirtation going on between Broadcast Music, Inc. (BMI), the radio and television broadcasters and the phonograph record companies. The result of this is supposed to be that (a) the public is being forced to listen to music it does not like, and (b) that it can't hear the music it does like.

"If these charges were substantially or even slightly true, I would be the first to be concerned. However, in my view, the charges are nothing short of fantastic in their inaccuracy. It is absolutely untrue that the public is being deprived of any way or form of any music that it wants. It is absolutely untrue that it cannot hear the music it likes to hear. For sound and good business reasons, the record companies have no other interest than to recognize and satisfy the only legitimate losses of the music business, the people who buy music. There is no need for any legislation such as the bill we have been discussing. RCA is opposed to it."

Marek said RCA Victor cares "not one pale iota about whether it's a BMI or an ASCAP tune, or who operates BMI or ASCAP, or who controls them, or which publishing firms and artists are affiliated with whom."

"If, in my capacity as General Manager, the business, any one of our Artist and Repertoire people were to bring me a song to be recorded," said Marek, "I would no more stop to inquire whether that song was BMI or ASCAP than they would.

My only concern would be 'Has it got a chance as a hit?'

Marek said that in 1939 there were no independent record companies of any significance, while today there are over 1,200 different labels aside from the major ones, and their total sales represent a substantial percentage of the record industry's business, particularly of the so-called 'pop' music.

"This is a good thing," he said. "We enjoy having competition for reasons of developing the record business, of turning music into mass entertainment—it is for pure business reasons. We manufacture a portion of the records for several of these independent companies.

Because of the increased competition in the record industry, Marek said, companies cannot afford to 'handicap' themselves by predetermining the composers of publishing firms from whom they take their music. "If RCA Victor should follow that course," he said, "I predict we should be out of business before long.

The RCA executive asserted that "nothing could be further from the truth than to say that NBC has shown a marked preference for RCA Victor recordings."

"They couldn't show favoritism even if they wanted to," he said. "They couldn't because they, like we, are charged with the responsibility of attracting the widest possible audience, which means giving the public what the public wants to hear and see. They are just as much under the pressure of competition as the Record Division is.

"But the most important reason why RCA's relationship with NBC has nothing whatever to do with our success or lack of it in the record business lies simply in the fact that the disk jockeys have had the greatest success on local independent radio stations. You will find mighty few disk jockeys of note operating as network attractions."

Goddard Lieberson described the allegations of discrimination by Columbia against ASCAP-licensed music as "patently false... a self-defeating business practice... Columbia Records has no dealings with ASCAP, BMI or any licensor of public performance rights," he stated, "the incredible charge of the damage has been made under a mere recital of the statistics concerning the music we have recorded... In 1957 60.2% of our popular single release embodied ASCAP-licensed music as compared to 72.6% BMI. Best sellers in stores showed only 27.3 ASCAP-licensed music... 72.6% BMI. Thus Columbia's popular single releases show a much higher percentage of ASCAP music than is found in the top-selling recordings in stores for the entire industry.

Lieberson also denied the charge that Columbia had been instrumental in developing rock and roll music, stating that in a list of such best sellers submitted to the Committee by proponents of the bill only one was a Columbia record. "Columbia Records has been relatively uninvolved with the popular development of rock and roll music," he stated, pointing out that only 34 records which might be considered in this category had been issued in 1957.

In reply to Mrs. DuBose Heyward's comments that songs from her husband's "Porgy and Bess" had decreased in popularity, Lieberson pointed out that Columbia had recorded the complete version of the work which led to its subsequent stage revival, as well as numerous other excerpts from the score.

Lieberson also refuted the allegation of favoritism of Columbia Records by CBS. Noting that Gene Autry had previously told the Committee he had more difficulty in getting his own records on his own stations than on others, Lieberson stated: "I sometimes feel that I have the same problems with CBS... Columbia Records and artists have received no more favorable treatment from CBS than from any other broadcaster... competitors of Columbia Records' often get plugs on CBS Radio and Television Network programs... The so-called independents, most with no broadcaster affiliation, have increased their share of the popular singles market in the last five years almost 50%, whereas Columbia's share of that market in the same period has appreciably declined. This trend squarely negates any allegation of favoritism toward Columbia Records... The facts concerning the growth of competition within the record industry and those concerning the absence of favoritism by CBS toward any record company provide the best confirmation that there is not any danger to the public interest from the relationship of CBS and Columbia Records."
New York, N. Y.

1. All I Have To Do Is Dream (Evelyn) by Darrell Glenn
2. Return To Me (D. Martin) by Darrell Glenn
3. Chanson D’Amour (Toddy) by Darrell Glenn
4. Samurai D’Amour (Toddy) by Darrell Glenn
5. Wears My Ring (E. Presley) by Darrell Glenn
6. Jennie Lee (Jan & Arnie) by Darrell Glenn
7. He’s Got The Whole World (L. London) by Darrell Glenn
8. Wear My Ring (E. Presley) by Darrell Glenn
9. Big Man (Four Preps) by Darrell Glenn
10. Do You Wanna Dance (B. Freeman) by Darrell Glenn

Cincinnati, Ohio

1. All I Have To Do Is Dream (Evelyn) by Darrell Glenn
2. Return To Me (D. Martin) by Darrell Glenn
3. Chanson D’Amour (Toddy) by Darrell Glenn
4. Japanese Ring (C. Willis) by Darrell Glenn
5. Jennie Lee (Jan & Arnie) by Darrell Glenn
6. Secretly (L. Rodgers) by Darrell Glenn
7. Big Man (Four Preps) by Darrell Glenn
8. He’s Got The Whole World (L. London) by Darrell Glenn
9. Jennie Lee (Jan & Arnie) by Darrell Glenn
10. Blonde Baby (W. Hayes) by Darrell Glenn

Seattle, Wash.

1. All I Have To Do Is Dream (Evelyn) by Darrell Glenn
2. Return To Me (D. Martin) by Darrell Glenn
3. Chanson D’Amour (Toddy) by Darrell Glenn
4. Samurai D’Amour (Toddy) by Darrell Glenn
5. Wears My Ring (E. Presley) by Darrell Glenn
6. Jennie Lee (Jan & Arnie) by Darrell Glenn
7. Big Man (Four Preps) by Darrell Glenn
8. Do You Wanna Dance (B. Freeman) by Darrell Glenn
9. Jennie Lee (Jan & Arnie) by Darrell Glenn

San Francisco, Calif.

1. All I Have To Do Is Dream (Evelyn) by Darrell Glenn
2. Return To Me (D. Martin) by Darrell Glenn
3. Chanson D’Amour (Toddy) by Darrell Glenn
4. Samurai D’Amour (Toddy) by Darrell Glenn
5. Wears My Ring (E. Presley) by Darrell Glenn
6. Jennie Lee (Jan & Arnie) by Darrell Glenn
7. Big Man (Four Preps) by Darrell Glenn
8. Do You Wanna Dance (B. Freeman) by Darrell Glenn
9. Jennie Lee (Jan & Arnie) by Darrell Glenn

Boston, Mass.

1. All I Have To Do Is Dream (Evelyn) by Darrell Glenn
2. Chanson D’Amour (Toddy) by Darrell Glenn
3. Twilight Time (Platters) by Darrell Glenn
4. Eight To The Bar (D. Martin) by Darrell Glenn
5. He’s Got The Whole World (L. London) by Darrell Glenn
6. Secretly (L. Rodgers) by Darrell Glenn
7. Jennie Lee (Jan & Arnie) by Darrell Glenn
8. Secretly (L. Rodgers) by Darrell Glenn
9. To The Impossible (Z. Andrews) by Darrell Glenn

Cleveland, Ohio

1. All I Have To Do Is Dream (Evelyn) by Darrell Glenn
2. Purple People Eater (S. Woolley) by Darrell Glenn
3. Skinny Minnie (E. Hale) by Darrell Glenn
4. Secretly (L. Rodgers) by Darrell Glenn
5. Big Man (Four Preps) by Darrell Glenn
6. Return To Me (D. Martin) by Darrell Glenn
7. Jennie Lee (Jan & Arnie) by Darrell Glenn
8. Sambo Baby (P. Wise) by Darrell Glenn
9. Choo Choo (Chadwick) by Darrell Glenn
10. Do You Wanna Dance (B. Freeman) by Darrell Glenn

Minneapolis, Minn.

1. All I Have To Do Is Dream (Evelyn) by Darrell Glenn
2. Return To Me (D. Martin) by Darrell Glenn
3. Chanson D’Amour (Toddy) by Darrell Glenn
4. Twilight Time (Platters) by Darrell Glenn
5. He’s Got The Whole World (L. London) by Darrell Glenn
6. Do You Wanna Dance (B. Freeman) by Darrell Glenn
7. Jennie Lee (Jan & Arnie) by Darrell Glenn
8. Secretly (L. Rodgers) by Darrell Glenn
9. Sugar Man (P. Boone) by Darrell Glenn
10. To The Impossible (Z. Andrews) by Darrell Glenn

ONLY THOSE RECORDS BEST SUITED FOR COMMERCIAL USE ARE REVIEWED BY THE CASH BOX
Music Field Glories In: 16 MILLION TEENAGER MARKET

But Music Leaders Plan Ahead To Greater, Brighter Market By 1960 When Over 30 Million Teenagers Will Be Available For Sales Of New Disks, Albums, Tapes And All Merchandise To Go Along With These. Better Than Double Present Business Dollar-wise Can Be Expected For Enterprising, Ingenious Music Firms

CHICAGO—Today, this year of 1958, the music industry glories in a market of 16 million teenager customers.

There is no doubt that this is a great and vast market. Its scope can only be realized when total sales for all music firms have shown, for some past years, constant increase. To a point where, according to new sales marks have been set by many enterprising organizations.

But music leaders are planning ahead. They look to 1960. This is the year when almost double the number of teenagers will be available for sales of disks, albums, tapes and all the merchandise that complements these.

This is the year, 1960, when population experts agree there will be over 30 million teenagers in the U.S. This will be, without a single doubt, the greatest market in all the history of the music industries of this nation. It will mean double the sales dollar-wise for enterprising, ingenious music firms.

It will mean a market that will gobble up double the number of initial pressings of any good disk. It will mean a market for the most tremendous exploitation that has ever yet presented itself even in the wildest dreams of those now engaged in this music business.

And this market is only two years away.

In fact, if the population experts are right, and if the growth of this nation continues at the rate they believe it will, within five years from today there will be approximately 50 million teenagers for the products of this music industry.

Planning ahead today is absolutely necessary for success tomorrow. The fact that, within two years, the present sales market will be almost double the sales market is today, as far as sales to teenagers are concerned, is but the beginning of what the sales market will look like five years from today, when 50 million teenagers will be available for sales.

The firms that exploit correctly and astutely today will be the firms that will cash in on this tremendous growing business tomorrow.

Those firms that keep step with youth, that realize the new trends, that believe in the future and that maintain an optimistic outlook on business, are the firms who are sufficiently exposing themselves today for the sales that will accrue to them tomorrow.

The growing, brighter market of tomorrow opens the path to ever greater vistas of the imagination today.

It means business.

It means bigger business.

It means firms capable of visualizing of what a market of 30 million and of 50 million teenagers can mean.

This is the future of the music business. A great future. A better tomorrow. A marvelous business ahead.

U.S.-Falcon Issues Pop Disk

CHICAGO—"This is the biggest and hottest wax we've ever had!", stated Abner of Voo Jay-Falcon Records, "and we are certain that it will climb a long way." Abner referred to the most recent pop hit which is being distributed throughout the nation on the Falcon label, "For Your Precious Love" by Jerry Butler and the Impressions.

Abner further stated that he, Jimmy Bracken and Cal Carter knew they had a hit on their hands almost immediately after completion of the recording session at the studio. The trio stressed very strongly the fact that their version of the deck is the original and made a hit with distributors, deejays and operators as soon as it was released.

Abner commented further by saying that Jerry Butler and The Impressions have been touring the midwest giving "For Your Precious Love" maximum exposure via radio and television. This week they appeared on the Ed McNulty TV show over WXYZ and the Bandstand (WJBK-TV) in Detroit, Stan Howard's "Time For Teens" via WGN-TV and the Jim Lounsbury "Record Hop" through WBBK-TV in Chicago. The group is planning an extensive deejay tour in the very near future, according to Abner; especially those cities where the disk is reported selling well, such as, Detroit, Cleveland, New York, Cincinnati, St. Louis, Dallas, Pittsburgh and Philadelphia.

SIRE HIT!

BOPPIN' IN A SACK

4720-7220

LANE BROTHERS

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

Liz Visits Howard

CHICAGO—Lizbeth Scott guested on the Howard Miller television show, May 9, via WNBQ. Liz's visit with Miller, popular deejay, was in conjunction with a promotion of her new Vik album "Lizbeth." She was accompanied by Bud Booth, midwest divisional manager, and Myron King, local manager for RCA-Victor Records.
MOA CHOICE...#1 NEW HIT!

PATRICIA PEREZ PRADO

47/20-7245

PATRICIA PEREZ PRADO

47/20-7245

It's Another Davey Crockett

ZORRO

by

THE CHORDETTES

Cadence # 1349

CADENCE RECORDS

119 W. 57th St., N. Y., N. Y.

413 RACE STREET, CINCINNATI 2, OHIO

SPECIAL NOTICE TO ADVERTISERS

The Offices and Printing Plant of The Cash Box Will Be Closed Friday, May 30, Due To The National Decoration Day Holiday

The Issue of The Cash Box Dated June 7 WILL GO TO PRESS 1 DAY EARLIER THAN USUAL... AT THURSDAY, MAY 29

Ads Requiring Extra Color, or Special Position—will go to press at ... NOON, WED., MAY 28

We solicit your cooperation

The Cash Box (Publication Headquarters)

1721 Broadway

NEW YORK 19, N. Y.

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
**UA Sets World-Wide Distribution**

NEW YORK — Contracts for the distribution of United Artists records in 23 of the world’s major markets were announced last week, involving leading distributors in each territory, it was announced by Marc F. Youngstein, President of United Artists Records.

The arrangements set full-scale merchandising "company" for United Artists record releases in England, Germany, Australia, Italy, South Africa, Norway, Finland, Holland, Sweden, India, Hong Kong, Pakistan, British West Indies, Israel, Lebanon, Syria, Iraq, Egypt and British East Africa.

In all the territories UA’s record distribution arrangements will work closely with the parent company’s subsidiaries or agencies, which handle film distribution in the same areas. In England, the new UA record distribution affiliate is the Decca Record Company, Ltd.

"It has always been United Artists policy to deal with the leading firms in all territories, and we are pleased that we have been able to parallel our overall policy in our record distribution arrangements," Youngstein’s announcement said.

Negotiations are continuing for the other territories of the world. It is expected that United Artists records will complete its entire global picture by July.

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**Who’s Doing The Promoting Now?**

ROSEMARY JUNE

**As Introducled On The Perry Como Show**

And 2 new ones destined for Hit-Ville

---

**Larry Fontana**

A great new swingin’ vocalist

"I CAN’T BELIEVE THAT YOU’RE IN LOVE WITH ME"

b/w

"EVERYONE"

---

**SURE HIT!**

**BOPPIN’ IN A SACK**

47/20-7220

LANE BROTHERS

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**NEW YORK—"The Purple People Eater" by Sheb Wooley, is taking the country by storm. MGM Records is being deluged with wires, letters and phone calls from disk jockeys throughout the country who are running contests for their listeners asking for descriptions of the Purple People Eater. Fred Fish of WWDC in Washington advises that he is receiving clay models of the Purple People Eater. He plans to display these in record shop windows. Pat Chambers of WDAE, disk jockey and record reviewer for the Tampa Times, devoted a full column to a Purple People Eaters contest. He has also received hundreds of drawings and has produced the best one so far, from a local artist, Chuck Beveridge. Gordon Linge of WJXN, Jackson, Mississippi, is giving away cameras, T.V. sets and record albums as special prizes. He is touring the city in a purple sports car, appropriately posted with "Purple People" signs. Dean Slack of WJOY, Burlington, Vermont, is running drawing contests. Frank Hanes of KVEN, Ventura, California, is running a coloring contest. Life Magazine and Newsweek have picked up the story. Bill Davis of WLOW, Norfolk Virginia, is running a contest in cooperation with Mike Levine of the Groove Record Shop who is displaying Purple People Eater drawing entries in his window. Tom Roland of WSVS, Crewe, Virginia, is running a contest. Bob Collins of WOAI, San Antonio, Texas, has arranged for a fighter bomber squadron located in San Antonio, Texas to adopt the Purple People Eater as its mascot and insignia for the squadron."
Best Selling EP's

1. **COME FLY WITH ME**
   - Frank Sinatra (Capitol EAP-1, 2, 3, 4-920)

2. **JOHNNY MATHIS**
   - Johnny Mathis (Columbia B-2537)

3. **EVERLY BROTHERS**
   - Everly Brothers (Capitol CEP 105)

4. **WARM**
   - Johnny Mathis (Columbia B-10781)

5. **RICKY**
   - Ricky Nelson (Imperial EP 153)

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

7. **SWINGING ON BROADWAY**
   - Jonathn Jones (Capitol EPA-1, 2, 3-963)

8. **FRANK SINATRA**
   - Frank Sinatra (Capitol EPA-1, 1015)

9. **NEARER THE CROSS**
   - Tennessee Ernie Ford (Capitol EPA-1, 2, 3-1005)

10. **THE MUSIC MAN**
    - Broadway Cast (Capitol EDM-990)

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

12. **SOUTH PACIFIC**
    - Movie Cast (RCA EPA-1, RCA EPA-4211)

13. **LATE LATE SHOW**
    - Dakota Staton (Capitol EPA-1, 2, 3-876)

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

15. **GEMS FOREVER**
    - Mantovani (SEP-6336-7-B)

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Best Selling Pop Albums

**Also Available in EP**

1. **THE MUSIC MAN**
   - Broadway Cast (Capitol WAG-090 * EDM-990)

2. **JOHNNY'S GREATEST HITS**
   - Johnny Mathis (Columbia CL-1133)

3. **SOUTH PACIFIC MOVIE CAST**
   - RCA Victor LOC-1032 * EPA-4211)

4. **ELVIS' GOLDEN RECORDS**
   - Elvis Presley (RCA EPA-1, RCA EPA-1707)

5. **GEMS**
   - (RCA EPA-1, RCA EPA-4211)

6. **THE SONGS OF SINATRA — VOL. II**
   - Frank Sinatra (Capitol W-982)

7. **THE MUSIC OF SINATRA**
   - Frank Sinatra (Capitol W-920 * EPA-1, 2, 3, 4-920)

8. **SOUTH PACIFIC BROADWAY CAST**
   - (Capitol OL-4180)

9. **NEARER THE CROSS**
   - Tennessee Ernie Ford (Capitol T-1005 * EPA-1, 2, 3-1005)

10. **SWINGIN' ON BROADWAY**
    - (Capitol T-963 * EPA-1, 2, 3-963)

11. **MY FAIR LADY BROADWAY CAST**
    - (Capitol OL 5090 * A 5090)

12. **LATE LATE SHOW**
    - Dakota Staton (Capitol T-876 * EPA-1, 2, 3-876)

13. **TILL**
    - Roger Williams (Kapp KL-1081)

14. **TABOO**
    - Arthur Lyman (HIT-2-086)

15. **WARM**
    - Johnny Mathis (Columbia CL-1078 * 1078)

16. **SAIL ALONG SILV'RY MOON**
    - Billy Vaughn (Dot DLP-3100)

17. **ST. LOUIS BLUES**
    - Nat "KING" Cole (Capitol W-993 * EPA-1, 2, 3-993)

18. **IN THE NIGHT**
    - GERRY SHEARING & DAKOTA STATION (Capitol T-1003 * EPA-1, 2, 3-1003)

19. **EYDIE GORME VAMPS**
    - Eydie Gorme (ABC-Prominent LP-218)

20. **MUTED JAZZ**
    - (Capitol T-839 * EPA-1, 2, 3-839)

21. **AROUND THE WORLD IN EIGHTY DAYS**
    - Movie Score (Decca DL 9366 * ED 836)

22. **GOOD NIGHT, DEAR LORD**
    - Johnny Mathis (Capitol CL-1119 * B-1119, 2, 3)

23. **SATURDAY NIGHT WITH MR. C**
    - Perry Como (RCA Victor L-1004 * EPA-4285)

24. **GIGI**
    - Movie Score (M-G-M B-3641 * X-3641-ST)

25. **DREAM TIME**
    - Wayne King (Decca DL-866)

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Grand Opening!!!

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("Only those records best suited for commercial use are reviewed by THE CASH BOX")
**NEW YORK**—Goddard Lieberson, president of Columbia Records, last week issued the following statement regarding Columbia’s entry into the stereo disk field: “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. . . .”

Lieberson said that impending reissues of stereo disks by the major companies raises many questions which are vital to both the interests of the general public and the economic wellbeing of the record industry. Lieberson feels that the introduction of the new records will not bring about an overnight revolution for either the consumer or the disk industry. This, he feels, must be understood in order to prevent unwarranted alarm and completely unnecessary stereohysteria.

In discussing Columbia’s role in the stereo field, Lieberson said that by this fall, Columbia would have a “top quality” stereo disk line for dealers and consumers. In addition, Columbia’s phonograph division will present a number of stereo-phones. However, Lieberson was emphatic in his statement that there is not now, nor will there be for a long time to come, a volume stereo-disk market. His parallel to this was the statement that it took ten years from the introduction of the LP and the 45 disks to render the 78 rpm record obsolete.

Another factor which Lieberson mentioned in the demise of the 78 rpm disk was that the LP, when it was introduced, represented a cost savings to the consumer since the same repertoire was made available on LP at approximately 50% less than the consumer was accustomed to paying for the shellac set. On the other hand, the new stereo-disk will (in most cases) be higher priced than the convention LP.

Lieberson pointed out that there are 25 million phonographs in American homes capable of playing conversion LP’s, and that it will be many years before this degree of saturation with stereo disks can be approached.

Lieberson ended his statement with the comment that the introduction of the stereo-disk will bring heightened interest to all manner of sound entertainment.

**Gil Evans, Eddie Condon Sign With World Pacific**

LOS ANGELES—Gil Evans, modern jazz arranger and conductor, and Dixieland impresario Eddie Condon have signed with World Pacific Records and are already halfway through their first albums for the label, according to an announcement by George Avakian, label’s East Coast director. Evans, who first came to fame as chief arranger for the Claude Thornhill band of the forties, is working on a set of standards composed by the great personalities from all periods of jazz, ranging from W. C. Handy and Jelly Roll Morton to Dizzy Gillespie and Thelonious Monk. A large orchestra is used on these dates, with saxophonist Julian “Cannonball” Adderley as principal soloist.

Condon’s current waxings cover the music of the Original Dixieland Jazz Band.

**Bleyer Lines Up Foreign Distributors While In Europe**

**NEW YORK**—Archie Bleyer, president of Cadence Records, last week returned from a two-week European trek during which time he negotiated foreign distribution contracts for the British Commonwealth and for Europe and the Mid-East.

Bleyer inked a new three year pact with the English Decca label for the release of Cadence Records in the British Commonwealth and set a three year deal with Deutsche Grammophone for Europe and the Mid East.

The agreement with Deutsche Grammophone makes available to Bleyer selections on the firm’s Heyley Label if he desires to release such recordings in the U.S.

While in Europe, Bleyer and his wife Janet visited England, Germany, France, Rome and Brussels.

**Arwin Opens N. Y. Office; Signs Three Artists**

HOLLYWOOD — Arwin Records, currently clicking with two hot singles, “Jennie Lee” and “Cha-Hua-Hua,” is expanding by opening a New York office and signing the new artists, it was announced last week by label prez Marty Melcher.

Arwin’s New York office is located at 157 West 57th Street and will be headed by Joe Linhart, Linhart will scout new talent throughout the East, promote the label’s releases, and screen songs for A & R head Joe Lubin, who headquartered in West Coast offices.

Melcher has signed three new vocalists: Bill Watkins, Jack Lewis, and Adam Ross. Material has been selected and sessions for all three roll this month, plus additional dates for Jan and Arnie, of “Jennie Lee” fame, and the Pots, who have the original version of “Cha-Hua-Hua.”

Melcher also disclosed that Arwin is now employing seven pressing plants throughout the country and has four promotion men on the road and will add two more. Along with Linhart, Bob Bacon, Jerry Johnson, and George Jay are covering the country.

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**Birthday Boy**

PITTSBURGH—KDKA radio disk jockey Art Pallan (second from left) was the surprise recipient of a birthday cake from RCA Victor recently. Joining in the celebration were L. R. Rawlins (left), station manager; Mort Lecker, manager of RCA Victor division, Hamburg Bros., Pittsburgh, and Ray Sacher, RCA Victor field representative.
Platters Received By Pope Pius XII

NEW YORK—The Platters, one of America’s leading singing aggregations, currently on a world wide concert tour, received an audience with his Holiness Pope Pius XII on Monday (May 19) at 12 noon (Rome Time) at the Vatican in Rome. The singing quintette, managed by American music executive Buck Ram, are currently appearing at Rome’s Teatro Sistina in Rome. The special audience with his Holiness was arranged when the Platters arrived in Rome after a tour of Africa.

The act is comprised of Tony Williams, David Lynch, Paul Robi, Herbert Reed and the only female of the group, Zola Taylor. Buck Ram discovered the group when the boys were car attendants in a Los Angeles parking lot some years ago. Since then they have achieved "million record" sales more than once and their recent attendance figures all over the world.

Advance Orders On Seeco’s New Melis LP Hit 36,400

NEW YORK—Sidney Siegel, president of Seeco Records, announced today that advance orders for the still unreleased ‘Melis At Midnight’ album have hit 36,400—the highest in the history of the indie diskery.

Sales Manager, Abbott Lutz, who just completed a two-week, seven-city swing visiting distributors, reported that the demand for the new Melis packages is coming directly from the retail level and simply being passed on by the distributor, rather than originating with distributor “guesses” as to how much product they will need. Lutz stated, “It has been interesting since joining Seeco to create demand on the retail level so that the distributor knows we are giving him both the product and the acceptance at the same time. This has been the first of our goal of public, promotion and advertising campaigns. This fabulous response to an LP that has not yet been issued is a giant vote of confidence to our sales program.”

Siegel revealed that the new Melis LP will also feature a full orchestra with a lush string section and Melis performing great popular standards.

“We believe that before the end of 1958, Jose Melis will be one of the leading album sellers in the music business,” said Siegel.

Tico Signs Jose Duval

NEW YORK—Tico Records, a division of Roulette Records has signed Jose Duval to an exclusive recording contract. Cuban born Duval is a well known baritone and actor. He has played such places as the Viennese Lantern in New York and on the stage in the lead role of both “The King And I” and “South Pacific”. Ralph Shaab, A&R head and Sales Manager for Tico stated that Jose's first recording for Tico will be an album in which he will sing in both English and Spanish.

Arnold Maxin To Europe

NEW YORK—Arnold Maxin, president of MGM Records, will leave for Europe on June 9 for three weeks. He will visit England, Germany, France, Rome and Belgium. While in Belgium Maxin will take in the Brusels World’s Fair. Maxin on his trip abroad, will meet with EMI representatives to discuss the talent situation both classical and pop. He will also keep an eye open for hot European masters.

Maxin plans to visit the various MGM picture exchanges in the above mentioned countries.

Chi DJ’s Hold Radiothon

CHICAGO—Manuel Brother’s Department Store, this city, sponsored a Radiothon in one of its windows, at street level, on the corner of State and Madison Streets, May 19. The radio charity drive featured ten of Chicago’s popular deejays who constantly reminded the crowds of the Mothers’ March Tuesday evening, to raise funds to fight Cerebral Palsy. The goal for the drive is $500,000.

This is the first time in Chicago, according to Jerry Connors, that so many radio stations and deejays cooperated to put over a drive. The following deejays appeared around the clock: Jerry Connors (co-ordinator) WNMJ; Paul (the gadabout) Saliner, WGN; Howie Roberts, WCFL; Jim McShane, WBBM; Marty Faye, WAFF; Jim Mills, WMAQ; Stan Dale, WATI; Big Saxowick, WHFP; Phil Lind and Bob Links, WTAQ.

Featured stars who appeared on the show were: Tony Bennett and Rowan and Martin, current attractions at the Chez Paree; comic Bill Fulto; Irv Kupcinet, popular Chicago Sun-Times columnist and many others.

Roger Williams Day May 27

NEW YORK—Kapp recording star Roger Williams is being honored via the dee jay and dealer circuit throughout the country on May 27th, as part of a Kapp Records promotion. “Roger Williams Day” will be officially kicked off by the release of his new LP “Roger Williams Plays Gershwin.” Although the stations will receive their copies prior to that date, they have been asked to hold off on all plays until the 27th of May.

Dealers will display streamers declaring this special day and all Roger Williams records in the Kapp catalog will be included in the promotion. Williams’ album, “The Fabulous Fifties” has appeared on the trade charts for the past year and is still going strong. His latest single reissue, “Lost & Wonderful” b/w “Indiscreet” was released last week.

Capitol Shifts Personnel

HOLLYWOOD—Because of a number of new Capitol corporate activities, expanded product lines, increased volume, etc., Daniel C. Bonbright, Special Services, Administration and Finance of CRI, has announced three organizational changes.

These changes include naming Assistant General Controllers P. V. Burdick, W. H. McGee and T. R. Poling Department Directors. Bonbright disclosed that Burdick became Director, Special Services; McGee, Director, Accounting Procedures; and Poling, Director, Profit Planning and Review on May 15th. Each of the three reports directly to Walter H. Theiss, General Controller. Concurrently, Bonbright disclosed that effective July 1, Robert H. Campbell, Purchasing Agent—Hollywood and Director of the Purchasing-Hollywood Department, will report to R. D. Quinn, Industrial Relations Administrator. Bonbright revealed that the overall functional responsibility for Purchasing will be that of Quinn.
NEW YORK—Two companies, Roulette and Epic, have broken into the field of authentic gospel music with the release of the two top-ranking Stamps-Baxter Quartets to be released shortly.

Heretofore the mainstay of sacred recordings were the well-known hymns and serious religious music.

"However," states Kurt A. Jadasson, vice president of Affiliated Music Enterprises, Inc., the firm which produces recording for Epic and Roulette, "another brighter and happier kind of song, generally known as Stamps-Baxter Gospel Music, sung predominantly in the south, has during the past years become increasingly popular in other parts of the country, and can now be heard as far north as Canada.

"The hub of activity of this music is the Stamps-Baxter Music and Printing Company of Dallas, Texas, Chattanooga, Tennessee, and Pangburn, Arkansas. From these points the gospel quartets spread in all directions. The company controls some 15,000 selections. They represent the bulk of the authentic and active southern music. Some feel that over 80% of all radio performances of this type of music," continued Jadasson.


"A large segment of the southern population takes its WFCF 830 very seriously. Folks gather by the hundreds of thousands in auditoriums, arenas, community centers, churches and schools for regular sing fests, called 'Singing Conventions.' These conventions are not only held locally every week, but on the level of an entire county (usually once a month), a state (every two or three months), tri-state combinations (every three to six months), and nationally (once or twice annually). Some of these affairs last for several days and often go on the air locally in all night broadcasts.

"At these conventions Stamps-Baxter sells some of its three million gospel music songs books each year, at 60¢ to 75¢ each. The rest are sold via the mail through promotion in the company's own magazine, which has a circulation of about 50,000 and also sells for 50¢ each, and over the air where the gospel quartets plug them.

"Local southern stations have long taken advantage of programming live gospel quartets. Such programs are very profitable since local advertisers are eager to sponsor them. However, disk jockeys are at a disadvantage, because there is not enough recorded gospel quartet music to fill the demand. This was brought out at the country disk jockey convention in Nashville where it was stated that more gospel quartet records are urgently needed.

"Many religious leaders were somewhat critical of this type of gospel singing, thinking it had become too worldly and that it was not fitting to interpret religious music in a secular manner. Some felt that sacred songs with sacred lyrics should not be rendered with the rhythm and pep of popular songs. However, millions of people find it unnecessary to chant their religious melodies in slow tempo, and the joyful Stamps-Baxter type of gospel songs has found ever wider acceptance.

"What makes an authentic gospel song? It could be summed up in one word: 'Tradition!' The forefathers of the prominent writers in the field were gospel singers. Each new generation grows up in an atmosphere of gospel singing, thus acquiring the art by assimilation and osmosis. Should a gospel song be rhythmic? It can be Lyrically. Often. Fast or slow? Either. Written in ballad style? Many times. In march or waltz tempo? Any tempo. What then are the identifying characteristics? This is as hard to answer as what makes a popular song. As in pop tunes there are many ingredients and nuances which, when properly added to the right combination enable the listener to know when he hears one. Gospel songs are all written with conviction straight from the heart by people with genuine religious beliefs. The songs usually carry a message. The lyrics are imaginative and, in many instances, quite poetical.

"The art of correct interpretation in gospel singing is inestimable. The Stamps-Baxter quartets recorded by Epic and Roulette are truly authentic. Some outstanding examples are their renditions of "God's Only Son," "Wonderful," "Thank You, Jesus," and 'Heaven's Really Gonna Shine.'

"To acquaint the disk jockeys and the public more fully with the real gospel music, both Roulette and Epic have printed the lyrics of the songs on the backs of both albums," concluded Jadasson.

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ME LIKE YOU DO
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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
“FOUR ON THE AISLE”—The Four Lads with Ray Ellis and his Orchestra—Columbia CL-1111 (1-12" LP)

The Four Lads turn in excellent efforts while doing tunes from three Broadway musicals. The platter is a follow up to the group's recent issue spotlighting the tunes of Frank Loesser, which sold very well. "Kiss Me Kate", "Babes In Arms" and "Annie Get Your Gun!" are the musicals involved in the invigorating presentations. Doing "The Lady Is A Tramp", "Too Darn Hot!" etc., the group displays the smooth vocal blending that makes them one of today's outstanding vocal groups. Looks like another big seller for the Lads.

“FRANKIE AVALON”—Frankie Avalon—Channel CHL-5001 (1-12" LP)

The young songster exercises his vocal chords on thirteen tunes including a host of recent chart items. Frankie Avalon, whose claim to fame is his "De De Dinah" waxing, is ably supported by Al Cohn's orchestra. The teen idol offers his first album with the same infectious delivery that initially brought him to teen attention. The set offers "De De Dinah", "The Fat Fannie", "At The Hop" etc. Avalon's large following should give this album a hearty welcome. Could be big.

“CIRCUS TIME WITH THE PHENOMENAL DUKE'S OF DIXIELAND Vol. 7”—Audio Fidelity AFLP-1803 (1-12" LP)

The Dukes offer still another waxing of their authentic traditional stylings. This set programs music from the band's "The Red Room De Dix", "The Man On The Flying Trapeze", etc. The group has been a tremendous attraction for the label and this platter sounds like it will follow in the same pattern. The label's true high fidelity reproduction beautifully accentuates the group's colorful delivery. Stock well.

“SOUTHERN BREEZE”—Jeri Southern—Roulette JL-50010 (1-12" LP)

Jeri Southern offers her first album on the Roulette label. The songstress is equipped with a set of gently swinging vocal chords that lend a handsome assist to any song. Descriptive of the set is the beautiful tune "Then I'll Be Tired Of You", backing the best singer is the Marty Paich orchestra. The deck is a tremendous start for Miss Southern on her new affiliation. Solid jockey item that should make a nice stand in sales department.

“THE FIRST LADY OF SONG”—Ella Fitzgerald—Decca DL-8095 (1-12" LP)

Decca offers a collection of songs recorded by Miss Fitzgerald during the late forties and early fifties. The deck is sure to appeal to the artist's many followers. Ella Fitzgerald, one of the top rated vocalists on the scene, is supported by different instrumental groupings of top musicians for each reading. "You Turned The Tables On Me" and "That's My Desire" are among the terrific stylings. The artist, always a good seller in the album line, has a top collection here.

“THE FABULOUS KATE”—Kate Smith—Kapp KL-1092 (1-12" LP)

The fabulous Miss Smith, absent from the recording scene for some time, lends her tasty vocal talents to a well selected program of tunes. With the attraction of excellent backing of the Frank Hunter crew, Kate Smith tags a number of recent hit bop sellers including "All The Way", "Love Is A Many Splendored Thing" and a few durbles, ("Thinking Of You", "It Don't Mean A Thing"). Important issue. Could break big through Miss Smith's large following.

“THE FOUR FRESHMEN IN PERSON”—The Four Freshmen—Capitol T-1068 (1-12" LP)

The Freshmen score another "Winter-Latin" effort with a deck recorded at one of their college concerts. The inventive, forever fresh vocal harmony of the group is presented in abundance as they render fourteen songs. Some of the versatile performances include "Somebody Loves Me", "It's A Blue World", "Them There Eyes" and "In This Whole Wide World". Terrific efforts will turn this into a definite chart bidder.

“BACK TO BALBOA”—Stan Kenton—Capitol T-965 (1-12" LP)

Kenton brings to the listener another waxing of splendidly arranged items, following his "Rever- durous With Kenton" LP. The album was recorded at reverendous ballroom in southern California, the home base for the Kenton ork. With the aggregation boasting such jazz notables as Andy Kirk, Les Sim, Lennie Niehaus and Richie Kamu, the pressing can only offer the best in the big sounds. Potential platter.

“BACKGROUND FOR BRANDO”—Elmer Bernstein—Dot, DLP-5070 (1-12" LP)

Elmer Bernstein conducts the orchestra through moving readings of picture scores in which Marlon Brande's talents came into their own. The selections came on "On The Waterfront", "Viva Zapata", "A Streetcar Named Desire", "The Wild One" etc. The varied compositions are smartly performed under Bernstein's accomplished direction. Should sell very well with the movie-gor.

“JULIE”—Jolie London—Liberty LRP-3056 (1-12" LP)

Miss London lends her moody intimate delivery to a number of melancholy ballads. The singer, with her smooth orchestral support of the Jimmy Rowles musicians, tenderly styles "Somebody Loves Me", "Hey Good Lookin", "For You", "Don't Go Way Mad" and eight more. Julie London's performances are best showcased through romanticized renditions and renditions are on offer here. A good album. Should appeal to her fans.

“THIS IS JUNE CHRISTY”—June Christy—Capitol T-8066 (1-12" LP)

Miss Christy lightly swings through the numbers with her usual grace and charm. The nicely varied songs give the thru a chance to demonstrate her versatility in delivery. The always eventful presence of the Pete Rugolo aggregation is also an important asset to the set. Along with Rugolo's keen backing, the artist has a lot of room to move. One smoothly treated song is "Get Happy". Another terrific album by the cool Miss Christy.

“THE SONGS OF SOUTH OF THE BORDER”—John Gart at the Conn Electronic Organ—Kapp KL-1074 (1-12" LP)

"THE SONGS OF RODGERS AND HAMMER-STEIN”—John Gart at the Conn Electronic Organ—Kapp KL-1075 (1-12" LP)

The two records thrill the spotlight on the artistic talents of John Gart. The capable organ- ist offers the songs of Rodgers and Hammerstein on one disk while tagging a few of latin items on the other (pictured at left). The tremendous range and tonal excitement of the organ is used to its full advantage as Gart renders such well known goodys as "Younger Then Springtime", "It's A Grand Night For Singing", "The Peanut Vendor" and "South Of The Border". Played with great taste.

“TOP PERCUSSION”—Tito Puente—RCA Victor LPM-1617 (1-12" LP)

The dinkery features the striking Latin percussion rhythms of Tito Puente and company. Puente is one of the foremost interpreters of the Latin rhythms, and this album shows the same. While employing the timbales (Cuban drums) the leader takes his group through torrid items complete with vocal charts. The issue could be a long standing favorite with the Latin enthusiasts. Capitol entry.

“LIZABETH”—Lizabeth Scott with the Henri Rene Orchestra—Capitol LX-1190 (1-12" LP)

The Henri Rene Orchestra, under the popular actress, her acting ability with this display of vocal talents. Miss Scott has a few intimate voice, just right for the romantic ballads rendered. Henri orchestra backing from the Henri Rene musicians. The songstress moodily phrases "Willow, Woe For Me", "He's That Way", "When A Woman Loves A Man" and more. Etched in a winning style that is sure to please. Could catch on.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"MUSIC FOR HAND JIVING"—Various Artists—London LL-3034 (1-12" LP)
Hand jiving is England's newest craze among teenagers. The platter consists of a number of tunes by different groups with the right beat for hand jiving. Found on the set is "Lonesome Traveller" (The Blue Jeans), "Smaller Tail Coat" (Tommy Steele), "Sunset Cafe Stomp" (The Graham Stewart Seven) etc. The deck could be important if the craze reaches the popularity over here that it has in England.

"CY COLEMAN"—Seeco CELP-402 (1-12" LP)
Coleman offers a number of durable melodies in his tasty jazz inspired style. The pianist runs thru the selections with a capable rhythm backing. Coleman is a creative force on his instrument, and this advanced musicianship gives the tunes a new look. Tunes include "They Can't Take That Away From Me", "Lover Come Back To Me", "Taking A Chance On Love" and nine more. Will please both the jazz and the popular record buyers.

"TOUCH OF EVIL"—Music from the Sound Track—Challenge CHL-602 (1-12" LP)
The set offers the track of the new motion picture starring Charlton Heston, Janet Leigh and Orson Welles. The score has a great variety of moods and tempos, concentrating mainly on contemporary music. The music was written by Henry Mancini, and has a Latin jazz flavor at times in line with the score which takes place along the United States-Mexican border. The track at times also has a rock and roll feeling to it to capture a main flavor. The album is very smoothly presented and should sell well with exposure.

"GIGI"—Al Goodman and his Orchestra—Promonade 2066 (1-12" LP)
The Al Goodman orchestra does a splendid job of portraying the tunes from the new musical. With vocals by Andy Gaultierie, Raoul Johnin, Lee Carol, Francois Martin, and Rosemarie, the Goodman crew takes on the selections with moving authority. Some of the songs are "Thank Heaven For Little Girls", "The Night They Invented Champagne", "Gigi", and "The Parisians". Worthy readings of the much recorded tunes.

"NIGHT SOUNDS"—Joe Bushkin—Capitol T-983 (1-12" LP)
Bushkin takes the orchestra through twelve jazz oriented versions of, durable melodies. The pianist spins his keyboard magic liberally as he and the musicians tag the tunes in a slightly swinging manner. With a clarinet behind him, Bushkin tastefully renders "But Not For Me", "They Can't Take That Away From Me", "The Lady Is A Tramp", and "Nights in White Satin". Each piece has a pleasing quality that will sell in both the jazz and pop fields.

"ART BLAKEY'S JAZZ MESSENGERS WITH THERLONIOUS MONK"—Atlantic 1278 (1-12" LP)
Monk's driving piano and the Messengers' hard hop delivery make for a collection of swinging sessions. Blowing out front are Bill Hardman on trumpet and Johnny Griffin on tenor. Spanky DeBrest's impressive bass work is also a driving factor. Art Blakey turns in tremendous efforts with the sticks. The set's standout item is an opus penned by Monk, "Rhythm-A-Ning" where everybody stretches out. Must stock.

"MAX ROACH ON THE CHICAGO SCENE"—Max Roach Quintet—Emarcy MG-36132 (1-12" LP)
The musicians have a ball as they swing six items. Max Roach's drum work is the key here with his unmistakable talent and expert phrasing. The rest of the group consists of Chicago jazzmen Eddie Beyers (tenor), Bob Cranswee (bass), George Coleman (tenor) and Brooker Little (trumpet). The highly regarded drummer keeps the group swinging throughout. One fine number is an original dubbed "Shirley", Worthy Issue.

"GROOVIN' AT SMALL'S PARADISE"—Jimmy Smith—Blue Note 1585 Vol. 1 (1-12" LP)
The Jimmy Smith trio was recorded here during performance at Small's Paradise in Harlem. The album is the first release. Surrounding out the group is Eddie McDadden, guitar and Donald Bailey, drums. Smith's dynamic organ approach is used on four items including "My Funny Valentine" and "After Hours". The set, the first Smith to be recorded at the site spot offers meaningful sounds the jazz buffs are looking for.

"DIZZY GILLESPIE DUETS"—With Sonny Rollins and Sonny Stitt—Verve MGV-3620 (1-12" LP)
The pressing features Dizzy Gillespie doing duets with Sonny Rollins on one side of the deck and with Sonny Stitt on the other. The pairing of the top jazzsters offers some effectively swinging sounds. Gillespie and Rollins program two items including a driving opus titled "Wheatleigh Hall", Gillespie and Stitt tag two also and their standout is "Haute Mon". All four of the items were penned by Gillespie. Outstanding jazz effort.

"TCHAIKOVSKY: Symphony No. 4—Conducting Silvestri conducting the Philharmonia Orchestra—Angel 3865 (1-12" LP)
Tchaikovsky's dramatic Symphony No. 4 is undertaken with utmost authority by the musicians. The work, recorded by Silvestri and the Philharmonia orchestra during a stay in London, is captured in its full beauty. The piece's third movement is especially masterful with its pizzicato stringwork, and gay brass and woodwinds. Laudable performances in great classical taste.

HAYDN: Symphony No. 97—Symphony No. 99—George Szell conducting the Cleveland Orchestra—Epic LC-3455 (1-12" LP)
Haydn's two symphonic masterpieces are capably interpreted by the Cleveland orchestra. George Szell successfully brings out the fine tonal color of the Cleveland orchestra musicians. The conductor's intimate knowledge and understanding of the works is obvious throughout. The compositions are presented with beautiful sound reproduction.

"GRAFFMAN PLAYS SCHUMANN"—Gary Graffman, pianist—RCA Victor LM-2109 (1-12" LP)
Graffman takes three of the late great composer's lyrical pieces and offers superb performances. The work recorded are Schumann's Sonata in G Minor, Romance in F Sharp, and Symphonic Etudes, Op. 13. The keyboard artistry poured into the compositions brings to the listener the best in classical keyboard artistry. The romantic program is beautifully done. Should sell well.

SAINT-SAENS: Introduction and Ronde Capricieuse—Piano—Decca FRANCAVILLI—Eugene Ormandy conducting the Philadelphia Orchestra—Decca ML-5253 (1-12" LP)
The violin virtuoso is heard in another stirring showcase of his distinguished talents. Coupled on one side with the Philadelphia Orchestra under the superb conducting of Eugene Ormandy and on the other with William Smith conducting the Columbia Symphony, Francescatti's usual vitality serves as a striking interpreter of the lyrical works. Fine violin work.

"It's What's in THE CASBOX That Counts—INTERNATIONALLY"
NEW YORK—MGM Records invited the trade and press to a cocktail party recently to honor Rosemary Clooney and Jose Ferrer who were in New York at the time. Rosemary Clooney and husband Jose Ferrer are teamed on the MGM album "Oh Captain". Set out above are some of the pictures taken at the party. They are as follows: 1) William R. Williams (WNEW) and Rosemary Clooney; 2) Al Levine, Ideal Distributors, promises to sell lots of "Oh Captain"; 3) newly returned Al Jazbo Collins; 4) Mike Beci, Ideal Distributors; 5) Lenny Ross and Jose Ferrer; 6) Arnold Maxin, president of MGM Records, and William B. Williams; 7) Al Levine, Arnold Maxin, and Sam Kehnholts, Ideal Distributors; 8) Songwriter Bob Allen and Sid Barnes, editor of The Cash Box; 9)Stan Burns (WINS); 10)Rosemary, Jose, screen and TV star Jim Backus, and Dean Hunter; 11) Tom O'Brien (WINS) flanked by the Ferrers; 12) Morty Craft, A & R head of MGM Records; and 13) Al Trilling (WNEW) in a serious discussion with Ferrer.

NATIONAL BALLROOM ONS ASSN
Launches All-out Promotion

LOWELL, MASS.—An all-out promotion aimed at selling the public on the availability of good dance music in ballrooms has been launched by the National Ballroom Operators Association, according to an announcement by NBOA president Carl L. Braun, Jr., of Lowell, Mass.

"We have a good product in our present-day bands, but we need to sell the public," Braun said. "This is largely up to the ballroom operator but we also need the help of everyone in the industry."

The NBOA president pointed out the promotion program will center on telling the public that the NBOA ballroom operator is presenting the best in dance music and dance tempo.

"The name bands as well as the local or territory bands are playing fine dance programs with good dance tempo so we need to exploit this to the fullest," Braun said.

He added that the territory bands have been the backbone of the business for many of the operators and one of the first moves of the association will be to honor these bands at the NBOA convention to be held in Chicago this fall. Citations will be awarded to the local or territory bands nominated by the NBOA operators.

"In this way, it is hoped to encourage these bands and also help in the creation of new name bands and bands with new dance tempo," Braun said.

"We have a very good product in these lesser-known traveling bands and we have been overlooking it. We now intend to do something about it," he said.

"Likewise, the present-day name bands are doing a good job on dance tempo," the NBOA ployed added. "We used to hear complaints about the name bands but today the operators report they are playing dance jobs."

Braun pointed out the theme of the NBOA promotion program will be to create a positive attitude toward dancing by stressing the fact that good danceable music is available in the ballrooms.

He said this would be accomplished through ballroom advertising, news releases and other publicity mediums. In addition, the NBOA plans call for special ads to newspaper, radio, or TV individuals who have aided the ballroom business and likewise the continuation of the present teenage dance program in the NBOA ballrooms.

Braun disclosed the promotion program had been developed by a special NBOA committee working on the project since the convention held in New York City last fall. Present plans also call for using a public relations firm to spearhead an all-out program this fall. The latter program will be presented to the NBOA convention which will be held in Chicago, Sept. 25-26.

"Dream"'s Of A Hit

WASHINGTON, D.C.—Petite singing star Betty Johnson takes time out during a visit to the Nation's Capitol for an interview with WWDC Radio's Fred Fiske.

Betty expresses her delight over the success of her latest recording "Dream" on Atlantic Records.

The vivacious thrush was in Washington to appear at a benefit show, proceeds of which go towards a church building fund.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
NEW YORK-The New York Chapter of the National Academy of Recording Arts and Sciences will hold its first general membership meeting in the course of a party at the Tropical Room of the Park-Sheraton Hotel, 7th Avenue and 56th Street, at 8 p.m. tomorrow, May 26. Every one in the record business is invited.

The purpose of the affair is to bring members and prospective members up to date on NARAS developments and future plans.

The Chico Hamilton Quintet, members of the Los Angeles Chapter, are among the NARAS performers who will entertain during the party. A brief business session is to be conducted by Vice-President Dave Kapp in the absence of President Guy Lombardo. Bob Wall and Shelly Darobbins will cover the non-entertainment portion of the proceedings.

NARAS was formed on the West Coast last fall by a group headed by Jim Conkling, to establish a recording crafts and awards Academy similar to the Motion Picture Academy in the film business. Founding Chapters have been organized in Los Angeles and New York, and plans are already under way to have active members working on Chapters which will be announced on a national TV Awards Show this fall.

The New York Chapter recently reached across the Atlantic to accept two top British conductors and an A & R chief into membership, under a charter provision that covers such applications prior to the establishment of more local chapters.

Geraldo, British society handeleader, and Bill Bowden, conductor of several Lps and one of Melachrino's arrangers, assistant director, and solo pianist, are the first British members of the American Academy. Also signed is Frank Lee, head of Artists and Repertoire for British Decca, whose production responsibilities range from Ansermet to Mantovani.

New York NARAS Ben Selvin made the contacts during his recent recording trip abroad. Interest in NARAS rose sharply, Selvin stated, when British traders realized that their work would be eligible for awards via American releases of their artists and product.

Milt Gabler and Alan Katies, co-chairmen of the membership committee, have announced a steady increase in the size of the New York Chapter, which now includes such personalities as Dimitri Mitropoulos, Steve Allen, Rise Stevens, Erroll Garner, Leonard Bernstein, Percy Faith, Leopold Stokowski, Eddie Condon, Hugh Winterhalter, Mitchell Ayres, and Robert Bennett.

**Savoy Claims Big Maybelle**

NEWARK, N. J.—In answer to a recent Vanguard Record announcement that the label had signed singer Big Maybelle to a record contract, Herman Lubinsky, president of Savoy Records advised that the vocalist "is signed to us for a long term contract". He also stated that Big Maybelle was given "a substantial advance at the time of the signing of her renewal contract."

Lubinsky stated that if any Big Maybelle recordings are released by Vanguard, they will be enjoined.

**Change In Am-Par Distrib**

NEW YORK — ABC-Paramount's Larry Newton, National Sales Manager of the discrery, has announced the appointment of The Joseph M. Zamolski Company, of Baltimore, Maryland, to distribute ABC-Paramount Records in the Baltimore-Washington area.

The new distributorship is effective immediately.

**Chevalier Goes On Record**

NEW YORK—Maurice Chevalier, currently appearing at the Waldorf and on Broadway in the musical hit, "Gigi," signs a record contract for three albums at Danny's Hideaway. Looking on is Arnold Maxin, president of MGM Records, and Norman Roseman, gen. mgr. of Lowa Corp. (Lerner & Loewe), who will produce the albums which will be entitled: Chevalier Yesterday, Chevalier Today and Chevalier Sings Broadway.

**1st N. Y. NARAS Meeting Set**

HOLLYWOOD—Encouraged by the success of the first six albums Stereo Records released in April, Bob Kirlstein, VP & Sales Mgr. of the new label, announced eight more Lps will be issued the first week of June.

"The response from our distributors and their dealers has been unbelievable!" says Kirlstein. "We've been swamped with calls from hi-fi shops, component manufacturers, and regular phonograph manufacturers all across the country."

Kirlstein, who is also VP & Sales Mgr. of Good Time Jazz Record Co. Inc., West Coast indie which also produces the Vanguard Society for Forgotten Music (SMF), California Records, listed the coming LPS as "Shelly Manne & His Men: Swinging Songs In Stereo"; "Music For Lighthousekeeping"—Howard Rumsey's Lighthouse All-Stars; "Music To Listen To Red Norvo By"; "The Poll-Winners"—Barney Kessel with Shelly Manne & Ray Brown; "Double Play!"—Andre Previn & Russ Freeman; "Coop!"—The Music Of Bob Cooper; "Scoby & Cancy Bash The Juke Box"—Bob Scoby's Prince Band and Ernes Haussman; Quartet In A Major, Opus 30, performed by Andre Previn & The Roth Quartet.

**Song Pluggers' Day July 8**

NEW YORK—Fred Waring's Annual Song Pluggers' Day and golf tournament will be held Tuesday, July 8 on his Shawnee on the Delaware resort.

Invitations to members of the trade who have already been invited and as in past years, recording stars and stars of stage, screen and TV are expected to attend.

"BRIGHT LIGHTS OF BRUSSELS"—Edie Layton —Marbury
"BRIGHT LIGHTS OF BRUSSELS"—Jone Montes
"THEM THERE EYES"—Helen Grayco—Verve
"STOP SATIN"—Four Preachers
"TRUE TO YOU"—Gene Vincent—Capital
"CARRY MY BOOKS"—A LOVER CAN'T—Bobby and Jim—Capital
"TOMORROW NIGHT"—Ray Acu—Castle
"CHARLIE MY BOY"—Bobby Harker—Calton
"SWINGIN' IN A HAMMOCK"—Ray Charles—RCA Victor Album—SUMMER TIME

BOURNE - ABC MUSIC
136 W. 52nd St., N. Y.
Stars Entertain Westchester Ops

NEW YORK—Alan Freed this week announced the conclusion of a deal with WABC-New York which calls for a five-year term at the healthy figure of $500,000.

Freed stated that he has full control over the material he will air and that he will pursue exactly the same type of program which he has been successfully offering to the WINS audience for the past few years.

He also stated that he was negotiating for a television show with WADD-New York and that the deal had advanced to a point where an announcement could be expected in a few weeks.

Freed threw a bombshell recently when he resigned from WINS-New York following his Boston fracas.

Freed felt the station should have taken a stand in his defense instead of maintaining a hands-off policy. He was approached by the station several times, he added, to advise him to resign, but once having made the step he decided to adhere to it. Freed explained his working without a contract as a “goof that occurred when the station changed management.”

Freed will begin his WABC program on June 2. It will be preceded by a heavy promotion campaign to acquaint the youth of the metropolitan area of his new address.

Mercury-Walco Contest Winners Announced

CHICAGO—Tommy Schlesinger, publicity director of Mercury Records, announced the complete winner of a contest in conjunction with Walco Diamond Needles which are distributed through the Mercury branch—Cleveland, Pittsburgh, Milwaukee and Chicago.

Prior to this contest dealers in these four areas, who purchased Walco Needles, were issued coupons which were used in the drawings. The winning tickets from Cleveland were combined with those of the Pittsburgh branch, and the Chicago tickets were grouped with the lucky tickets from Milwaukee. Finally, second drawings were held in Pittsburgh and Milwaukee to determine prize winners.

Duplicate prizes were awarded to both Cleveland-Pittsburgh and Chicago-Milwaukee winners.

The Pittsburgh drawing was held at radio station KDKA, with Guy Harris, station manager, pulling the lucky four winners. First prize—one-week vacation for two to Bermuda was awarded to Gentle’s Radio and Appliance, Pittsburgh; second prize—$250 in Mercury LP merchandise to Betty Elkins, Hibeye Company, Cleveland; third prize—the Walco Diamond Needle Microscope to Eilers Record Shop, Cleveland; fourth prize—Walco Diamond Needle Microscope to Walnut Record Shop, Pittsburgh.

The contest in the Chicago-Milwaukee area was also concluded under similar circumstances with duplicate prizes being awarded to:

First prize—Wilki Ken Music, Chicago
Second prize—Allies Music, West Allis, Wisconsin
Third prize—Sawyer’s Music Company, Clintonville, Wisc.
Fourth prize—Co-operative Music Company, Chicago Heights, Ill.

Alan Freed inks 5 Year Pact With WABC in New York

WDOK Ups Stereo Broadcast Schedule

CLEVELAND—WDOK, Cleveland, Ohio, will increase its schedule of regular sponsored programs on Monday, June 2 when the station’s “Album Time” program will broadcast stereo experimental programs of the album “Viva” by Perry Faith and that “Peacock Feeling” by Dave Carroll. The program is heard at 6:15 PM each evening. Each Monday and Thursday night the station will receive stereo broadcasts.
Hallwalls to Europe

HOLLYWOOD—Glenn E. Hallwalls, President of Capitol Records, left for London and other European points last week. Hallwalls flew direct to London where, on May 22, he attended a Board of Directors meeting of EMI, of which he is a member.

While in Europe, Hallwalls also plans to have a number of business discussions with Capital's Associates in France and Germany. He plans to stop off in New York about June 1 on his return to the United States. He is scheduled to return to Hollywood about June 5.

Phillips TV Show Debuts

CHICAGO — WGN-TV initiated a new, live variety television show, May 20, emceed by deejay Wally Phillips. The show, titled "MidnightTicker", is televised 5 evenings weekly, starting at 11:45 pm.

Features of Phillips, as permanent member of the cast are Chicago Trifecta columnist Her (Tower Ticker) Lyons and comic Bob Bell. The informal format centers around the zany antics of Phillips and Bell, along with interviews of guests by Lyons and Phillips; and interspersed with music by the studio orchestra under the baton of Bob Trendler.

First night guests were Tanya Bennett, current star at the Chez Paree; Al Lopez, manager of the Chicago White Sox baseball club and the winner of the Miss Photo finish contest. Among other well known local personalities were in attendance at the opening show, giving it the aura of a "first night" audience. Included among them were George Marienthal, impresario of Mister Kelly's and the London House; Benny Dunn of the Trade Winds and State Senator Marshall Kovash.

Elektra Issues Stereo Disk Sampler

NEW YORK — Elektra has announced the release of $2.98 stereo disk sampler labeled "Around The World In Stereo.

The disk, which will begin reaching dealers on May 30th, contains selections from the Onram Zabar Israeli trio, the Original Trinidad Steel Band, Viennese Schrammel Music, a German marching band, folksongs of Ireland, England, Italy, France, Dixieland by Ken Davern and has Salty Dogs, and guitarist Sabicas with the Los Trianeros Flamenco Trio.

Devarajan Named Sales Mgr. Of County Box and Album

MOUNT VERNON, N. Y. — Tom Pulcro, head of County Box and Album, manufacturer of LP jackets and record storage albums, has appointed Kevork G. Devarajan as the company's Sales Manager. Kev was formerly associated with Modern Album & Finishing Co. Inc. as sales manager of the newly formed County Box & Album Co. Inc., Kev plans to make County Box & Album a major supplier of Albums to the record manufacturer by giving the best service available plus advanced packaging design, to meet individual requirements.

Capitol Consolidates 2 Credit Offices

HOLLYWOOD—The consolidation of Capitol Records Distributing Corp. Regional Credit Offices No. 1 and No. 2 in new, large, modern quarters in'Capitol Plaza, has been announced by Walter H. Theiss, General Controller of CRDC.

The Regional Credit Office No. 2, serving the Midwest and formerly headquartered in Chicago, is being combined with Regional Credit Office No. 1, serving the Eastern area and headquartered in Scranton. Scranton is also the home of the larger of two Capitol manufacturing plants in the United States. The Scranton billing operation will be performing billing for all the CRDC branches before July 1, 1958. Formerly, the customer billing operation was performed by Capitol Records in Hollywood as a service to CRDC, but will now be performed in Scranton within CRDC's own organization. A complete IBM billing installation has been set up in Scranton to accomplish this purpose.

With the consolidation of Regional Credit Offices No. 1 and 2, Gordon F. Knight has been transferred to Scranton but will continue in charge of Credit for Credit Region No. 2, covering the Midwest, while F. Willard Vail and John K. Perkins will continue as Credit Managers of Regional Credit Offices No. 1, serving the East, and CRDC, but will now be performed, respectively. Perkins will continue to headquarter in the Capitol Tower in Hollywood.

Newcomer

NEW YORK—Sy Levitan, composer of "Top Forty" on Golden Crest, rehearses new 17-year-old song stylist Tommy Biener before his session.

Canadian Capers

TORONTO TOPICS:

Hank Snow (Victor) in town all this week, and playing to capacity crowds at Mutual Arena. Hank's latest for Victor "Love Call From The Mountains" is doing big business over the record bar. The song is from the pen of Hod Pharis composer of "I Heard The Bluebirds Sing" which was riding high on the charts for several months. . . . Les Paul & Mary Ford (Capitol) were special guests on The Cross Canada Hit Parade May 10th. Les & Mary did some of their past million sellers. Next week the same show will bring in Roger Williams (Kapp). Roger is one of the top sellers in Toronto and his latest "Till" is heading for the #1 spot. . . . Columbia Records of Canada has opened two new branches, one in Toronto, the other in Montreal. Jimmy James, Columbia recording star from Montreal, made quite an impression on the record buyers with his recording of "Teenage Beauty" and Frank Jones of Columbia advises us that a new release by Jimmy is scheduled for next week. . . . The Brant Inn, Burlington, has booked several of the all-time greats in show business for the summer season. The Tommy Dorsey Orch. June 11th, Guy Lombardo June 25, 26, 27, 28, and Sophie Tucker July 16, 17, 18, 19th. . . . Phyllis Marshall, star of The Hit Parade opened at The Stage Door May 12th, for one week. Phyllis has had several offers from the BBC, so if the CBC does not renew her contract for the show, she will be off to England. The hottest record in Toronto these days are "Big Man" The Four Preps; "Zorro", The Chordettes; "Looking Back", Nat Cole; and "Padre" by Tony Arden. It's nice to have Tony back on the best seller lists again.

SHORE WINNER!!!

THE SECRET OF HAPPINESS
47/20/7211
HARRY ZIMMERMAN'S DINAH SHORE ORCH. & CHO.

ERNIE FREEMAN
INDIAN LOVE CALL
# 5518

It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
NEW YORK:
The Sheb Wooley, MGM Records, takes a bow this week for giving a much needed hype to the record business. His "Purple People Eater" has surged through the lists like acid on tissue paper. The novelty has broken into the nation's top selling records with a number on the charts that is out of sight from no place. It is also showing in r & b and country—making it all markets hit. MGM claims 500,000. . .

We received a large number of complimentary phone calls and letters on last week's column devoted to the rock and roll situation and the Alan Freed affair. In addition, The Cliff Smith of KOHJ, Houston, Texas, writes: "Your article on the Alan Freed affair, specifically, and rock 'n roll in general, terrific. I, for one, can vouchsafe your conclusions! In a city where rock and roll hops and extravaganzas are every day affairs, nearly 40 here each week, including The King Bee's Royal Court of Rock (some 800-once)."

I have yet to witness the ill effect of this mode of music. Nor has there been a single incident reported (and part of the Southwest). To make a long tale short—Take rock 'n roll music off the turn-table and the teenagers will return to sensibility. At a new issue here are kids, so long will there be music with a beat. Hey, now, don't leave out the grown-ups. One third of the requests coming in, not from the adults, The pops and Moms like to rock a little too. I certainly want to congratulate you on a job well done. The plan was possible for all adults as well as the kids to read your article. At least the folks in this area will know that you are coming. Incidentally, we are going to air your article, Clifton "King Bee" Smith. . .

More congratulations from Stan Rubenstein, Baton Records, for The Cash Box editorial "A Step In The Right Direction". Sol, who attended the Chicago premiere and was incredibly impressed,. . .

facturers, sees an organization that can mend some of the ills of the record business the one weapon that can keep the indie manufacturer in business. "We must be business people if we are to remain alive." says Sumit, Baton is currently doing very well with Marie Knight's "September Song", and The Fiddlettes' "The Things I Love", Noble Watts' "Shellack" is beginning to sell, and a newcomer to the market, Donald Adams, of the Storey Sisters of "Bad Motorcycle" fame. The deck is "Cha Cha Boom" and sol thinks it might be a hit. Other releases. In the coming months, we are going to air your article, Clifton "King Bee" Smith. . .

LOS ANGELES:
Jerry Lee Lewis is off to Europe, but his record "High School Confidential" stays stateside to help promote the world premiere of the picture of the same name in Atlantic City this Thursday. . .

The Tommy Sands Show being held at San Bernardino's Swing Auditorium, May 31st. Featured on the show with Sands will be Ernie Freeman's Band, Carol Jarvis, the Hollywood Flashes and the Jack Halloran Singers...Lee Silver, creator of "Short Shorts", out with a new record by the New Teenie Heartbeats titled "Love Is The Matter With Me"...Comedian Allen Drew has joined Dooto Records' stable of funnymen. Drew cut his first album for the label last week. . .

One of the fastest breaking records in town has been "Yakety Yak" by The Coasters which jumped into the #1 spot at Music City in ten days. Disk was produced for the Atco label by Lester Sill...in addition to his personal appearances and recording for Liberty Records, Billy Ward is setting up offices in Hollywood for vocal coaching and arranging. Ward will make periodic trips back to Hollywood to personally supervise the singers and acts coaching with him. . .

Strangest move of the week was the Dickey Doo record on Swan taking a sudden switch in popularity from the "Nee Neo Na Na Na Na Na Xu Xu" side to "Flip Top Box" hitting #18 on KFWB charts...Kip Tyler visiting disc jockeys in Northern California where his Challenge Record of "Jungle Hop" is hitting the charts...Records Of The Week this week: Red Blanchard of KOPX "Ten Years A Slave"; The Brothers Sun; Earl McDaniels of KDAY "Moonlight Bay" by The Chiffons; and "Little Yellow Windmills" by The Coasters; and Hunter Hancock KPOP "Do You Wanna Dance" by Bobby Freeman on Josie...Shirley Guster's first sides cut for Tender Records, "Believe in Me" and "Time Will Tell"...Ken Nordine, author of "Word Jazz" and "Son Of Word Jazz" LPs on Dot, in town to give a jazz concert with jazzmen Fred Katz and Paul Horn...Bob Fields of Pacific Records International is an extra for the Chess diskery. Also on tap for this week is dancer Geoffrey Holder...Billy Ward and Monty King are flipping over Pat Suzuki's new wax on VIK label. . .Harold Reeves and Sam Fishbein report plenty of action throughout the nation with their hit "Slim Gaillard disk. . .Tom Jones and his Mad record label are back in action after a short respite. Tom feels that his newest release will go a long way. . .Del Clark, who has the distinction of being one of the flying deejays in this area, was recently grounded on an assignment. Del says that if grease monkeys aren't more careful we'll have up doing more mechanical work on his plane than actual record spinning. . .And Bill Bolton, King Record Dist rict, was very happy, to see that yours truly survived the recent MOA convention. In the business side of the ledger, Bill reports very successful results with the Earl Bestie wax session 'other day. Bill says that Earl really wails with his sax on this one...Irv Kupcinet, Chicago Sun-Times man-about-town, chinned with WTAQ deejay Phil Lind, during Phil's stint at the Catalina's, to hear the Mandel Brothers' Cerebral Phil Johnston. . .Fred and Sonny Hamilton's newest release. . .Kermit's Bunny Fields is really "way up there with his walkin' and his flyin'". . .At the new swank Club Cairo. Harry Carlson tells us to watch for Field's new LP, which is due for early release. . .Many recording artists will appear on Irv Kupcinet's Purple Heart Cruise, an annual affair for the benefit of disabled vets. Kup happily reports that at the rate contributions are pouring in, this will be the biggest shindig ever.

CHICAGO:
Deejay Mike Hamilton, who splits disks daily on WIND, coined the "Times For Teens" TV hop via WGN-TV, May 17, Mike and model agency head, Pat Vance selected the winner in the Miss Naval Reserve contest. . .Vee-Jay's Abner tells us that Jimmy Reed is "waxing" in his Memphis home with his mother, after a very busy, and very successful recording season. Abner is very high on the results of Gene Allison's recent wax session. The disc is scheduled for immediate release..."Open The Door" Richard Stanz and Patons "senior" recently opened the door to the most extra-ordinary lineup ever seen for the Chess diskery. Also on tap for this week is dancer Geoffrey Holder...Bed Booth and King Myron are flipping over Pat Suzuki's new wax on VIK label. . .Harold Reeves and Sam Fishbein report plenty of action throughout the nation with their hit "Slim Gaillard disk. . .Tom Jones and his Mad record label are back in action after a short respite. Tom feels that his newest release will go a long way. . .
Territorial Tips

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

(Listed Alphabetically)

ALL OF MY LIFE
Sam Cooke (Keen 32095)

APACHE
Chart (Greenwich 408)

BERRY CAKE
Mickey & Sylvia (Vik 5234)

BIG MAN
Four Preps (Capital 3960)

BIG NAME BUTTON
Royal Teens (ABC-Paramount 9918)

BLUES FOR HANDY
Bill Doggett (King 5120)

BOO-DA-BA
Pimento
Bill Doggett (King 5125)

BOTTOMLESS PIT
Billy Mitchell (Papier 105)

CHANSO D'AMOUR
Art & Deety Kidd (Eve 1064)

CHA-HUA-HUA
Pots (Arwin 599)
"Happy & Lippy" (Roulette 474)

"CHERRY PIE"
Maurice & Johnny (Kent 203)

COME WHAT MAY
Clyde McPhatter (Atlantic 1183)

CRAZY FEELING
In a Dream
Rex Hamilton (Vee Jay 2268)

CRAZY LOVE
Let the Bells Keep Ringing
Paul Anka (ABC-Paramount 9907)

DON'T CHA THINK IT'S TIME
Elvis Presley (RCA Victor 1184)

DOWN ON MY KNEES
Heartbeats (Roulette 4054)

DOWN ON THE FARM
Al Downing (White Rock 1171)

ENDLESS SLEEP
 créé en (Damon 1957)
Gene Rose (Roller 517)

EVEN NOCTURE ABOUT EIGHT
Jean Jones (Roulette 4863)

FIVE O'CLOCK IN THE MORNING
Rose & Williams (RCA Victor 4613)

FOR YOUR PRECIOUS LOVE
Jerry Butler & Impressions (Falcon 1013)

GET TOUCH
Jimmy McCracklin (Checker 993)

GROOVY
Joe & The Groovers (RCA Victor 7207)

HAPPINESS
Billy & Little (Swan 4605)

HIGH SCHOOL CONFIDENTIAL
Jerry Lee Lewis (Sun 296)

HIGH SIGN
Diamonds (Mercury 71991)

HIT THE ROAD
Gas Jenkins (Flash 128)

I HAD A DREAM
Yes Indeed
King Charles (Atlantic 1178)

I LOVE YOU SO
Chantels (End 1020)

I MET HIM ON A SUNDAY
Shirelles (Decca 50588)

INDIAN LOVE CALL
Ernie Freeman (Imperial 5518)

I WONDER WHY
Don & Belmonts (Laurie 1013)

"JUST A DREAM"
Jimmy Clanton (Ace)

* indicates first appearance on Territorial Tips

LEND A HELPING HAND
You Got Me
Bobby Blue Bland (Duke 185)

LITTLE PIXIE
Max Eastman (Juliette 5724)

LITTLE TURTLE DOVE
Robbie Day (Class 227)

MAKE ME A MIRACLE
Secretly
Jimmie Rodgers (Roulette 470)

MARSHA
Rhythm Train (Falcon 1011)

MUSKETEER
Johnny Pete (Federal 13325)

MY BUCKET'S GOTA HOLE IN IT
Rickey Nelson (Imperial 5503)

NO NO
Dinis Don & Don's (Swan 4066)

"OHHH! MY SOUL"
TRUE FINE MAMA
Little Richard (Specialty 33)

PICKIN' ON THE WRONG CHICKEN
Fine Stars (Curt)

"PURPLE PEOPLE EATER"
Sho Weary (MGM 12651)

RUBY, RUBY
Little Willie Littlefield (Bullseye)

SCHOOL GIRL
Crescentina (Nasco 6209)

SCROUNGE
Bill Jones (Phillips 3525)

SHED SO MANY TEARS
Elton Anderson (Vin 1801)

SHE'S GOT IT
Muddy Waters (Chess 1692)

SHOOTY BOY
Ivy Joe Hunter (Atlantic 1183)

SITTING AND THINKING
Little Jr. Parker (Duke 164)

SKINNY MINNIE
Bill Dobby (Decca 30592)

SUMMER LOVE
Joe Fulmer (HL)

"THE FEELING IS REAL"
"I've Been Here" (Imperial 217)

"THE THINGS I LOVE"
Fiddlesticks (Battman 232)

"TINA"
Siegfried (Vee-Jay 274)

TRY THE IMPOSSIBLE
Lee Andrews & Hearts (United Artists 231)

WISHING FOR YOUR LOVE
Versapop (Mercury 17282)

"WHAT DO EVERYTHING HAPPEN TO ME"
You Know I Go for You
"B.B. King" (Kent 267)

"WILLIE AND THE HAND JIVE"
Johnny Otis (Capitol 3946)

WOO WOE IS ME
Bob Gourley (Old Town 1030)

WOODCHOPPER'S BALL
Muttley Davies (Alan 6110)

YAKET YAK
Coasters (Alpha 6116)

YOU
Accents (Fargo 1061)

YOU GOT ME CRYING
Go on to School
Jimmie Reed (Imperial 217)

YOUR FUNERAL AND MY TRIAL
Sonny Boy Williamson (Checker 894)

YOU'RE MOVIN' ME
Teddy Spring (Atco 6112)

The Winner

The Nation's R & B Top 20

Pen. Last Week

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

2. TWILIGHT TIME
Platters (Mercury 71829)

3. LOOKING BACK
Nat Cole (Capitol 3939)

4. ALL I HAVE TO DO IS DREAM
Every Brothers (Capitol 3939)

5. TALK TO ME, TALK TO ME
Little Willie John (King 5108)

6. WHAT AM I LIVING FOR?
Chuck Willis (Atlantic 1179)

7. BOOK OF LOVE
Monotones (Argo 3990)

8. TO BE LOVED
Jackie Wilson (Brunswick 55052)

9. WITCH DOCTOR
David Wilkie (Library 57532)

10. FOR YOUR LOVE
Ed Townsend (Capital 3926)

11. DO YOU WANNA DANCE
Ralph Freeman (Jassie 353)

12. WEAR MY RING AROUND
Hutch 
13. SICK AND TIRED
Fats Domino (Imperial 515)

14. "DON'T YOU JUST KNOW IT"
Huey Smith & Clowns (Ace 545)

15. HE'S GOT THE WHOLE WORLD IN HIS HANDS
Laurie London (Capitol 3991)

16. EL RANCHO ROCK
Champs (Challenge 59007)

17. TEQUILA
Champs (Challenge 1016)

18. RUMBLE
Lindsey "Lindy" "Lindy"

19. HANG UP MY ROCK AND ROLL SHOES
Chuck Willis (Atlantic 1179)

20. JENNIE LEE
Jan & Arlie "Arlin" 108
Billy Ward & Dominoes (Liberty 57536)

NEW YORK — Lenny Ross, New York City disc jockey and Design Records artist, is shown holding his 1st prize trophy for winning the Linenow Com., British Automobile Road Race the "Celebrity Run". The trophy is a resting on the Morris he drove to victory on Saturday, May 10th, com- peting with Jack Gregson, 2nd prize winner, Peter Donald, 3rd place, Walter Croon, Skitch Henderson, Ber Park and Greta Thysen. He's cur- rently represented on wax with his Design LP, "Silver Sounds".

"Gigi" A Two-Way Smash

"Gigi" — a smash hit on the screen at the Royale Theatre is fast becoming an equally smash for the MPG sound track album, according to Al Levine, President of Ideal Distributing, MPG's New York distri- butor. On the day before the gala premiere of the picture, the MPG distributor discovered that his original stock of 6,800 albums had been sold in six weeks. He called MPG Records and reordered 900 al- bums as a fill-in order.

On the day after the picture opened he was able to order another 900 albums. On Monday of last week, he reordered again, and this time 3,000 albums were requested. A third re- order followed for 2,000 additional albums; all of this reordering within a week.

Since the opening, record dealers all over the New York metropolitan area have been phoning the distrib- utor, increasing their orders.

The MPG album is the only one with the original sound track from the Arthur Freed production. How- ever, it is one of about 18 albums on the market.

Markervitch Honored

NEW YORK — The Grand Prix de L'Academie Charles Cros, one of the highest honors in the field of recorded music, has been awarded Igor Mark- evitch for his recording of Darius Milhaud's "Les Choeophores", his recording with the Lamoureux Or- chestra, Paris, of which he is a per- manent conductor. It is the third Grand Prix awarded maestro Mark- evitch within one year, raising the total of these awards conferred on him to six.

Breaking Nationality!!

"HIT THE ROAD"
Gus Jenkins
FLASH = 128

The Original

"DEAD"
by The Poets
FLASH = 119

FLASH RECORDS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Atlantic's "Sound In The Round" Stereo Disk Series

NEW YORK—Atlantic Records' first stereo disk release including three LP's: "One Never Knows," by the Modern Jazz Quartet (the original sound track for the film "No Sun In Venice"); "The Music Man," featuring Jimmy Giuffre; and "At Symphony Hall," with Wilbur De Paris, was announced last week.

These discs are now being shipped to Atlantic distributors. They will retail at $4.96, the same price at which Atlantic monaural LP's are listed.

Throughout the coming year, other stereo discs will be released at regular intervals. For three years everything recorded by the LP department has been recorded monaurally and stereophonically simultaneously. Atlantic is able to release almost its entire LP catalogue on stereo if its wishes.

Atlantic was one of the first companies to make a commercial stereo disk. Emory Cook in 1952 developed a so-called "binaural disk" for Atlantic and Atlantic's binaural "Wilbur de Paris and His Rampart Street Ramblers" was a hit at a hi-fi show in New York the following year. The Cook binaural disk never achieved extensive industry support; however, Atlantic has continued to experiment in the stereo field, and its chief en- gineer, Tom Dowd, has developed special techniques for stereo recording, according to Atlantic brass.

"Sound in the Round" is the way Dowd characterizes his concept of stereo. It differs from that of other engineers who strive for extreme left and right directionality. Dowd's "Sound in the Round" is said to give the illusion of being "omni-directional," the sound coming from a broad center, rather than being excessively separated left and right.

Feldman And Portnoy In Several Disk Deals

NEW YORK—Stan Feldman and Ed Portnoy, Ivy Records, announced this week the completion of several record deals.

Feldman and Portnoy have given the Deltariff's "Who Would Have Thought It?" and "You Won't Be Satisfied" to Felsted for national distribution. A deal has also been concluded with APT, ABC-Paramount subsidiary, to release on APT two masters. They are the Stereophonic's "No More Heartaches" and "Love Is So Wonderful," and the Cavaliers' "Dance, Dance, Dance," and "Play By the Rules of Love."

A third deal has been set with George Goldner to distribute the Wil- low label nationally. The first Willow record to be handled by Goldner will be Bobby Hagg's "You're Only Young Once" and "Ooh-Bee-Doo." George Weiss, well-known songwriter, is now associated with Feld- man and Portnoy as A & R director.

NEW WAX SENSATION!

DAVE ATKINS
"SHAKE-KUM-DOWN"
and
"LET'S HAVE A GOOD TIME"
# 511
BACK BEAT RECORDS
2809 Braesw St., Houston 26, Tex.

2 NEW HITS ON END & GONE
I LOVE YOU SO
by THE CHANTELS
End 1020 Gene 5031
END RECORDS GONE
1650 BWAY, N. Y., N. Y.

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

#### R & B Sure Shots

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
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<td>&quot;YAKET YAK&quot;</td>
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#### On Robey's Roster

**Hit's Foreign Rights Acquired By Spier**

NEW YORK—Larry Spier Music last week acquired the foreign publishing rights to the up-coming Laurie label hit, "I Wonder Why," recorded by Dion and the Belmonts. This song and the flip side of the record, "Teen Angel," were purchased from Schwartz Music for an undisclosed figure, according to an announcement by Bells Nardone of the Spier firm.

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

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**The Cash Box, Music**

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May 31, 1958
"FOR YOUR PRECIOUS LOVE" (2:41) (Gladdie ASCAP—J. Butler)

JERRY BUTLER AND THE IMPRESSIONS (Falcon 101)

- Jerry Butler and The Impressions turn on a dramatic performance, singing a slow paced ballad with an inspiring feeling. Butler’s fine voice and emotional reading makes this a stick-out deck that should hit your antennas. Already making noise in several areas around the country. Could break out big. Watch it. The flip, “Sweet Was The Wine”, showcases Butler on a quick beat disc this is another excellent prospect, Happy jumper that is just shaded by “For Your Precious Love”.

"JUDY" (2:14) (Lion BMI—Gary Mears)

"DON'T PASS ME BY" (2:23) (Lion BMI—Gary Mears)

THE ORIGINAL CASUALS (Bell Rock 510)

- The Original Casuals, who hit first time out of the box with “So Tough”, now make a new pitch with “Judy”—striking our nerves out it looks like two in a row. “Judy” is an infectious quick-beat bouncer with a remarkable cutely-cute lyric. The O-Casuals have a strong sense of timing that picks the tune up and gives it that something extra. Keep your compass headed at “Judy”. It should lead you straight to this one. The flip, “Doing Buddy”, is a slow cha cha beat and a pretty tune. Folkish in quality and straight pop in treatment. Another good and enjoyable offering—but for the requested side—we stick with “Judy”.

"SPILL SPLASH" (2:11) (Parrish BMI—Darin, Munday)

BOBBY DARIN (Atco 6177)

- Bobby Darin comes in strong with an r & b—pop r & r item, “Spill Splash”, that looks real good from this end. Darin has a sweeped up quick beat with a humorous lyric and a top-notch reading. The kids should cuddle real close to this offering ‘cause Darin is giving it his all. The talented cooker rides hard with an effervescence that captures the listeners. We like”Spill Splash” a lot. The coupling, “Judy, Don’t Be Moody”, is a slow beat bouncer with a folk quality. Darin is tender as he wails this entry. Enjoyable but not the side. “Spill Splash” is our bet to make a big splash”.

"ALL OF MY LIFE" (2:20) (Hernando BMI—Lou Adler, Herb Alpert)

SAM CROOK (Keen 2005)

- "AS LONG AS I LOVE" (2:42) "I'M WANDERIN'" (2:39) [Pearl Music Co. BMI—Tucker, Clay] [Pearl BMI—Carlo, Gordy Jr.]

JACKIE WILSON (Brunswick 5570)

- "YOU'RE MAKING A MISTAKE" (2:42) [Argo Music BMI]

- Three hot names who should help put a little kick into the sale of records make their pitch this week, They are Sam Cooke, Jackie Wilson and the Platters. See pop reviews.

GAY TUNES (Dome 502)

"GOT YOU ON MIND" (2:08) [Dome BMI — Gay Tunes] The Gay Tunes blend effectively behind a good lead voice as they chant the slow rhythmic love song. Deck sways nicely and it could stir up the kids.

"DONT GO" (2:06) [Dome BMI] Miss Taylor belts here and, sided by an ear-stopping arrangement, comes up with the best deck. Arrangement and sound are strong so don’t sell it short.

E D D I E B O Y D (108)

"I LOVE YOU" (2:36) [Lawn BMI—E. Boyd] Eddie Boyd sings a down home middle beat jump blues. The flip, "You've Got To Be" simply and with ease. Deck should appeal to the southern markets.

M A D M A N J O N E S (Mod 1005)

"JESS' MORE TIME" (2:41) [Josette BMI] Madman Jones handles a middle jump quicker with an excellent reading and the deck is fine. The instrumental sound and Jones' treatment make it a goodie to be watched.

F I L T O N E S (Angle Tine 525)

"WAKE UP" (2:15) [Mac-Avery BMI—L. Murray] The Fi-Tones swing out with a middle beat bouncer for an engaging waxing. Lead singer handles his chores in strong fashion. Better than usual offering. Deserves your attention.

B Y ' Y E U L L T H E L A S T" (2:21) [Mac-Avery BMI—Davis] The Fi-Tones blend softly on a slow paced pop offering. Tenderly fashioned, lead is easy and sentimental. Good all market wax.

B I L L Y M I T C H E L L A N D T H E B A S E - I T E S (Imperial 5520)

"PICKIN' ON THE WRONG CHICKEN" (2:24) [Crown BMI — Young & Brunn] Mitchell and the Base-ties drive out a quick beat ditty with a rock and roll sound to the Lindsy era duck. Hard hitting deck that comes off ok.

S A T E L L I T E TRUE" (2:04) [ASWA — B. E., M. G. & P. J.] More big band sound on this quick beat instrumental novelty. Infectious deck that could capture a good sized market. Both decks are solid instrumental offerings.
Hughes Named WSM's Musical Director

Marvin Hughes is the new musical director of Station WSM, Nashville. He succeeded orchestra leader Owen Bradley, who resigned the WSM position in April to become A&R representative for Decca.

Hughes, music director last year for the new "Hollywood Holiday," starring WSM "Grand Ole Opry" Stars Ferlin Husky and Faron Young, is a versatile musician. In addition to singing, he plays nine instruments, and his career to date includes management of the various musicians in country music.

Music Suppliers Expands

BOSTON, MASS.—As a result of a continued increase in business, Music Suppliers of New England, Inc., a Boston independent distributing organization operated by Harry Carter, announced its expansion.

The vacancy occurred in the building adjacent to the distributing company's present location. By creating new offices, more display space and larger storage and shipping areas, the total of Music Suppliers now occupies 10,000 square feet of space.

The Country Records Disk Jockeys Played Most

A SUMMARY OF REPORTS RECEIVED FROM NATION'S DISK JOCKEYS

POS. LAST WEEK
1. ALL I HAVE TO DO IS DREAM
2. OH LONESOME ME
3. WEAR MY RING AROUND YOUR NECK
4. BALLAD OF A TEENAGE QUEEN
5. CAN'T STOP LOVING YOU
6. DREAM ON
7. STAIRWAY OF LOVE
8. CURTAIN IN THE WINDOW
9. BREATHLESS
10. LOVE YOU MORE

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8. CURTAIN IN THE WINDOW
9. BREATHLESS
10. LOVE YOU MORE

Country Best Sellers

IN RETAIL OUTLETS

1. ALL I HAVE TO DO IS DREAM
2. OH LONESOME ME
3. WEAR MY RING AROUND YOUR NECK
4. BALLAD OF A TEENAGE QUEEN
5. CAN'T STOP LOVING YOU
6. DREAM ON
7. STAIRWAY OF LOVE
8. CURTAIN IN THE WINDOW
9. BREATHLESS
10. LOVE YOU MORE

The Tyrones on Decca "I'M SHOOK"

On The DICK CLARK "American Bandstand" Show May 28th

Del Reeves "The Cool Drool"

"The Trot"

Capitol 3979

Central Songs, Inc.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Jim Reeves Summer Replacement For Red Foley’s “Jubilee”
by the way, Smith, who dropped in to our New York office, will be permanently retired as a Major in the U. S. Air Force.

Jimmie Driftwood's new RCA Victor album is now on the record counters.

The vaults of the Victor Record Company in New York City, that has revived some of the old English folk tunes. His great-grandmother helped him on many of the tunes, going back in her memory to the time they were sung by the gentry coming through in Virginia. Included in his album are "Battle Of New Orleans", "Unfortunate Tale", "Fair Rosamond's Bower" and "Soldier's Joy". Jimmie plays a unique instrument called the "pickin' bow".

Jimmie Newman, Star of WSM's "Opdy" and Dot records, left Nashville on May 9th for an extended tour of the Hawaiian Islands and Southern California. Before embarking, he appeared on the "Country America" radio show broadcasted from WLS-TV-Chicago on May 16th and later the same evening made a guest appearance on "The Town Hall" Party in Los Angeles, California. Jimmie's latest Dot release is "Step Aside Shallow Water" and he plans to record a session of his own at the RCA Victor Studio in Hollywood. Rick Johnson, star of the "Gulf Coast Jamboree", KFDM-TV Beaumont, Texas has a new release out for Comets Records. The Chebelle Sisters furnish the vocal backing on "I Know Somethin' My Baby's Done" written by Kid Murdock and "One Mistake" penned by Johnson. D. J.'s who have not received a copy can have one by writing Johnson care of the station.

Barbara McCool types that Mercury-Starday's Eddie Bond recently began his 1st full hour of spinning ed vinyl on his own program in New York. F.M. Eddie invites all those passing through the Memphis area to drop in or call him on the phone—# Fairfax 3-2679.

Sorry to hear about the death of the west coast's "Bill Band". Bill was known for his work in the music field for helping new artists along the success path. Plans are underway for a benefit show with most of the proceeds going to the "City Of Hope" in Bill's name.

Don Widener, Personal Mgr. for Merle Travis, types that Merle was a recent guest on Pee Wee King's WVAH-TV-Louisville, Ky. show, along with daughter Pat, who was crowned "Queen of the Kentucky Derby Festival". Merle's currently in Hawaii entertaining the troops. Upon his return, he'll begin work on 3 new LP's for Capitol.

WRVA-Richmond, Va.'s "New Dominion Barn Dance", now one big show, 8:00 to 10:30 P.M., every Sat. night, has as its regular cast; Zack Pennebaker, Edgar McCune, Grady Shuburn, Don Reynolds, Ethel Ford & Wally Ford. The show is sponsored by the Richmond Electric Co. and is heard over WRVA.

Recently received the latest issues of George N. Haxel's "Country-Western Express" from England, Dan J. Murchua's "Songwriters World", which is published by the Folk Writers Co-Operative Ass'n in Houston, and 1st edition of the Roy Drusky Fan Club News from club proxy, Corky Hammond.

Al Weaver, who handles 3 hours of c&w disk shows at WRWC-TV-Louisville, Ky., now, along with daughter Pat, who was crowned "Queen of the Kentucky Derby Festival". Merle's currently in Hawaii entertaining the troops. Upon his return, he'll begin work on 3 new LP's for Capitol.

Nat Nisberg's "Country America", KABC-TV-Los Angeles, currently celebrating its 1st anniversary on the station, continues to book popular local favorites. Current examples are; Ed Price, Al Kato, Ruff, John Wise, Jody Reynolds, Bob Will's & the Texas Playboys and The Merry Mac's. Country regulars are; Andy Jackson, Dodd Kay, Lefty Frizzell, Freddie Hart, Betsy Gay, Jerry Wallace, Bobby Bruce and the "Haven Boys".

French vocalist, Marion L. Marchette and his band "The Arcadians", in great demand throughout Louisiana, recently played to a full house at the Pecan Grove in Golds, of the self-styled "Pecan Grove of Gold". Their latest release, "Chemine A Roguenoux" b/w "My Pauve Vieille Maman". Anyone wanting information on Marion, should contact his fan club proxy, Madge Dubon, Abbeville, La., Rte. #1, Box 295.

Attention: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 1721 Broadway, New York 19, N. Y.

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

offers a welcome new opportunity to increase earnings in every location

Now Seeburg Dual Programming provides a welcome new opportunity to increase earnings by programming both singles and EP album records. With Dual Programming plus Dual Pricing...

...singles are programmed in the lower display panel at one price.

...EP album records (two tunes per side) are programmed in the upper display panel at a proportionately higher price.

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

THE SEEBUG CORPORATION

Chicago 22, Illinois

America's Finest and Most Complete Music Systems
NEW YORK—The question of "hard selling" and "soft selling" has been in considerable discussion these days with sales slipping in many industries and firms. Glenn E. Fouche, President of National Sales Executives, Inc., chided business men for talking about "hard sell" but doing little about it. His comments should be of interest to all branches of the coin machine industry—manufacturer, wholesaler and operator. "The idea that the current setback in sales has stimulated a good, hard-hitting return to old fashioned salesman ship is wishful, but unrealistic," said Fouche. "The consumer is still being met by tired, disinterested clerks who barely get up enough steam to take the order. Everyone seems to be looking to the other fellow to do the selling."

He said "salesmanship requires a person willing to go to the buyer with his product, instead of waiting for the buyer to drift in off the street." He criticized the attitude of most organizations. "Few companies are attempting to meet sales declines by hiring more sales personnel, nor are they retaining their sales organizations to go after prospects more effectively," he asserted. "The fact is that insurance companies and others which traditionally go after the consumer and which have never neglected their sales recruitment and sales training programs, have reported first quarter sales as the highest in their history. When are we going to see more salesmen? When are they going to be trained? Let's start hiring and training them right now. What are we waiting for?"

NEW YORK—"Sure, we see some weaknesses now—and with the help of business, we are getting rid of them. But, with equally sharp eyes, we also can see our nation's great strength and its great future possibilities", was the statement made by Secretary of Commerce, Sinclair Weeks. He then made the following predictions: The nation will produce $500 billion worth of goods and services in 1968, compared with $416 this year; 10 years from now the population would reach 205.5 million, against 173 million now; households would number 60.3 million, against 50.4 million now; 80.5 million persons would be holding down jobs, against 66.7 million now; personal income would run at $475 billion, compared with $344 billion today; and personal income per capita would climb to $2,910 from the present $1,951.

In this issue The Cash Box makes its announcement of its forthcoming 16th Anniversary Annual Directory and International Edition.

In retrospect it seems like only yesterday that The Cash Box came into being. It was in 1942. The countries of the world were in a death struggle. As for the coin machine industry, all manufacturers were busy supplying war materials. Wholesaling and operating firms were wondering if they could continue. Personnel was joining the armed forces. Wholesalers were limited to the sale of used equipment. Operators were rationed on gas, tires, etc., necessary items for servicing their locations. Some firms fell by the wayside. With these seemingly unlimited handicaps in view, The Cash Box came into being. It had a simple philosophy. Coin machines were a means of supplying entertainment to hard working, tired defense workers, as well as servicemen on leave. And the entertainment provided by coin machines was both relaxing and economical. The Cash Box would serve as a medium for the exchange of equipment. Certain machines stocked in the mid-west, for example, where there wasn't any demand for them, would find a ready market in other territories where coinmen could put them to use. This theory proved to be correct. The Cash Box gained in strength and coverage as coin firms realized its value to them. In addition to this highly effective means of keeping their businesses going, The Cash Box utilized its columns to bring forth ideas for the trade, and fought for its advantages in those trying times.

With the conclusion of World War II, The Cash Box, now sturdily entrenched as a medium for the coin machine industry, expanded its services, and coverage. It presented new money making ideas. It pioneered. It fought for all in the industry.

Now, The Cash Box is preparing its 16th Anniversary Issue. In addition to providing the industry with vital information in the way of lists, directories, photographs, historical data—this 16th Anniversary Issue will present the greatest "International" service and coverage ever conceived in the coin machine industry. Details are outlined elsewhere in this issue. Once again The Cash Box conceives, creates and institutes progressive steps for the welfare of the coin machine industry.
CHICAGO—The coinbiz continues to move ahead. This is the statement heard from leaders everywhere in the country.

With the official opening of parks, arcades, seashore, mountain, resort and roadside locations on Memorial Day, sales have already reached a new high peak among all the manufacturers in this area.

In fact, manufacturers report that sales, as of a like period last year, have been far greater. They have exceeded anything that they ever believed could happen at this time.

Even the most conservative now agree that there is every possibility that 1958 will be even a better year than 1957 provided, of course, that sales continue at their present rate.

Even those operators, who were much in the dumps during the first quarter of the year, report recovery.

They believe now that, with business bound to turn upward in the coming months, they will show better averages than they at first believed would be the case.

Some of the operators report that, due to more widespread adoption of 10¢ play plus front money guarantees and more equitable commission basis, and the further fact that the new games have reached them at a better price, while play action has perked up all around, the drop in income in the first quarter has been more than equalized.

These same operators believe that the forthcoming third and fourth quarters of the year will see them move right ahead and that the trade will continue to enjoy better business all along the line.

What is most important to almost all leaders here is the fact that operators, who have switched to dime play plus a more equitable share of the gross intake from their machines, have equalized whatever drop in income might have been brought about.

"But," reports one well known operator, "even though as first we believed we were being faced with a very rough year, we now find that conditions, as far as we are concerned, are better than what we ever thought would be the case."

The fact remains, he concludes, "that those operators who arranged for better business methods, through the use of dime play plus a more equitable share of the gross income from their machines, find that they are enjoying just as good, and, in many cases, even better business than they did this past 1957."

Most important, at least to all leaders here and to distributors all over the country, is the fact that sales have continued their upward trend.

This, of itself, is most highly indicative of the fact that business is continuing to boom ahead.

New Ordinance Pending In Seattle, Wash.

SEATTLE, WASH.—An ordinance pending in the Seattle City Council (May 19) would revise regulations for pinball devices and other amusement devices.

License Committee Chairman Charles M. Carroll said the measure has been in preparation for several months. Sought by Mayor Gordon S. Clinton, the measure is the result of conferences among the mayor, counselors and police and legal officials. Carroll said, adding: "We believe this measure will strengthen the city’s supervision over pinballs and similar devices."

The bill would forbid distributors of pinballs or music machines to have a financial interest in establishments in which their devices are placed. Another provision of the measure would give the city council responsibility for approving transfers of licenses between operators. Transfers currently are handled by the City Comptroller’s Department. Carroll said that the City Council had not decided whether license fees should be raised.

BOSTON—Three separate cases are now pending in the light of the Music Operators association of Massachusetts against “excessive license fees” in the city of Boston. This was announced at a special conference following the meeting at Commonwealth Country Club, Wednesday, May 14, at which reports were made.

At the conference of attorneys, attended by Dave Baker, president of MOAM, and Arthur Sherman, general counsel, on Thursday, May 15, it was stated that the action being brought by the association for court hearings has now boiled down to three separate cases. They are:

1. An action against the $80 week-end licensing of jukeboxes in Boston.
2. An action against the $2-perweek Sunday licensing fee in Boston.
3. An action against the $2-perweek state licensing fee.

These actions, Atty. Sherman said, are being fought on two main issues: 1. Constitutionality of license fees under free speech provisions of first and 14th amendments of the Constitution. 2. Excessive costs of licenses, which are considered illegal by the association, under Massachusetts state laws. Previously, MOAM attorneys had attempted to try all the three actions in one case. To do this, it was stated, it is necessary for all parties to agree. This has not happened, and to expedite the entire procedure, two of the pending actions, the action on constitutionality, and the action on excessiveness of fees will be entered in Massachusetts Superior Court, and readied for Supreme Court by Oct. 1. A decision by the Supreme Court may not be handed down until the first of the year, it was pointed out. However, it was stated, it is customary for the Supreme Court to grant a temporary restraining injunction in such cases. The MOAM hopes for an injunction before Oct. 31, date when license fees for next year are due.

MOAM attorneys pointed out that the cases will go to Supreme Court for hearing, first, then to Supreme Court. The Massachusetts actions, which are being followed by op associations throughout the country, were split up to expedite the situation and to possibly forestall the paying by ops in Boston of $160 per phone for next year.
UNITED
Takes Over the Leadership
in Automatic Music

Since the unveiling of United's new Model UPB-100 Phonograph at the recent M.O.A. convention, coinmen from every quarter have acclaimed it as the finest phonograph ever produced. The mail requests for delivery dates have been exceedingly heavy. The phones are busy constantly. Never before in the history of automatic music, has a coin-operated phonograph taken such complete command so quickly. Designed to make more money out of music, magnificently styled by Raymond Loewy, the new Model UPB-100 is truly without equal. Indeed, in the judgment of the operators, it is in the number one position by a big margin. Arrange for your future prosperity now.

Write for details.

UNITED MUSIC CORPORATION
340 N. CALIFORNIA AVE.
CHICAGO, ILL.

Shows Amazing Reports From Ops Of "Commando Machine Gun" Batteries

Bilotta Wurlitzers Win Bowling Tourney

NEWARK, N. Y.—The "Bilotta Wurlitzers," a bowling team sponsored by Johnny Bilotta, Bilotta Distributing Company, this city, just won first prize in the Mohawk Valley 5-man handicap tournament, held in Utica, N. Y. This tourney is an annual State event and is the largest in the State. The team also captured the local 36-week league team event.

The Bilotta bowlers crushed handicap games of 1,979, 1,185 and 977 for a 3,241 total. They carried an 83-pin handicap in each game.

A banquet was held this past week for the team, which is considered one of the top in New York State. Bilotta's trophy case is loaded with cups won by his team during the past few years.

"Our team will bowl any team in the coin machine business anywhere in the country," challenged Bilotta, "on a home and home basis. How about a contest with the winners of the Chicago Automatic Phonograph Bowling League?"

Here, but," concluded Glick, "the facs are far to see and hear as they travel about the country and watch those places where our Commando Machine Guns are already in operation.

"We will give addresses of such places to any and all interested parties. I feel certain that they, too, will be amazed by the income reports which they will hear from these people."
IT'S "CIRCUS" TIME!!

OUTSTANDING FEATURES:
★ LOCATION TESTED:
★ ESPECIALLY DESIGNED FOR LOCATIONS DEMANDING LARGEST PLAY:
★ NEW STREAMLINED CABINET, OCCUPIES LESS SPACE THAN ORDINARY PIN TABLES
★ TROUBLE-FREE ELECTRICAL MECHANISM
★ LARGE CASH BOX
★ NATIONAL SLUG REJECTOR
ALSO DISTRIBUTOR FOR POINTMAKER
KENTUCKY DERBY
SOME PENNSYLVANIA TERRITORIES OPEN FOR DISTRIBUTION.

EXCLUSIVE PENNSYLVANIA DISTRIBUTOR

Bill LaBre Distributing
406 STATE ST.
ERIE, PA.
PHONES: 21-6203 6-2791

SPECIAL NOTICE TO ADVERTISERS

The Offices and Printing Plant of The Cash Box will be closed Friday, May 30, due to the National Decoration Day holiday.

The Issue of The Cash Box will be Pressed Thursday, May 29

At Noon

WILL GO TO PRESS 1 DAY

EARLIER THAN USUAL

WEST TOWNS HOSPITAL ASSN CAMPAIGN REACHES $400,000.00

OAK PARK, ILL.—The third of a series of report meetings for the campaign to erect the Goldblatt Memorial Hospital in Leyden Township was held at the Oak Park Arms Hotel on Wednesday night, May 14.

Nearly fifty of the workers attend this meeting and reported new locations at C. A. Robinson & Company with United's new 2-player "Shooting Star" shuffle game. Hank Tronick says United's 6-player "Eagle" shuffle is receiving very nice action from the operators. Al Betlemann reports Williams' "Short Stop" base game remains a money maker with operators throughout the territory. Operators along Pico Boulevard the past week: Oscar Holzhausen, online, Vibbs, B. R., Frank Totzke, Mojave; Fred Luchsinger, Needles; Joe Traumol, Banning; and the Long Beach contingent consisting of Orville Kindig, Charles Kooke, Sam Frudakis, Charles Cahn and John Kitcherid.

We solicit your cooperation

The Cash Box
(Publication Headquarters)
1721 Broadway
NEW YORK 19, N. Y.

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

The operators are taking the slogan "You Auto Buy New" to heart with the amount of action going on in the showrooms along Pico Boulevard. Many out-of-town operators are hitting Coin Row to view the new machines which are being tested on the market. At American Coin and Machine, the Lasney brothers announced the Wico Corporation of Chicago will be national distributors for the new "Easy View Title" at the Heiberger Warehouse. They are now in full production with this new item. Vinny Lasney jumped every time the telephone rings in anticipation of the call from his wife, Mary, announcing the new arrival for the holidays.

One of the operators is meeting many operators whom he has never had the pleasure of seeing before, when they come in the showroom at Bulger Sales Company to order one or more AMI "1-200" phonographs. "Rolly" Neisler told the AMI Service Schools are now being held every second and fourth Tuesday of the month at Bulger's Warehouse for all who would like to attend. Bill Happer says the used bowler sales continue holding their own.... Sonny Lombardi busy at Simon Distributing Company with arcade makers selecting from the large and varied stock in the showroom. Jack Simon and his wife write they are enjoying their ten-day stay in Tel Aviv during their foreign junket. John Freeman will be spending the Memorial Day weekend visiting Las Vegas.... Mary, Kaye and Claire Selle are organizing a group of operators at Leuenhagen's Record Bar to see Nat "King" Cole and Russ Morgan during the engagement at the Coconut Grove. Mary predicts Handy Sparks' new release of "Good Intentions" will be a big one for Verve. Claire believes the new version of "Drifting And Dreaming" by The Melucas on GNP will go very well on the juke boxes. Kaye reports "Heads" by the Aquatones on Fargo is taking off with many operators.

One of the first color operated music boxes, made in Switzerland circa 1916, is on display at Mindenmore Music Company alongside the very latest model Seeburg phonographs which is drawing many operators into the showroom. George Mahnle reports the Seeburg Coin Vendor is a deal of interest among the operators. Wayne Davis says the orders are coming in faster than deliveries can be made for the Chicago Coin 2-player "Rocket Shuffle" game. Paul Vogel busy handling orders for Chicago Coin's new "Up" baseball game. Jack Burger dropped in at California Music Company to play his latest box release of "The Three Handled Drummer" for S. Totzke and Gabe Orland. Jack told Sam and Gabe he also teaches Hank Tronick's teenage son, Steve, on the drums. "Whitey" Place, shop man, on a vacation to the High Sierra's. Buddy Robinson reports one of the fastest breaking records in some time has been "The Purple People Eaters" by Sheb Wooley on MGM. Val Zuniga predicts Decou's "Super Jass In Hi-Fi" will take off with the jazz fans. Martha Delgado believes Frankie Lane's "I've Got It With "Lovin' Up A Storm" on Columbia.

Paul Laymon says that the variety of amusement machines being turned out by Bally, which include Bally's "Skill Roll", "Target Roll", "Big Innings", "Trophy Bowler", "Super Bowler" and "Space Gun" and Rock-Ola's new line of phonographs with the new Music Vendor, give every operator an opportunity to fill any kind of location and keep returns up and above par. Paul says the steady sales at Paul A. Laymon, Inc., back up his statement and give a very bright look to the future. Bill Yedlin, Sherman Oaks operator, on a fishing trip to Mazatlan, Mexico,.... Charley Robinson reports the sales are soaring at C. A. Robinson & Company with United's new 2-player "Shooting Star" shuffle game. Hank Tronick says United's 6-player "Eagle" shuffle is receiving very nice action from the operators. Al Betlemann reports Williams' "Short Stop" base game remains a money maker with operators throughout the territory. Operators along Pico Boulevard the past week: Oscar Holzhausen, online, Vibbs, B. R., Frank Totzke, Mojave; Fred Luchsinger, Needles; Joe Traumol, Banning; and the Long Beach contingent consisting of Orville Kindig, Charles Kooke, Sam Frudakis, Charles Cahn and John Kitcherid.

The general comment for hundreds of modest gifts has just been started, and it will require at least another month to complete.
AN OPEN LETTER

TO ALL FIRMS INTERESTED IN WORLDWIDE BUSINESS PROFITS

This year The Cash Box' 16th Anniversary Issue will actually be 5 separate magazines. (The Anniversary Issues of The Cash Box have been internationally acclaimed: "The Encyclopaedic Year Books of the Industry"). The Anniversary Issues of The Cash Box are saved all year long. They are subscribed for by libraries, and other such reference organizations, that consider them a one volume year’s history of the industry.

The Cash Box' 16th Anniversary Issue will be combined with The Cash Box International Quarterly Export Editions. There will be 5 separate editions of the International Quarterly Export Issue. Each edition will be printed completely in a separate language, expressly for those peoples that the world who read and speak this language. These will be the Four International Sections of The Cash Box. One section will be printed solely in Italian. The next in German. The third in Spanish. The fourth in French. These four will be in addition to the regular English issue.

The Cash Box' subscribers will receive all five editions bound into The Cash Box' 16th Anniversary Issue. The International Sections printed completely in Italian, German, Spanish and French will then be mailed separately, as separate International Editions of The Cash Box will then be mailed separately, as separate International Editions of The Cash Box are mailed the world and only to those peoples reading and speaking each of these languages. (For example, the Spanish edition will be sent throughout Central and South America as well as to Spain and other parts of the world, such as the Philippines, where Spanish is read and spoken.)

This is the very first time in the history of this industry where any publication has presented the opportunity to the advertisers to reach the entire world market thru the use of but one magazine. The Cash Box again makes history. The Cash Box again opens wide the portals of profitable international trade to this industry. Bigger, better business and greater profits are assured those advertisers who use all 5 editions of The Cash Box.

There is no increase in advertising rates. The cost for advertising space in the Italian, German, Spanish and French editions is exactly the same as in the English edition. The advertiser can choose a Full Page in the English edition (at regular Full Page rate) and a Quarter Page in the Italian edition (at the regular Quarter Page rate) as well as additional Quarter Pages in the German, Spanish and French editions (also at regular Quarter Page rate) or he can choose whatever combination of editions he desires.

There is no charge for translating his advertisements into the languages of the various editions. However, copy must be in Chicago office no later than Wednesday, June 11, 1958.

CLOSING DATE for the Italian, German, Spanish and French editions is Monday, June 16, 1958, in the Chicago office, 29 E. Madison St., Chicago 2, Ill.

CLOSING DATE for the English edition (The Cash Box' 16th Anniversary Issue) is Wednesday, June 25, 1958, in the New York office.

IT IS IMPORTANT TO RESERVE THE ADVERTISING SPACE YOU WILL USE IMMEDIATELY—WRITE, WIRE, CABLE TODAY!

RUSH RESERVATIONS or ADVERTISING COPY to

The Cash Box
29 E. MADISON STREET, CHICAGO 2, ILLINOIS, U.S.A.

(Phone: Financial 6-7272)

NEW YORK
1721 BROADWAY
(Phone: JUDSON 6-2640)

HOLLYWOOD
6272 SUNSET BLVD.
(Phone: HOLLYWOOD 5-2129)

BOSTON
80 BOYLSTON ST.
(Phone: HANCOCK 6-8386)

LONDON
17 HILLTOP
(Phone: SPEEDWELL 2596)

PARIS
27 PLACE ST.-FERDINAND
(Phone: SUFFREN 72-70)

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Recognized throughout the Coin Machine Industry as a source of VITAL INFORMATION and STATISTICS obtainable NOWHERE ELSE... which is referred to every day in the year...

YOUR ADVERTISEMENT WILL BE SEEN ALL YEAR LONG
Don't Fail To Have Your Advertisement In This Greatest Coin Machine Issue Of All Time!

ADVERTISING FORMS
Being Prepared
RIGHT NOW!
SEND IN YOUR AD IMMEDIATELY!

LAST MINUTE DEADLINE:
WEDNESDAY
JUNE 25

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

CHICAGO
29 E. MADISON ST.
(PHONE: FINANCIAL 6-7272)

HOLLYWOOD
6272 SUNSET BLVD.
(PHONE: HOLLYWOOD 5-2129)

BOSTON
80 BOYLSTON ST.
(PHONE: HANCOCK 6-8386)

LONDON
17 HILLTOP
(PHONE: SPEEDWELL 2596)

PARIS
27 PLACE ST.-FERDINAND
(PHONE: SUFFREN 72-70)

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
THE NEXT “INTERNATIONAL QUARTERLY EXPORT EDITION” OF

The Cash Box

WHICH WILL BE COMBINED WITH THE WORLD FAMOUS “Encyclopedia Year Book of The Coin Machine Industry”

The Cash Box’ 16TH ANNIVERSARY ISSUE

WILL FEATURE

FOUR ENTIRELY SEPARATE “International Sections”

INTERNATIONAL SECTION No. 1— PRINTED EXCLUSIVELY IN SPANISH
INTERNATIONAL SECTION No. 2— PRINTED EXCLUSIVELY IN ITALIAN
INTERNATIONAL SECTION No. 3— PRINTED EXCLUSIVELY IN GERMAN
INTERNATIONAL SECTION No. 4— PRINTED EXCLUSIVELY IN FRENCH

EACH “INTERNATIONAL SECTION” ACTUALLY A SEPARATE MAGAZINE

Each “International Section” will be an entirely separate unit in itself. It will be removable as such from the entire edition. Each “International Section” will be sent to an outstanding list speaking and reading the language of that individual section.

Subscribers will receive the entire edition which will contain the complete English as well as all four “International Sections”.

While the entire edition is in the mails to The Cash Box’ subscribers, there will also be a complete mailing of each “International Section” to the French, German, Italian and Spanish importers.

To obtain full and complete coverage of the entire world market, advertisers are urged to use individual advertisements in each of the four “International Sections”, IN ADDITION to the regular English edition.

Special “International Sections” go to press in CHICAGO, Monday, June 16. If advertising copy has to be translated into a foreign language, copy must be in CHICAGO no later than Wednesday, June 11.

Send Ads For “International Section” to

The Cash Box

29 E. Madison St.,
CHICAGO 2, III., U.S.A.
(Phone: Financial 6-7272)

1721 Broadway, NEW YORK 19, N. Y.
6272 Sunset Blvd., HOLLYWOOD 28, CALIF.
80 Boylston Street, BOSTON, MASS.
17 Hilltop, LONDON, N.W. 11, ENGLAND
27 Place St.-Ferdinand, PARIS 17, FRANCE
Model 1464—Compact 120 Hi-Fi Selection

ROCK-OLA

... the newest member of the famous ROCK-OLA Family of Coin Phonographs has captured the Industry by storm! Now — EVERY PUBLIC PLACE BECOMES A POTENTIAL MUSIC LOCATION thus giving birth to brand new profits for Operators.

On View only at Your ROCK-OLA Distributors! See It Today!

Can be mounted directly on a wall
Can be mounted on a floor stand
Can be mounted on counters
Can be used as a built-in hide-away

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Westchester Music Guild Holds
Seventh Annual Banquet

Sellout Brings Together Westchester Ops and
Out-of-Town Coiner

SCARSDALE, N. Y.—The Westchester Music Guild ran its most successful dinner and ball of all time. This 7th Annual Dinner, held once again at the Holiday Inn, this city, on Tuesday, May 20th, was attended by 400 persons, filling every seat in the ballroom. Not only was the attendance large, but these guests were presented with a full evening of entertainment and fun, including a very fine meal, dancing and a stage presentation made by the well-known comedian Jack Wafekeld.

Speeches, as is the practice here were held to the minimum. Malcolm Wein, the association’s attorney, introduced the personalities in attendance. He then presented Carl Pavei, president, with a bond, and Mrs. Pavei with roses. Pavei thanked the guests.

Following the meal, the entertainment portion took over. Jack Wafekeld told some of his hilarious stories, and introduced the recording artists.

Other members of the Westchester Music Guild, in addition to Pavei, who did such yeoman work in making this banquet so successful, were Bill Moll, Polka, general chairman; Nat Bensky, entertainment; Nathan Kadish, tickets; Jimmie Smith and Harold Rosenberg, program; Max Klein, Peter Kosano and Lou Tartaglia, seating. Tartaglia, in addition, handled the money.

Out-of-town representatives from the factories on hand were Art Garvey, Jack Gordon and George Glass, Sears; Artie Daddo, AMI; and Hank Petek and Al Dietrich, Wurlitzer.

The distributing organizations were all represented with large groups. An unusually large number of delegations from nearby associations were present. From the Music Operators of New York, there were Al Denver, Nash Gordon, Joe Bracie, Harry Broday, "Doc" Shapiro and "Senator" Al Bokin. From the general association: Bert Jacobi, Sandy Warner, Teddy Blatt and Claire Morano. From the New York State Operators Guild: Tom Greco, Mike Mulqueen, Mr. and Mrs. Bill McCarthy, Joe Kamin, Gertrude Brown, Joe Douglas, Mr. and Mrs. Jack Wilson and daughter Sherry Alice LaFollitte from Kokomo, Ind., and Mr. and Mrs. Lou Williams from New York State Coin Machine Association, which is headed by Tom Greco, had its business manager, Frances "Stretch" Hammene present.

The Connecticut State Operators Association was represented by Jimmie Tolisano, president, and his wife; Mr. and Mrs. Glenn Koplenstein; Mr. and Mrs. Robert Orsillo of Wilkes and Mr. and Mrs. Ben Gordon. The very large delegation from the Rockland County Coin Machine Association, all with their wives, were: John "Buckeye" Van Wyck, Tony Catanese, Dave Conrad, Charles Cornell, Nick Franco, Joe Boscot, Jerry Schlitzer, Lou Marazini, Pete Mayer, and Mrs. Frank Lyons.

Bob Sifer, newly appointed executive director of National Coin Machine Distributors Association, greeted all his friends. (See picture, page 67, and Music Section.)

REAL BARGAINS

20 New AMI H-200 Phone

20 WILLIAMS PEPPY GLOW - $195

10 CHI. COIN STEAM SHOVELS - $85

REDD Distributing Co.

290 Lincoln St.

Albany 34, Mass.

AL 4-0400

Exclusive Distributors of WURLITZER — BALLY — CHI. COIN Genco — FISCHER

VISIT OUR ARCADES

at the 1958 BRUSSELS

WORLD’S FAIR

WE WILL TRADE

Skill Pools — Target Rolls
All Star Bowlers
FOR YOUR

Late Ball Bings
Bally and United
Shuffle Alleys

Write • Wire • CALL TODAY!

Cable: INAMCON

INTERNATIONAL SCOTT CROSS COMPANY

SCOTT CROSS COMPANY

1821 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

Rittenhouse 6-7712


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

Through the

Coin Chute

NEW ENGLAND NIBBLES

Things are pretty hectic at the distrib plants this week with outdoor season hyped by fine last weekend, moving big batches of equipment. Plants are at their busiest rushing out machines for amusement and next week they will be set for the official opening of the season on Memorial Day. New games have caught on like wildfire and leading the pack are the baseball games which are expected to pull the biggest crowds this season. There has been a big upsurge on music with some plants bare of all phonos.

Bill Adair, Eastern Music, said that the extension program is getting along fast and should be finished this week. This will give them additional work and, in addition, they should get another truck from the plant here.

Carl Silverman so busy he had to bring in his attractive wife to help. . . . Harry Wilkes, International Scott Cross, on the road last week. This week Mike Chanic, National Coin Machine Distributors Co., was here getting the word on the large number of the International Scott Cross two locations at the Fair in Brussels. Both are at the Latin Quarter this week. Also out business when the fair really gets going. . . . Joe Ash, Active Amusements, returned to his office from his Chicago visit where he attended the Bas Mitvaz of Gottlieb’s daughter. Larry Ash is back from New York, where he attended the 50th Anniversary of Mr. Bower, Bally, just in from the road where he did a fine job selling United’s new “Shooting Stars” . . . . Jack Palmer, International Amusement Co., stated that Sid Goodman did such a wonderful selling job they are practically out of equipment.

Ted Kellem, Marlin Distributing Co., reports that the new Epic disk, "Lover Come Back To Me" by Joe Douglas, getting a good response. Douglas is a local boy. Another local hero, Billy Scott, is also doing nicely with "A Million Boys" on Cameo. United Artist also gets into the sales with four South Philadelphia local, Four Jays, who offer "Rock ‘n Roll Age" . . . Mario Dauleario, King Records, reports that Little Willie John just signed a new contract with King. He was in Philadelphia appearing at the Uptown Theatre. Bob Heller, Chips Distributing Co., tells us that Sunbeam Records’ "No Chemise Please" by Gerry Granahan has broken wide open for a hit. Heller tells us the three best records selling in the stores in Philly are Jimmie Rodgers’ "Secretly" on Roulette; "No Chemise Please" by Gerry Granahan on Sunbeam; and "Ole Man Blues" by Hugo and Doyle. . . . Lennie Rudcliff, Sparks Music, reports that Don Cornell is plugging his new Coral record, "You Go To My Head," at all the radio stations in town. He is working the Latin Casino. . . . David Rosen, who took over the Mercury line last week, also took over the lease Mercury Records had on its distributor location in Philadelphia. All will be under one roof. Jack Kaufman will have a private office from which to operate. Davey Weiss tells us the recent Bar Mitvaz at the Harry Stern was the best he ever attended. . . . Harry Ascola, Columbia Records, reports Johnny Mathis will open the new Rembrandt Theatre, in Philadelphia, next week. Bishop. Both were sensational smashers at their recent New York Copa stint.
ACCLAIM MUSIC MOST STABLE


American Shuffleboard Now Ready With Its Coin Operated Pool Game Exhibited At MOA

Firm Going Into Full Production. Distributors Appointed Throughout The Nation

UNION, N.J.—Upon his return to the factory here, Nick Melone, American Shuffleboard Company, immediately went to work to follow thru on the suggestions made by operators and distributors on its new coin operated pool game which was exhibited at the MOA Convention.

"With these suggestions now taken care of" stated Nick, "we are now going into full production. These columnists who viewed our highly exciting, competitive game, which is entirely new in principle and concept, approved its great money-making potential. As a matter of fact, we have already signed up a number of leading distributing firms covering the country, with only a few areas open."

Melone stated the firm will soon announce its complete distribution setup shortly, and will institute a heavy promotional and advertising program.

Neb. Guild Meeting

OMAHA, NEB.—Howard N. Ellis, secretary and treasurer of the Music Guild of Nebraske, announced that a meeting was held on May 24 and 25 at the Madison Hotel in Norfolk.

Reports were made on the latest information pertaining to the Copyright Bill in Washington, D.C., and the latest MOA National Convention news.

Also initiated at this meeting was The Conhusker Investment Club.

IMAGINE!

A MONKEY SEALED IN A SPUTNIK AND ORBITED AROUND THE WORLD

Williams MANUFACTURING CO.
4242 FILLMORE ST.
CHICAGO 24, ILL.

Music operators are very much pleased with the new machines. They feel that the speedier changers means more peak play action.

VA programming is bound to hold, many believe, because album popularity is growing by leaps and bounds.

More equitable commission arrangements and front money guarantees in addition to 10c, 3 for 25c play action, as well as better depreciation schedules, is bound to bring about better income for all concerned.

Many look forward to even greater electronic accomplishments by the automatic phonograph manufacturers in the years to come.

"They believe they will be able to serve more music more economically to the people and, at the same time, earn more for themselves."

Whatever will result in the years to come, the most important factor today is the fact that automatic music has proved itself the most stable of all divisions of the industry.

"This," as operator after operator explains, has helped him to build more and better diversified businesses around his music route.

The fact remains, operators advising, that because they can be assured of steadier income, they can make risk investments in other divisions of the industry, and have been able to come out ahead each time.

WHO IS SAFE FROM CANCER?

Nobody—young or old—is safe from cancer, but there are two things you can do about it.

One is to have regular check-ups every year. Many cancers may be cured if detected and treated early. The other is to fight cancer with a check.

Send it to CANCER, */your local post office

AMERICAN CANCER SOCIETY

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
AMUSEMENTS AGAIN SAVE THE DAY

Trade Agrees New Games Have Stepped Up Public Interest Resulting in Growing Intake With Even Better Biz Ahead. Vendor and Music Ops Also Turn to Amusements to Boost Averages. Exports Reach New All Time High Sales Mark.

CHICAGO—As has happened many times in the past, amusements have come along to, once again, save the day for many operators all over the country. In fact, all over the world.

The new games, which are being produced, are not only better priced, but what is even more important, they have caused a tremendous following because of their great play appeal. This has resulted in better collections.

Music as well as vending operators have turned to games. This has been due to the fact that the new games have tremendously stepped up play action. They have also won unusually large and better patronage for retailers.

This greater public interest in the new type games has resulted in perked up intake all down the line.

Even in those areas, where play has endured a very deep dip, amusements have been able to bring back a very good percentage of the drop and, each day, are shooting up averages to normal marks.

Vending machine operators have, in many areas, turned to amusements to help pick up averages.

The same, of course, is true of music operators. The music ops have found that their amusement routes are proving of tremendous import in lifting their overall average.

Exports of amusements have reached a new high mark. Never, since before War II, has export of amusements been at so high a peak.

Export continues to grow greater with more and more machines, both new and used, being shipped in ever larger quantity.

Amusements have always been capable of bringing averages of entire diversified routes to higher peaks.

These past months amusements have brought back much of the dip that came about in the last quarter of '57 and the first quarter of '58.

There is, therefore, every reason to believe that as recovery of averages becomes more apparent throughout the country, much of this can be attributed to the amusements division of the industry.

US GALS

Happy Anniversary to Mr. and Mrs. Jack Mitnick. Sadie Mitnick tells me that on May 27 she and Jack will celebrate many years of marriage. If you wish to celebrate this very grand occasion in New York. With their daughter and son-in-law, and, most especially, with their gorgeous grandson, Jack Jr. Congratulations to Mr. and Mrs. Nate Gottlieb on their daughter Susan's graduation. The Gottliebs, and I do mean all the Gottlieb gals, are just "bootiful". Starting from Dor-"the (Mrs. Joel Gottlieb) all the way down the line. . . By the way, Susan Gottlieb looked like a dream. And was mama Irene (Mrs. Nate) Gottlieb but beaming . . . Eloise and Joe Mangone were in from Miami (as I mentioned in my last column) and Joe Mangone told me a very intriguing and rather interesting story which, I felt, I should tell all of you gals. Said Joe, "You know what, Cissie, the Miami Chamber of Commerce phoned me. They wanted to know how come my son, Joel, was wearing ear muffs in that picture of him published in 'The Cash Box' in your April 19 issue?" Joe tells me that he thought about this for a very long moment, until it seemed like they had been disconnected, and then told the Chamber of Commerce who had phoned him, "Sunny south, or no sunny south, man, it was cold outside." (And believe me, because I was there at the time, it sure was cold outside in Miami, gals, believe it or not.) . . . Enjoyed a most wonderful dinner with Sol Gottlieb, the Mangones, charming Lilian Schwartz and, of course, her very wonderful guy, Joe. Sol is one of the very sweetest guys I've ever met. He looks just absolutely hand- some those days. And after some surgery, too. But you'd never know that Sol had been sick for even a single day. Sol, according to what I heard from the Whispers' conversation of the men at the table, has but one problem. That's keeping those dancing gals away from him. . . . By the way, Lilian Schwartz was just effusive over a Mabel figure that she had obtained for Mother's Day. . . . One of my favorite friends, Freddie Adickes, all the way from Hamburg, Germany, popped in for dinner with us Monday night. After dinner, we drove all the way to Winnetka, Illinois. To visit with Ellie and Sam Stern. Ellie is busier than busy these days with the forthcoming "Bar Mitzvah" for her 'Number Two' son, "that handsome gofer." Gary Michael Stern. The big event will take place on May 31. "That's when," Gary says, "I'm gonna become a MAN" . . . Hope all of you gals enjoyed the pictures in the May 24 issue of 'The Cash Box.' Did you notice Donna Rae Moloney with singer Petie Page? Donna Rae and her mama, Edna Mouney, look just like sisters. . . . I want to again take this opportunity to thank all the gals who modeled at the MOA Ladies Fashion Show Luncheon. (Aside: Just as soon as I receive the original pictures, gals, I'll mail them right on to you). . . . This past Satty eve we attended the 6th Annual Automatic Phone Bowling League dinner at the Belden-Stratford Hotel. I was quite privileged and very much honored to present my very own "Edith Davis Memorial Award" to the very charming Mary Lou Fiorito. This extremely gorgeous silver trophy was not only awarded to Mary Lou for her bowling dexterity but, more so, for her charm, her graciousness, her kindness and understanding and her compassion for her fellow bowlers. That's why, gals, in the memory of my dear friend, Edith Davis, I'm making this most outstanding award each year. . . . Do most sincerely hope I'll be hearing from you—but very, very soon.

This Is Your LUCKY Day!

New LUCKY HOROSCOPE

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

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

GAMES HOLDS approx. 1000 numbered of the tickets

This Is Your LUCKY Day!

US GALS

By Cissie Gersh

New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

FOR BIGGER, BETTER, WORLDWIDE BUSINESS

Read "AN OPEN LETTER" on page 59
Rush your space reservation immediately to

THE CASH BOX
29 E. Madison St., Chicago 2, Ill. Phone: Financial 6-7272

"It's what's in THE CASH BOX that counts—INTERNATIONALLY!"
May 26—Central State Music Guild 
Place: 805 Main Street, Pocic, Ill.
28—New York State Operators’ Guild 
Place: Nelson House, Poughkeepsie, N. Y.
June 2—California Music Operators’ Association 
Place: 311 Broadway, Oakland, Calif.
2—United Music Operators of Michigan 
Place: Fort Wayne Hotel, Detroit, Mich.
3—West Virginia Music Operators’ Ass’n, Inc. 
Place: Ruttner Hotel, Charleston, W. Va. 
(12:30 Luncheon & Board of Directors Meeting)
4—Music Operators’ Society of St. Joseph Valley 
Place: Carl Zimmer’s Office, 130 N. Ironwood Dr., Mishawaka, Ind.
5—Phonograph Merchants’ Association, Cleveland, Ohio 
Place: Hollenden Hotel, Cleveland, Ohio (General)
5—California Music Operators’ Association 
Place: Sacrament0 Hotel, Sacramento, Calif.
5—Eastern Ohio Phonograph Operators’ Association 
Place: 4104 Rush Blvd., Youngstown 12, Ohio (General)
9—Tri County Juke Box Operators’ Association 
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
9—Westchester Operators’ Guild, Inc. 
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
10—California Music Merchants’ Association 
Place: Fresno Hotel, Fresno, Calif.
11—California Music Merchants’ Association 
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
11—Western Massachusetts Music Guild 
Place: Chalet Restaurant, West Springfield, Mass.
12—California Music Merchants’ Association 
Place: U. S. Grant Hotel, San Diego, Calif.
12—Music Operators’ Association of Massachusetts 
Place: Beaconsfield Hotel, Boston, Mass.
14—New York State Operators’ Guild 
Place: Grossinger’s Hotel, Grossinger, N. Y. 
(Annual Banquet)
18—Automatic Equipment and Coin Machine Owners’ Assn., Inc., Indiana 
Place: Room 24, 550 Broadway, Gary, Ind.
Place: General De Kalb Inn, 2519 De Kalb Street, Norristown, Pa.
19—Eastern Ohio Phonograph Operators’ Association 
Place: 4104 Rush Boulevard, Youngstown 12, Ohio (Executive Board)
19—Phonograph Merchants’ Association, Cleveland, Ohio 
Place: Hollenden Hotel, Cleveland, Ohio (Executive Board)

Attention: Operators’ Associations

Associations desiring listings in this column, please write to THE CASH BOX, 1721 Broadway, New York 18, N. Y.
IS OPERATING BIZ GOOD OR BAD?

Nation’s Leading Operators In Very Confidential Report, To Which They Do Not Have To Sign Their Names, Give Facts And Figures Regarding Operating Business Conditions. Some Report Income Ahead Of Last Year. Others Claim Dip Continues. Already Noticeable Is Fact That Buying Of Both New And Used Machines Continues At Peak Rate. When Completed Survey Will Give Industry Illuminated Picture Of Operating Biz

CHICAGO—Is the operating business good or bad? How do the nation’s leading operators feel about their businesses now and for the months to come? Are they, or are they not, buying new and used machines at the rate they purchased such equipment in 1957? Are operators despondent? Are they optimistic?

The answers to these and many, many more questions now troubling leaders of the industry, will soon appear here in The Cash Box.

This publication is making the very first official survey known to this industry. This survey is asking such personal questions as, “How many new machines did you buy so far this year and what was the total cost?”

Because of its personal and confidential nature, The Cash Box has suggested to all those who have received the survey that, “You do not have to sign your name to this survey sheet.”

Here is a survey that could only be possible because of the closeness which exists between this publication and its readers.

This is one survey in which everyone engaged in this industry is intensely interested. It will point up what has happened during these past recession months.

It will, at the same time, indicate what future business can be expected from this industry.

It will also show whether the industry is growing or whether it has become static. It will indicate the future progress for all engaged in this field. It will show the way to either a greater or poorer tomorrow.

Never before, in all the history of this industry, has there been as much interest in what is happening out in the various areas of the nation.

The operators, the backbone of the business, must either show profits or, if they do not show profits, then the industry loses and loses badly.

If they do show profits, then the industry can go ahead. It can plan ahead. It can spend money for expensive new machinery and better equipment. It can pay for the labor, dies, tools, components, raw materials and supplies that are so necessary to build better machines.

All this will be better answered for the future when this survey is completed. When the men and women who will give the answers to the very personal questions asked of them indicate the path that will have to be taken to assure this industry a brighter, better future with all workable and the most profitable of all the entertainment industries.

“Print This If You Dare”

William Blatt

MIAMI, FLA—Willie Blatt of this city gives some pertinent facts in regard to his own business but, in addition, he gives what he believes are the facts regarding the amusements and music fields.

After he wrote these to us, he ended his statements with, “Print this if you dare.”

(Editors’ Note: Dear Willie, this is not being printed because you ‘dared’ us to do so. It is, instead, being printed because, being an old timer in the industry, we believe that there are many who may read what you have to state. Personally, we are of an entirely different opinion than the one you express here. But, as far as your right to present your opinion, you can always depend on The Cash Box to print what a man believes to be constructive in regard to the industry.)

“I believe”, writes Willie Blatt, “that the theatre and music-machine business is on the downgrade and will continue in this same direction for many reasons.

“Inflationary prices for equipment, parts, labor, taxes, licenses, transportation, maintenance, high and hidden interest charges and many other hidden expenses.

“The good oldtime operators will probably weather it because they have built up an equity and will not go broke if they take a small loss.

“But I pity the mediocre and the new operator who tries to go into this business today because he is doomed.

“We have decided to enlarge our merchandise and machine operation and gradually cut down on our music and novelty business because we can see the writing on the wall.

“Print this if you dare.”

It Took A Contest To Choose The Style

Jack Mitnick Called Meeting Of United’s Employees To View Dozen Different Raymond Loewy Styles Before Present UPB100 Picked

Jack Mitnick—It took a contest to choose the style of the new United phonograph, according to Jack Mitnick, executive vice president and sales director of United Music Corporation, this city.

“We were in possession of about a dozen different styles created by Raymond Loewy for our new model”, Mitnick advised, “and, as we went deeper and ever deeper into styling the new model, we found ourselves at the point where we decided that a general contest would bring the style that the public itself would like.

“Everyone of the styles created by Raymond Loewy were outstanding”, Mitnick concluded, “and we, therefore, after calling a meeting of all of our employees, left the voting and choice up to them.

“These people”, Jack explains, “can be considered in the same light as the general public for, after all”, he said, “that’s what they really are.

“They looked over all the different styles which were set up before them for easy viewing. They voted for the one they believed to be the most outstanding.

“You know the result”, Mitnick gleefully stated. “They picked a winner. It’s the new ‘UPB100’ and the phonograph that was acclaimed by everyone who saw it at this past MOA convention.

“We sincerely believe”, Mitnick continued, “that the operators themselves, by their acclaim, regard our new phonograph as the most beautiful and the most outstanding stylewise that this industry has yet known.

“Another thing”, Mitnick added, “was the tremendous crowds of people who called around at our booths at the MOA convention pruned the trim lines, the beautiful and graceful styling, the outstanding color effect and, especially, the remarkable ingenuity which had gone into making our ‘UPB100’ the most easily accessible phonograph in all history.

“The operators thanked us for the eye-view level programming and for the most outstanding feature which, as many of them said, ‘we can actually walk right in and do any repairs’ to the new ‘UPB100’ phonograph.

“In fact”, Mitnick concluded, “from any standpoint, it is our belief at this time, after putting together all the comments which we heard at the MOA convention and all the statements regarding our new phonograph which have been made to us since, that our new ‘UPB100’ is without any doubt, the most outstanding in style and the finest phonograph mechanically and electronically and the very ultimate high fidelity tonal quality ever created.”

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Top Attraction In Stockholm

Cragan Joins Associated

LOS ANGELES, CALIF. — Lee Walker, president and general manager of Associated Distributors, Inc., this city, Wurlitzer distributors here, announced that Ralph D. Cragan of Pasadena, a veteran in the coin machine business, has joined the firm as traveling sales representative. Cragan has been in the operating Bally bowlers get big play in Lofgren Arcade, top attraction of Tivoli, famous amusement park in Stockholm, Sweden. Lofgren Arcade recently converted 100 per cent to Bally games, it is said.

and management end of the business since 1945. He has been active in the Los Angeles territory with all types of games and music. In his new post he will represent Associated by call on operators throughout the territory.

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

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
Do You Want A "Sons of Coinmen Club"?

CHICAGO—Over the past years, membership in The Cash Box "20 Year Club" has grown to tremendous proportions. Coinmen consider it a distinct honor and privilege to be counted among these experienced members of the industry.

New comes a suggestion by a "20 Year Club" member that a similar club be instituted for the sons of the old-timers in the coin machine industry, who are active in the business. Hymie Zorinsky, who's son, Edward, is associated with him in H. Z. Vending & Sales Company, Omaha, Nebraska, writes:

"I suggest that you (The Cash Box) champion a salute to the young bloods who are gradually entering the coin machine industry. They are the backbone of the future greatness of the industry.

"Thus good coaching of the old-timers in the industry, they have proved themselves to be a credit now, and I am sure also in the future of this great industry of ours.

"We have a '20 year' club for us old-timers—why not start one for the young-timers?"

We know of a number of these sons who have entered into the coin machine industry over the past several years. We ask them: "Do you desire that The Cash Box start a 'Club' for you?" Please return the coupon below. If there is enough encouragement, The Cash Box will be happy to get "The Sons of Coinmen" going.

Bill Gersh
THE CASH BOX
29 E. Madison Street,
Chicago 2, Ill.

I am a son of a member of the coin machine industry and am actively engaged in the industry.

Please enter my name as a member of the "Sons of Coinmen Club."

I entered the coin machine business:

Year________________________ Month________________________

(Date of birth:________________________

NAME________________________

Son of:________________________

FIRM NAME________________________

ADDRESS________________________

CITY________________________ ZONE________________________ STATE________________________

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(Phone: University 4-0773)

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

Through The Coin Chute
EASTERN FLASHES

Tom Roberts, Hurley, Wis., spent a few days in the cities making the rounds, looking for used Phonos and Coinmen. An unusual experience happened to him last week. While driving his car he smelled smoke and in a few minutes his car was on fire and burned up. A complete loss. . . . Roy Foster, Sioux Falls, S. D., in town for a few hours. Roy states that business has been good and it is looking pretty good for the summer. . . . Lou Rubin, Lieberman Music Co., finally got away for a week's vacation. Sure could use it. . . . Ben Weis, Bemidji, Minn., out trout fishing this week, he report all the resorts are in great shape at his resort location. . . . Ray Sellman, International Falls, Minn., hopes that the tourist trade will be good as the town's resort industry will be up wholesale and retail compared to last year. . . ."

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

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(Phone: University 4-0773)

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

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

CHICAGO CHATTER

Everyone was thrilled to hear that the Chi Phoo Bowling League was successful in obtaining the Belden-Stratford Hotel as the scene for their annual banquet. The event was attended by many of Chicago's most impressive men. Joe Ooms and Johnny Ooms informed, is the fact that they were able to carry thru on the same date that had been set, Satty eve, May 24, "The Belden," as it is called, is one of the class hotels of this city.

Dave Gottlieb right out on the street contacting this city's civic leaders regarding the top donations to the big and beautifully modern hospital being built in the Our Lady of the Angels area. Dave has heard to let any grass grow under his feet. Wherever there's a possible donation—he gets out there faster than you can read this. Talking about one of the things that's Bally's Bill O'Donnell. He was plenty busy with the largest and most varied line of products in Bally's history, and back all along, on the phone to the office.

Bill O'Donnell—As he changed over to ChicCoin. More about the man that prove our 'Batter Up' is taking in more than anyone ever dreamed possible. In fact, he adds, "From what's happening, looks like you ain't gettin' a deal but this production run between our 'Batter Up' and our 'Rocket Shuffle'! And smokin thru it all are Sam Gensberg and Sam Wolberg. Both are in action day long. . . . Seen around town this past week—Joe and Eloisa Magnose of Miami—Joe Ash of Philadelphia—Jim Hoppus—Kurt Seyfarth and Mike—Squad Milwaukee. . . . Haven't heard a new one since the last one," advises Nate Gottlieb. . . . Bill Gottlieb reported to be convalescing, for his steam cleaning process to anyone who'll follow him into the big Atlas Music repair department. Deserves it. First Coin's Sam Kolker reports that, he's busier than he's ever been since export orders took a turn up. But so much upward, Sam claims, hasn't time for much these days.

Tort Secreto—On the way out, he made a few comments. Joe explains, "I've got reports from operators that prove our 'Batter Up' is taking in more than anyone ever dreamed possible. In fact, he adds, "From what's happening, looks like you ain't gettin' a deal but this production run between our 'Batter Up' and our 'Rocket Shuffle'! And smokin thru it all are Sam Gensberg and Sam Wolberg. Both are in action day long. . . . Seen around town this past week—Joe and Eloisa Magnose of Miami—Joe Ash of Philadelphia—Jim Hoppus—Kurt Seyfarth and Mike—Squad Milwaukee. . . . Haven't heard a new one since the last one," advises Nate Gottlieb. . . . Bill Gottlieb reported to be convalescing, for his steam cleaning process to anyone who'll follow him into the big Atlas Music repair department. Deserves it. First Coin's Sam Kolker reports that, he's busier than he's ever been since export orders took a turn up. But so much upward, Sam claims, hasn't time for much these days.

Kurt Seyfarth, Les Rieck, Jack Barbash and Frank Schultz all in a huddle over at Rock-Ola talking about forthcoming distrib announcements. Seems that the model "1464," wall type phone by Rock-Ola, has clicked with many 'round the country. In fact, how the other phone, even tho "Happy birthday to Kurt Seyfarth!"

Booth Art Garvey and Paul Calamari scooted out on the road, for a change in different directions to talk all about Bally's newest. . . . Kenney's Paul Huesch harder to get than than ever before as more and more deals start comin' at this firm . . . Harry Glick yells over the phone to the office, "C'mon out here and let me show you a few letters as to the kind of money that our 'Commando Machine Gun' are taking in," Harry is one of the happiest. His predictions true in every way as to making power of these greats, Nancy Gensberg resting down Florida-way. . . . Bille and Ed Levin on a west coast tour enjoying about three weeks of vacation time.
Ash Innovates “Game Of The Month Club”

PHILADELPHIA, PA. — Joe Ash, Active Amusement Machine Company, this city, has instituted, what he calls a “Game Of The Month Club”, similar to those nationally known clubs such as “Record Of The Month”, “Hook Of The Month”, “Fruit Of The Month”, etc.

“In the ‘Game Of The Month Club’, explains Ash, ‘operators, especially those dealing in 5-ball games, can get a good deal on equipment, merely by sending in their name and address to us on their company stationery. Membership is open to any and all operators. There is no minimum number of orders or any membership fee.”

Ash explained the program to those skeptical columnists. “With a set number of operators ordering more equipment every time I send out my bulletin to members on a different game each month”, stated Ash, “I automatically increase my volume. After all, with the price situation what it is, most operators welcome any kind of a deal that will help them out. I can give them a deal and thereby ensure them buying again on my following ‘Game Of The Month.’ With the increase in my sales volume, the operator-members do very well.”

Concluding his explanation, Ash said, “Active has a new ‘Game Of The Month’ selection each month. Operators can buy or skip that month and wait for the following month’s selection. There is no limit on quantity, and no ‘must buy’ minimum. Operators buy only when they feel the ‘Game Of The Month’ is a good deal for them.”

Music Ops of Conn. Hear Tolisano Report
On MOA Convention

HARTFORD, CONN.—At a general dinner meeting of the Music Operators of Connecticut, held at Philips Colony Restaurant, this city, Thursday, May 15, James Tolisano, president, presented a report on the events which transpired at the MOA Convention in Chicago.

Highlight of the dinner was the appearance of Ralph Ridgeway, president of the Western Massachusetts Operators Guild, who was made an honorary member of the Connecticut Association. This is the first time since the inception of this organization over ten years ago, that a fellow operator has been so honored.

At this meeting, Mortorso, a popular Norwich operator, was accepted as a member of the association.

Guests present were Bob Jones of Redi Distributing Company; Hank Petee, Wurlitzer field engineer; Irv Kempner and Nat Gutkin of Runyon Sales Company; and Meyer Parkoff and Max Pearlman of Atlantic New York Corporation.

AMI Phonos At Osaka Trade Fair

OSTAKA, JAPAN—Michael Kogan, Taito Trading Company, Ltd., Tokyo, Japan, sends along some photographs taken of the exhibit of the AMI phonographs at the recent Osaka Trade Fair.

AMI was the only music machine displayed at this Fair, and Kogan reports the showing was a very big success. “In fact”, he said, “Popular interest was even greater than last year.”

Reproduced here are photographs of the exhibit showing the large number of interested viewers (top); and the bottom picture shows Michael Kogan with the AMI phonographs.
Police Officer Honored For Youth Work By Miami Coinmen

MIAMI, FLA.—Willie Blatt, well-known coinman here, member of the board of directors of MOA, and who instituted the program of cooperation with PAL in this area together with other operators, presented a member of the Miami police with a plaque for PAL’s work.

The Miami News, local newspaper, published the photograph hereewith, with the following comment: “Miami Policeman Joseph Ruggerio, executive director of the Police Athletic League, is given a gold plaque for his efforts in combating juvenile delinquency. The presentation in the office of Police Chief Walter Headley was made by William Blatt, a board member of the Miami Police Operators of America, as Chief Headley looks on. Officer Ruggerio has been active in establishing PAL Clubs throughout the county.”

Music Ops of Mass. Elect Officers

David Baker, Pres.; Dave Gropman, V.P.; Arthur Sturgis, Treasurer

BOSTON, MASS. — The membership of the Music Operators Association of Massachusetts held a general meeting at the Commonwealth Country Club, this city, on Wednesday, May 14, and elected its officers for another year.

Dave Gropman, chairman of the nominating committee, reported that the committee had selected the same officers for nomination. As no added nominations were made from the floor, a motion was made by Mr. Byrne that the entire slate of officers be re-elected. Motion was seconded by Sumner Segall, and passed unanimously without debate.

Officers who will serve another term are: David Baker, president; Dave Gropman, vice president; Arthur Sturgis, treasurer; and Sol Robbins, clerk.

Dave Baker reported to the membership the activities at the MOA Convention. Attorney Arthur Sherman informed those present of his talk to the MOA Board of Directors, and of his speech to a forum group relating to the Boston license problems.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
FOR SALE—Williams Deluxe Baseball $65; Williams King O'Swats, $165; Williams Four Bagger $265; Williams 1957 Baseball $355; Genco 2-player Skee Ball $125; Williams 6-player Skee Ball $169.50; Exhibit Ringer Ball 850; Bally All Star $725; Bally All Star Deluxe (New) Write; Williams Soccer Kick Off (New) $295; Williams Ten Strike (New) $425; Top Hat $350; Gottlieb Gladiator $175; Gottlieb Flying High $80; Williams Spitfire $45; Williams Cross Fire $295; State Fair Gun $225; Bally Target Ball (New) $295. LAKE CITY AMUSE. CO., 4533 PAYNE AVE., CLEVELAND, OHIO. (Tel. HE 1-7577).


FOR SALE—Marble Queen $85; Sluggin' Champ $160; Lovely Lucy $90; Keeney Club Bowler, 8' Pins, 10 Player $100 (like new); Wm. Super Pennant Baseball $100; Ex. Sport Gallery $125. WANT—Bingos and 5 Ball Novelty Games. NOHRO NOVELTY CO., 142 BOKE ST., SAN FRANCISCO 5, CALIF. (Tel. MArket 1-2483).

FOR SALE—Closeout: Brand new original factory crates, United's Playtime, sacrifice, $375 ea. Write, Wire, Phone. IMPERIAL Coin Machine Co., 498 ANDERSON AVE., CLIFFSIDE, N. J. (Tel. Whiitney 5-2893).

FOR SALE—Reconditioned Seeburg 100 Selection Wall-O-Matics, Model 3W1, Chrome Covers, New Selection Buttons, New Aluminum Instruction Plates, $57.50, Telephone or wire collect. SYracuse 7-1631. DAVIS DISTRIBUTING CORP., 738 ERIE BLVD., E., SYRACUSE 3, N. Y.

FOR SALE—We have a large stock of reconditioned Shuffle Games and Bingo. Write for list. WESTER-HAUS CORP., 3726 KESSEY AVE., CINCINNATI, OHIO. (Tel. Montanta 1-2000).

FOR SALE—Or Trade—For Late Bingos or 14' Bowlers: Wms. Jet Fighter; Wms. Cruise; Wms. Side-walk East; Gottlieb Crazy Grandma; Genco Riffe Gallery; Genco Carnival Gun; Genco Bonus Gun; Chicago Coin Goaler; Pinto Horse and See Saw Kiddie Ride. MILLER-NEWMARK DISTRIBUTING COMPANY, 42 FAIRBANKS ST., N.W., GRAND RAPIDS 2, MICH. (Tel. GL 6-6807).

FOR SALE—100 Telequis, with film. Reconditioned, refinished, ready for location. 5c or 10c play. Special price, $79.50. Write for quantity prices and lists of other equipment. G. CLARK CORP., 3216 NO. LE-CLAIRE AVE., CHICAGO, ILL. (Tel. Avenue 3-6818).

FOR SALE—Beach Clubs, checked and cleaned, new parts $60; Others in working order but not checked $40; Bally Beauty, Checkered Foos; is $30; Yacht Club $50; as is $30; United Lightning Bowler $175; 11th Frame $135. HALLGREN DISTRIBUTORS, INC., 1626 3rd AVE., MOLINE, ILLINOIS. (Tel. 4-6703).

MISCELLANEOUS

NOTICE—Louisiana & Southern Mid-escolodge Operators. Your licensed Rock-Ola Distributor IS HUEY DIS -TRIBUTING CO. Write, wire or phone, 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel.: Vernon 5-7976).

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

NOTICE—Manufacturers of Coin Operating Equipment in need of a Southern Calif. Service Representative contact: BOB YOUNG'S SERVICE ICE, 3427 BEN LOMOND PLACE, LOS ANGELES 27, CALIF. (Tel. office NO 2-3254, Auto HO 7-7151, CAR 542).

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

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ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX
1721 BROADWAY, NEW YORK 19, N. Y.
**How To Use "The Cash Box Price Lists"**

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

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. The 'Price Lists" can only feature the market prices as they are quoted. The 'Price Lists" sets exactly the same as the market quotation board at the Stock Exchange. Posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Price Lists," thus, rather than show new prices, retain the last known quotations for each equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

**FOREIGN BUYERS:** To cover cost of packing, crating, shipping, etc., figure an additional $12 to $25 on Pin Games—and $25 to $50 on Phonographs.

## PHONEGRAPHS (Cont.)

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**C E M E N T **

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### PINBALL GAMES (Cont.)

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**UPTO RATIONAL SCORING F. P. GAMES**

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<td>5 Bally King Pin Bowler</td>
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**TOTALS**

- **Total No.**
- **Total Value**
THIS YEAR’S MODEL AT 1953 PRICES ... the AMI i-200M juke box. That’s holding prices at 1953 levels! And you get more for your money—a 200-selection juke box for the same price as the 120-selection machine of 5 years ago. Plus sleeker styling ... superb sound ... less servicing.

What are you waiting for? Call your AMI Distributor now ... and start figuring up your profits.

AMI Incorporated 1500 Union Avenue, S.E., Grand Rapids, Michigan • Chicago • Geneva

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
### Shuffles (Cont.)

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<td>6. *Bally 4-Player DeLuxe</td>
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<td>6. *Keeny Super DeLuxe *</td>
<td>50.00 45.00</td>
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<tr>
<td>6. *Keeny High Score League</td>
<td>61/52) 25.00 45.00</td>
</tr>
<tr>
<td>6. *Keeny Team (10/52)</td>
<td>25.00 50.00</td>
</tr>
<tr>
<td>6. *Keeny Club (4/53)</td>
<td>25.00 100.00</td>
</tr>
<tr>
<td>6. *Keeny Domino</td>
<td>(5/53)</td>
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<tr>
<td>6. *Keeny Carnival</td>
<td>(5/53)</td>
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**Total No. Total Value**

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<thead>
<tr>
<th>Item Description</th>
<th>Value (06/52)</th>
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<tbody>
<tr>
<td>6. *Bally Champion Horse</td>
<td>(11/57) 14 foot</td>
</tr>
<tr>
<td>6. *Bally Moon Ride</td>
<td>125.00 250.00</td>
</tr>
<tr>
<td>6. *Bally Space Ship</td>
<td>395.00 645.00</td>
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<tr>
<td>6. *Bally Speed Boat</td>
<td>165.00 295.00</td>
</tr>
<tr>
<td>6. *Bart Lane Merry-Go-Round</td>
<td>200.00 350.00</td>
</tr>
<tr>
<td>6. *Bart Lane Miss America Boat</td>
<td>225.00 375.00</td>
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**Total No. Total Value**

### Kiddie Rides (Cont.)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>6. *Bart Lane Fire Engine</td>
<td>325.00 350.00</td>
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<tr>
<td>6. Capt. Dooly Duck</td>
<td>350.00 700.00</td>
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<tr>
<td>6. Captain Eddy</td>
<td>250.00 375.00</td>
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<tr>
<td>6. Captain Palomino Horse</td>
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<tr>
<td>6. Captain Slick</td>
<td>175.00 250.00</td>
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<tr>
<td>6. Chicago Coin Super Jet</td>
<td>125.00 295.00</td>
</tr>
<tr>
<td>6. Chip Robin The World Trainer</td>
<td>300.00 350.00</td>
</tr>
<tr>
<td>6. Decco Merry-Go-Round</td>
<td>175.00 350.00</td>
</tr>
<tr>
<td>6. Dime Space Ship</td>
<td>300.00 600.00</td>
</tr>
<tr>
<td>6. Exhibit Big Brown</td>
<td>295.00 350.00</td>
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<tr>
<td>6. Exhibit Mustang</td>
<td>295.00 350.00</td>
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<tr>
<td>6. Exhibit Sea Shooter</td>
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<tr>
<td>6. Exhibit Space Patrol</td>
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<tr>
<td>6. Scientific Motion</td>
<td>250.00 375.00</td>
</tr>
<tr>
<td>6. Texas Merry-Go-Round</td>
<td>200.00 295.00</td>
</tr>
</tbody>
</table>

**Total No. Total Value**
chicago coin's 2-PLAYER Rocket Shuffle

ALSO AVAILABLE IN A 1 PLAYER MODEL

- CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE! ALL BALL LAUNCH FEATURE!
- NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row-4 in Row-5 in Row-4 Corners DIAGONALS SCORE DOUBLE!
- PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!
- ADJUSTABLE TO 5 AND 10 SHOTS PER GAME . . . STRAIGHT 10c PLAY.
- AVAILABLE IN REPLAY OR REGULAR MODELS . . . REPLAYS AWARDED FOR HIGH SCORE!

2 RED-HOT ATTRACTIONS! FOR GREATER PROFITS

chicago coin's
NEW ELECTRONIC MARVEL
BATTER-UP

WORLD'S FIRST Lite-O-Matic BASEBALL GAME

- Player Experiences Every Thrill — Every Action Of A Real Baseball Being Pitched . . . Being Hit . . . Being Caught!
- The "Lite-O-Matic" Ball is actually delivered from pitcher's box to batter!
- 3 dimension players and green plexi-glass play field simulate a realistic "Big League" baseball diamond!
- Player by skillfully hitting home runs to all 3 fields gets extra Bonus Runs!
- Available in Replay or Regular models! 3 outs per 10c game!
- Animated players on back-glass actually run bases! Previous High Score feature!

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

Division of
Chicago Dynamic Industries, Inc.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
### Manufacturers New Equipment

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

#### AMI, INC.
- **Model I-200, 200 Sele. Phonograph**
- **Model I-120, 120 Sele. Phonograph**
- **Model I-100, 100 Sele. Phonograph**
- **Model IAB-200 Selective-play Hideaway**
- **Model IBB-200 Continuous-play Hideaway**

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<td>168</td>
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#### BALLY MFG. CO.
- **Cypress Gardens (In-Line Game)**
- **Big Hatting (Baseball Game)**
- **Standard Model, equipped with Dime-A-Game Coin Chute**
- **Free-Play Model, equipped with Double Coin Chute, Player's Choice of Dime-A-Game Coin Chute**

<table>
<thead>
<tr>
<th>Item</th>
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<td>135</td>
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#### AUTO-BELL MFG. CO.
- **Play Ball, Counter Game**

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#### AUTO-PHOTO CO.
- **Model 14 Studio**

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#### CHICAGO COIN MACHINE
- **Batter Up**
- **Regular Model**
- **Regulator Model**
- **Two Player Model**

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#### EXHIBIT SUPPLY CO.
- **Card Vender, with base**
- **Single Column**
- **Double Column**

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#### GAMES, INC.
- **Double Shot**

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#### GENDO MANUFACTURING
- **Space Age**
- **Fun Fair (Single Player, Five-Ball)**
- **Gun Club Rifle (Shooting Gallery)**

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#### IRVING KAYE CO., INC.
- **Super Hootie (3-Player)***
- **Super Jumbo Hootie (6 ft.)***
- **Melody Tower***
- **El Dorado Pocket Pool***
- **Competitor/Super Deluxe-6 Hole Pool***

<table>
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#### J. H. KEENEY & CO.
- **League Leader (Baseball Game)**
- **DeLuxe Big Tent**

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#### ROCK-OLA MFG. CORP.
- **Model 1456, 200 Sele. Phonograph**
- **Model 1458, 120 Sele. Phonograph**
- **Model 1462, 50 Sele. Phonograph**
- **Model 1464, 120 Sele. Wall Type Phonos**
- **Model 1947, Remote Volume Control for Model 1964 Phonos**
- **Model 1450, Playmaster, 120 Sele. Phonograph**
- **Model 1617, Hi-Fi Wall Speaker**
- **Model 1927, Remote Volume Control with Cancel Button, 50c Coin Chute Available For All Model 1617s**
- **Dual Credit Unit Available for 200 Sele., Model 1465**

#### THE SEEBOURG CORP.
- **Model 201, 200 Sele. Phonograph**
- **Model 161, 100 Sele. Phonograph**
- **Model 101, 100 Sele. Phonograph**
- **DJWA—Wall-O-Matic 200 Sele.**
- **MRVC3—Master Remote Volume Control**
- **HFCV2—High Fidelity Wall Speaker**
- **HFCV3—High Fidelity Corner Speaker**
- **HFCV12—High Fidelity Recessed Speaker**
- **PSSOL—Power Supply Amplifier**
- **Giraffe Vender Model 900El**

#### UNITED MFG. CO.
- **Shooting Star, Small Model**
- **Regular Model**
- **Replica Model**
- **Commando Gun**

<table>
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#### UNITED MUSIC CORP.
- **UPR-100, 100 Sele. Phonos**
- **UPA-100, 100 Sele. Phonograph**
- **Corner Speaker**
- **Wall Speaker**
- **Replaced Ceiling Speaker**

<table>
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#### WILLIAMS MFG. CO.
- **Shortstop**
- **Soccer Kick Off**
- **Jumbo Ten Strike**
- **Jumbo Ten Strike**

<table>
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#### THE WURLITZER CO.
- **Model 2206, 200 Sele. Phonograph**
- **Model 2204, 104 Sele. Phonograph**
- **Model 2500, 50 Sele. Phonograph**
- **Model 5258 Wall Box, 200 Sele.**
- **Model 5297 Wall Box, 104 Sele., 2-Wire**
- **Model 257 Stepper, 104 Sele.**
- **Model 5118 Hi-Fi Corner Speaker, 4-5**
- **Matched Controls**
- **Model 5116 Hi-Fi Corner Speaker, 8" Heavy Duty with Extending Range**

<table>
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<td>130</td>
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**TOTAL NO.**  
**TOTAL VALUE=$**
UNITED'S

SHUFFLE ALLEY

AUTOMATIC REGULATION BOWLING SCORING

EXTRA SHOTS
2 FOR □ 1 FOR □
IN 5TH FRAME
(OPTIONAL)

BIG DURABLE PINS
STURDY CABINET
1 TO 6 CAN PLAY

• PILFER-PROOFED
IN-A-DRAWER
CASH BOX

• EQUIPPED WITH
NATIONAL REJECTOR

• REGULAR OR
DELUXE MODELS

SHIPPING WEIGHT 430 LBS.
APPROXIMATE CRATE SIZE
6½ FT. BY 2½ FT.

ALL MECHANISM IN
BACK-BOX
FOR EASY SERVICING

SIZE:
8½ FT. LONG
2½ FT. WIDE

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 15, ILLINOIS

SEE YOUR UNITED DISTRIBUTOR TODAY!
NEW
STOP and
SHOP*

IN Bally
CYPRESS GARDENS

IS POWERFUL PROFIT-BOOSTER

NEW

NEXT-GAME MAGIC
INSURES REPEAT-PLAY

Ball in Ballyhole, when Ballyhole is lit on backglass, gives player Magic Squares A, B, C, D and Magic Line E on first coin of next game... strongest repeat play insurance ever built into pinball.

Player may stop shooting in middle of game and "shop" for higher scores by playing extra coins to advance scores.

OTHER FAMOUS BALLY FEATURES

4 MAGIC SQUARES PLUS MAGIC LINE
Popular "Before and After" Feature
Player may shift Magic Squares and Line before shooting fourth ball, before shooting fifth ball or after shooting fifth ball, depending on panel lit. Fifth ball extra time panel may be lit by coin-play or by hitting roll-overs when lit.

CORNER SCORES

TRIPLE-DECK ADVANCING SCORES
Red, Yellow and Green Scores advance separately and score separately.

EXTRA BALLS

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