Pictured backstage at the Jack Paar show are (left to right) Sidney Siegel, President of Seeco Records, pianist Jose Melis and Abbott Lutz, Seeco's sales manager. Melis, with two best selling albums, "'Tonight" and "Melis At Midnight", has spearheaded the drive by Seeco to break into the American pop market after seventeen years as a leader in Latin recordings.
HOTTEST label in the business!

STAY
Ames Brothers 47/20-7268

MOON TALK
Perry Como 47/20-7274

BLUE BLUE DAY
Don Gibson 47/20-7010

EH, MARIE! EH, MARIE!
Lou Monte 47/20-7265

PATRICIA
Perez Prado 47/20-7245

HARD HEADED WOMAN
Elvis Presley 47/20-7280

BLUE BOY
Jim Reeves 47/20-7266
As the music merchants of the nation gather in Chicago for their annual convention, they are meeting after a period in which the “hard sell” has replaced the automatic sale.

In the past year, as in all other fields, the retail record world has had to accept revised economic conditions and meet them head on in order to continue in business profitably. This it has done. And although the new sales approach is a necessity to meet current conditions, it should prove even more valuable in the future when the same drive can be applied to more favorable selling conditions.

Particularly in the record business, the recession forced a creative sales approach because our business has been expanding at such a tremendous rate during the past several years, that selling in the sense we know it on the retail level, has never really been very much emphasized. Retail locations were, for the most part, akin to self-service counters where the customer looks at the merchandise, sees what he likes, and helps himself. Sales promotion in most cases was the function of the record company, the distributor, the publisher, the artist.

Today that is changing fast. Every retailer must have that plus sale. It is no longer enough to let the customer pick what he wants, pay for it and walk out. There are many more things that he will want if he is made aware of them. Retailer after retailer is learning that lesson each day.

The current NAMM meeting should be the occasion in which each retailer takes the opportunity to see what his counterpart in other areas of the country is doing not only to keep sales up but, even more importantly, to go ahead. This is the opportunity to pick up new methods that have worked elsewhere and which should at least be given a try. It is the ability to meet changing conditions with new methods that makes for the successful businessman in every field of endeavor.

The retail music merchant has a great future ahead of him. All signs point to an even greater expansion in the years to come than the spectacular one we experienced in the past decade. But it will only be those retailers who accept the most progressive methods, who meet each changing condition with all their intelligence and abilities—it will be only those who benefit most from the prosperous times ahead.
Your place has been reserved for the WORLD PREMIERE

"the first name in sound"

Warner Bros. Records, Inc.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
DESTINATION.. HIT LIST!

The Surfers
Headed for Stardom

"SUMMERTIME LIES" B/W "BEACHTIME"

SCOTT ENGEL
Newest Singing Sensation

"CHARLIE BOP" B/W "ALL I DO IS DREAM OF YOU"

THE NATION'S Top Ten
JUKE BOX TUNES

(PLUS THE NEXT 25)

1. YAKETY YAK
   AC-6116—Coasters
   2. PURPLE PEOPLE EATER
   SHEB WOOLEY
   MG-12651—Sheb Wooley
   3. PATRICIA
   PEREZ PRADO
   V1-7245—Perez Prado
   MG-12672—Marty Crand
   4. SPLISH SPLASH
   BOBBY DARIN
   AC-6117—Bobby Darin
   5. SECRETLY
   JIMMIE RODGERS
   RO-4070—Jimmie Rodgers
   6. HARD HEADED WOMAN
   ELVIS PRESLEY
   V1-7280—Elvis Presley
   7. ALL I HAVE TO DO IS DREAM
   EVERLY BROS.
   CO-1348—Everly Bros.
   8. WHEN
   KALIN TWINS
   DE-30642—Kalin Twins
   9. REBEL-ROUSER
   DUANE EDDY
   JA-1104—Duane Eddy
   10. DO YOU WANNA DANCE
    BOBBY FREEMAN
    JZ-635—Bobby Freeman

11. YAKETY YAK
12. PURPLE PEOPLE EATER
13. PATRICIA
14. SPLISH SPLASH
15. SECRETLY
16. HARD HEADED WOMAN
17. ALL I HAVE TO DO IS DREAM
18. WHEN
19. REBEL-ROUSER
20. DO YOU WANNA DANCE

ONLY THOSE RECORDS BEST SUITED FOR COMMERCIAL USE ARE REVIEWED BY THE CASH BOX

THE CASH BOX

July 26, 1958
GREAT NAMES IN A GREAT INDUSTRY

THE COASTERS
BOBBY DARIN
HUTCH DAVIE
THE RINKY-DINKS
SANDY STEWART

GUITAR SLIM
IRVING FIELDS
BETTY Mc LAURIN
THE SENSATIONS
GERRY GRANAHAN

CHUCK WILLIS
BETTY JOHNSON
LA VERN BAKER
THE DRIFTERS
CLYDE Mc PHATTER
RUTH BROWN
JAYE SISTERS
IVORY JOE HUNTER
THE BOBBETTES
JOE TURNER
RAY CHARLES

ON LP
THE MODERN JAZZ QUARTET
CHRIS CONNOR
MABEL MERCER
JIMMY GIUFFRE
MILT JACKSON
JOHN LEWIS
WILBUR DE PARIS
BOBBY SHORT
LENNIE TRISTANO
SHORTY ROGERS
THE JAZZ MODES

EAST-WEST

JACKIE PARIS
BURT TAYLOR

THE KINGSMEN
MAD MAN TAYLOR

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

B+ "I LOVE YOU" (1:50) [Wonder Music] Newcomer Johnny Sea lends his warm, bass voice to a touching, heartfelt love theme which has the songster expressing his regrets for gambling with his heart and his love. It’s designed to make the listener feel the pain of a youthful love story. It grows on you with each new listen.

B "IT WON’T BE EASY TO FORGET" (2:08) [Lowery Music] Sea works up a Mexican rhythm-echo pattern as he offers another lament about a past love affair which he must try to forget. The whole performance is tailor made for the performer’s deep voice.

SAM BUTERA

B+ "TWINKLE IN YOUR EYE" (2:12) [Enterprise ASCAP— Prisma] Smith & Butera debut under the Capitol banner with a clever Louis Prima-Keely Smith novelty that could make the grade. It’s a good rock and roll novelty with a smart lyric. Dec 18 could make it. It’s a winning song. Butera is terrific on the vocal.

C+ "BIM BAM" (2:02) [Sherman BMI—Stanley] Butera sings, swings and rocks thru another solidteen directed jolter that oughta have a few buildings shaking. Hot dance merchandise.

AL HIBBLER

B+ "SOFTLY, MY LOVE" (2:56) [Diana ASCAP—Tepper, Bennett] One of Hibbler’s biggest releases in quite some time is this touching love song featuring new lyrics set to the beautiful Chopin Etude. Stirring performance of a rich song. Keep a close watch on this contender. It could put Hibbler on the charts again.

C+ "YOU HANDS" (3:00) [Fred Raphael ASCAP—Begaud, Delano, Lawrence] Another dramatic, emotionally tender and tenderly material is tailor-made for the Hibbler style and delivery.

JACKIE VAN / JIMMY BOWERS

(Track 102)


C "HE VAMPIRE GHOST" (2:46) [Lili ASCAP—Graft, Armetrout] Another humorous side set to a rockin’ beat. Lyrics, as the title indicates, are out also of the ghoul stockpile. Jimmy Bowers does the vocalizing here.

ERSEL HICKLY

(Epic 2978)

B "LOVER’S LAND" (1:55) [Torpedo BMI—Hickey] This was chart news his last hit out on Epic with "Bluesbirds Over The Mountains" comes across with a strong beat romancer that could make two chart listings in this department. The persuasive rockabilly stomp Hickey puts on the number fits teen musical desires like a glove. Watch one closely.

B "GOIN’ DOWN THAT ROAD" (2:27) [Torpedo BMI—Hickey] The performer ups the tempo for a scintillating rockabilly session. Kids will want to jump to this.

THOMAS, JAMES

C+ "THE MARTYR" (2:14) [BMI] This was chart news his last hit out on Capitol with his particular bit of a sentimental love theme. It’s a love song that is tailor made for the performer’s deep voice.

"CATCHY WAMPYS" (2:35) [Knock BMI—Cannon, Justis] Bill "Raunchy" James could have another popular rhythm instrumental hit in this. The whole performance is tailor made for the performer’s deep voice. Pretty melody attractively arranged with sax in the spotlight. Watch this one. It’s got potential.

"SUNRISE HOLIDAY" (2:01) [B+ Lee Cannon, Justis] Bill "Raunchy" James could have another popular rhythm instrumental hit in this. The whole performance is tailor made for the performer’s deep voice. Pretty melody attractively arranged with sax in the spotlight. Watch this one. It’s got potential.

ARNOLD STANG AND LEROY HOLMES

B+ "LOTSA LUCK CHARLIE" (2:05) [Greta BMI—Gold] As in hitting, this song steals the show on this tuneful cha-cha entry which features "Lotsa Luck Charlie" and other popular rhythm recordings. Batchellor, who likes to chara-cha, and his gal who says the dance-step keeps them too far apart. A happy novelty-cha-cha affair deejays should take to.

B "LATAJO" (2:45) [Lola ASCAP—Hollace] Holmes and the ork-chorus here with a descriptive mood piece true in feel to its title.

NICK BOWIE

(Fortuny 817)

B+ "THE FOUNTAINS CRY" (2:27) [Studio BMI—Spector] A beautiful Italian flavored ballad is superbly executed by Nick Noble and a chorus. Listen to this song featuring the "Ragtime' 9278) Furioso" chorus that could blossom into a big hit. What’s more, the song says it all.

B+ "WHOSE HEART ARE YOU BREAKING NOW" (2:40) [Tee Pee ASCAP—James] Johnny Love, a la "Ragtime' 9268) Furioso" love, gives us a new formula for the days we have in the nest. A hit.

B "JUST A LITTLE CONSOLOATION" (2:55) [Dorrenelle ASCAP—Roberts] Another tearful interpretation of a sentimental romance.

NELSON RIDGEL

(Capitol 4024)

B+ "REL BLU DIPINTO DE BLU" (2:34) [Robbins ASCAP—Micale, Modugno] The Italian smash, being issued by many labels in the U.S., is fashioned in a free-awing instrumental manner by Nelson Ridge. A mellow blues and an infectious finger-snapping version of a fascinating melody. This recording should bite off a share of the sales.

B "WALKIN'" (2:22) [Dorrenelle ASCAP—Roberts] Footsteps are heard on this walking tempo instrumental novelty. Cute opus that should attract attention. Exciting beat and arrangement.

BILLY JUSSIE ORCH.

(Philips 3529)

B+ "SUMMER HOLIDAY" (2:01) [BMI] Very lighthearted, "Ragtime' 9268) Furioso" radio, this is a carry -over hit that should have a long stay. Funky sound on this record. Here the growing sax is front-and-center. Good dance stuff for the teen set.

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

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770 Eleventh Avenue,
New York 19, N. Y.

("It's What's in THE CASH BOX That Counts—INTERNATIONALLY")
COWBOYS AND INDIANS (ARC/Paramount 3941)

B+ "HOW" (1:30) [Saxon BMI—Silver, Wolf] Even the Cowboys and Indians go for rock and roll. Here the group offers an exciting war chant set to an R & B beat. And it drives like crazy. During praise a deep voice injects the words "Ugh, How". Has a cute ending too. Potential cliché.

C++ "MISS PARDNER" (1:45) [Saxon BMI—Silver, Wolf] This half has a cowboy sitting atop his horse ambling along and whistling. Every few seconds he asks directions to Texas. Side also has a comedy ending.

JACK HASKELL (United Artists 131)

B "MY LOVE HAS GONE TO WANDER" (2:35) [Umbertini BMI—Rubin, Lubin] Artist sings that love theme from the current United Artist flick, "The Vikings," and its rolling melody is affectionately related by the fine singer. Warm, folk-like opus.

C+ "A PLACE I KNOW" (2:52) [Byrd BMI—Baron, Long] A Russian folk-tune is the source of this uptonio romantic. Inviting waxing.

SONNY JAMES (Capitol 4020)

B+ "YOU GOT THAT TOUCH" (1:55) [Marson ASCAP—Baldini, James] A guitar-filled rocker is belted in strong teenage style by Sonny James. Excellent performance. A sensational jump beat the kids'll eat up. One of James' most exciting performances.

B "I CAN SEE IT IN YOUR EYES" (2:35) [Marson BMI—James] This end James penned himself. It's an attribute of romantic theme set to an easy going latin tempo. Touching lyric.

UMBERTO MARCATO (Kapp 228)

B+ "(Nel Blu Dipinto Di Blu) OLARE" (3:30) [Robbins ASCAP—Shackleford, Tiller, Marcat] The Marcatos present a beautiful Italian lyric rendition of this exciting Italian remarner with a refreshing up-tempo, Marcatos has a rich, warm voice tailored-made for the tune. Version should bite off a share of the sales.

C+ "AUTUMN CONCERTO" (3:40) [Symphony House ASCAP—Siegel, Stillman, Bargen] The tune that hit big in the U.S. under the title "And That Reminds Me," is chanted warmly in the Italian tongue by the songster. Pretty job.

THE DAZZLERS (Krack 1715)

B+ "CHICKY-CHA" (2:01) [Coliseum BMI—Baker, Wieland] The Dazzlers make a most promising debut under the Knick banner with a terrific rock-a-ballad that could head into the big time. Very commercial stuff for teenagers' summer dancing needs.

C+ "OO-CALY" (2:12) [Coliseum BMI—Baker, Wieland] An Oriental rock and roll novelty is offered on this portion. Off-beat stuff.

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

The Cash Box
Sleeper of the Week

"FUNNY WHAT YOU LEARN FROM WOMEN" (2:02) [Trinity BMI—Teifer, Gran, Gilia]
"BLUE WIGGLE" (1:32) [Towne ASCAP—Teifer, Hornby]

JACK PAAR (RCA Victor 7306)

- Popular late night TV star, Jack Paar, has come up with a delightful novelty recording that should get heavy play from jockeys. Titled "Funny What You Learn From Women," the side features Paar as a rockin' star. Paar delivers a clever recitation about young women who always seem to be teaching men something new. This rockin' has a cute punch line ending. Flip is an instrumental with some comments by Paar.

"SUMMERTIME, SUMMERTIME" (2:00) [Buddy BMI—Ferrer, Ferrer]
"SEARCHING FOR YOU" (2:10) [Roxbury BMI—Jameson, Ferrer]

JAMIES (epic 928)

- Epic has picked up a fabulous (and timely) master that should blossom into one of the biggest songs of the warm weather months. It's an extremely different side dubbed "Summertime, Summertime." The rockier sound like a rock and roll adaptation of a 1960s modérn and features an absolutely novel rock-and-roll twist. 4 boys & 2 girls it the group. Janies maya alm over this unusual effort. It's a strong style of rock-a-ballad to set to a slow march type tempo. Extremely different stuff. Watch the top deck take off.

"STRAIGHTEN UP AND FLY RIGHT" (2:12) [Amer, Academy ASCAP—Cole, Mills]
"WRONG GUY" (2:10) [Sunbeam BMI—J., D. DeJohn]

DE JOHN SISTERS (Sunbeam 106)

- The DeJohn Sisters, who rode high on the charts a few years ago with their "No More" smash, are back on the disc scene again with a great new rendition of an oldie that should put them on top again. It's a fabulous novelty R & R arrangement of "Straighten Up And Fly Right." The gimblied variation is woven around a teacher who's trying to call a rock and roll inspired "order. It ends up with the teacher joining in the R & R. Fun. Zany deck that could break wide open. Flip is another excellent item. A rock-a-ballad with a rock and roll arrangement and a fascinating latin tempo.

"SUN GLASSES" (2:09) [Aberlaich BMI—Pomus, Shinman]
"UNDIVIDED ATTENTION" (1:57) [Rumballo BMI—Gertz, Yellin]

THE SHADIES & KNOTT SISTERS (RCA Victor 7305)

- The Bigtop label issued a powerful new pressing this week. It's a rocking/effort titled "Sun Glasses" and features the combined efforts of the Shadies and the Knott Sistets. It's a clever tenor pleased that should appeal to the many fans of the hit "Short Horn." Side features the hip kids who wear sunglasses in the sun, shade in the snow, in the dark, etc. Good side to watch closely. Flip is a good jumper with a slight country-flavored harmony voice.

"OLD MacDonald" (2:14) [Michele BMI—Adapt: Belvin, Belvin]
"DANDILION" (2:38) [Michele BMI—Belvin, Belvin]

CHARGERS (RCA Victor 7301)

- Here's the songwriter's rendilion of "Old MacDonald" you'll ever hear. And its a very commercial rendition with a top grade teenage approval. Featuring a new group called the Chargers, the side has a terrific dance beat and a good new R & R melody. This platter could find its way to the charts, "Twinkle, Twinkle Little Star." The flipside, "Dandilion" is a rocking rock-a-ballad.

ROSA LINDA (Chadwick BMI—Waldman)

B+ "FELLING STAR" (2:17) [Roxbury ASCAP—Shackleford, Tiller] A lovely love number is presented with feeling by the keyboard star and the chorus. Dreamy merchandise for a romantic atmosphere.

THE BEAVERS (Capitol 4015)

B+ "FOLLOW ME" (2:05) [Roxbury BMI—Shackleford, Tiller] Here's another rockin' rock-a-ballad to watch closely. It's an unusual take on the dance of a rockin' rattle with a refreshingly different rhythm and an exciting beat. Group consists of some fascinating vocal effects that could win the teens imagination. Keep a tab on this number.

C+ "ROAD TO HAPPINESS" (2:10) [Tumbleweed BMI—Weidler] A feminine touch in the backtrack as the Beatle group presents the Beatles another different type tune. It's an interesting ballad with a subtle rock and roll beat.

BOB CREWE (Wingate 7301)

B+ "SWEET TALK" (2:35) [Conley BMI—Slay, Crewe] Bob Crewe can wait to have his hits! This smooth, latin-beat, rockin' song is a fine find. The vocal is nicely tailored to sound like a lady; vocal is in top form. Good side to listen to.

ARIE DONN (sve 1076)

B+ "REVERE AMOUR" (2:14) [Chadwick ASCAP—Shackleford, Tiller] A fine Art and Dotty Toddl, completing a long and successful run on the chart with their "Chanson D'Amour" hit, continue along French lines with another smooth, mellow instrumental featuring the singing voices of a French group. It's attractively presented on this record. Gockenspiel and what sounds like a French horn blend attractively to result in a most pleasant instrumental.

ERNEST BARKIN (Phillips 3528)

B "STAIRWAY TO NOWHERE" (2:19) [Knee BMI—Wingate, Wingate] Ernest Barkin is an exciting new rock-a-ballad singer, leaves into a new in and into the swing of things playing performance that'll have the younger set hopping. Hot dance merchandise.

C+ "RAINING THE BLUES" (2:40) [Hi Lo BMI—Wingate, Wingate] A beat-filled blues rocker is chanted with a heavy heart by the songsters.
IT'S A NATURAL SMASH HIT COMBINATION!!!!

Dean Martin

"VOLARE"
(NEL BLU DIPINTO DI BLU)
record no. 4028

NOW AVAILABLE FOR STOCK!!!

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
HANK THOMPSON (Capek 4017)

**SQUAWS ALONG THE YUCCA** (B+ [RCA BMI—Smith]) COUNTRY are Hank Thompson's delightfully novel that could be big both pop and country. It's a light and infectious tune with a funny lyric and a happy dance melody. Twin-market threat.

C+ **GATHERING FLOWERS** (2:20) [Brazos Valley BMI — Proctor] A refreshing up-tempo instrumental dance is brilliantly paced by Thompson and his Brazos Valley Boys. Good jive fare, for pop and country locations.

MARK DILLING (MGM 12691)

**YOU THRILL ME** (2:19) [Acuff-Rose—Sonny Arnold—Barksdale] 

"I'M ERSEL" (2:03) [Arf—Proctor] There is some meaning, light and tearful ballad by Lucien Farrar. Inviting ballad.

**CARMEN** (2:46) [Are BMI—P.D.] Argo's been doing well with jazz items. Ahmad Jamal's "Mambo Music" has made some good noise. Now the Ramsey Lewis Trio, which draws on the big, heavy-lidded harmonica for three men, runs thru a swinging, beat-filled jazz version of the popular Hungarian folk-tune from Carmen. Exiting de jay side.

DICK ROMAN (MGM 12668)

**LOVE IS A MANY SPLENDORED THING** (2:53) [Mille ASCAP—Fayn—Webber] A smooth hit of a few years ago, is brought to the fore once again by Dick Foman's big-voiced rock-a-baule treatment. Lad has a great set of vocals and does a bang up job on this string-filled delivery. Jockeys should be spinning this one often.

**VAGABOND SHOES** (1:50) [Jefferson ASCAP—Saxen, Gallop] The songster leans back and swings with great enthusiasm and a nice sound of recent vintage. Smooth finger-snapper jockeys should also appreciate.

ANDY RUSSELL (RCA Victor 7299)

**SEVEN DAUGHTERS** (2:05) [Mille ASCAP—Fayn—Webber] A favorite south-of-the-border that returns to single wax in the U.S. This tune is virtually unknown in novelty about a cobbler's off-spring.

C+ **A CERTAIN SMILE** (2:45) [B+ [Atco ASCAP—Van Egmond—Stevens] 

The smooth voiced crooner lends his duet tunes to the high-flying film title tune and comes up with an ear-pleasing rendition.

**The Cash Box**

**The Cash Box**

Best Bets

**LOVER'S LAND** Ersel Hickey

**AU REVOIR, AMOUR** Art & Dotty Todd

**SOFTLY, MY LOVE** Nick Noble

**LOW AS I CAN BE** Beavers

**THE FOUNTAINS CRY** Nick Noble

**YOU GOT THAT TOUCH** Sonny James

**YOU SEE MY WOMAN** Bill Janis

**YOU THRILL ME** Mark Dilling

**LOTSA LUCK CHARLIE** Arnold Stang & Leroy Holmes

**I LOVE YOU** Johnny Sea

**TWINKLE IN YOUR EYE** Sam Beroza

**The SAUCERS** (Kck 516)

**FLUESSIE MAE** (2:58) [Chevre BMI—Benscham, Morgan, Fields] This uptempo name-nalute is highlighted with a synx lyce going-on by a voice in the group that crops up now and then. The affair has no r&b polish.

**H-100** (2:54) [Chevre BMI—Allen, Morgan, Fields] The title phrase is the principal lyric in the tune, which is entirely composed of no meaning, gimmick phrases. Good honky-tonk keyboard work.

**The FIVE KEYS** (Capitol 4009)

**BLESSED YOUR HEART** (2:52) [Lovell BMI—Wood, Sanford] A pop ballad stilt by the songster on a feeling slow-beat affair. Added to the strong Milner showing are a dramatic combo, and effective high-note warbling of a lark in the background. A disk that could make noise.

**B** **ANDY ANDY** (2:15) [Kahl BMI—Jones] The quaint picks and lighted jumps thru a cute rocker sure to have tooes tapping.

**BOBBY VAN** (ABC-Paramount 9940)

**YOU'LL ALWAYS BE MY SWEETHEART** (2:10) [Richi ASCAP—George, Walker] Broadway TV sotto Van nicely fashions a middle-beat tempo on a sentimental, 1960's type tune. Cute soft shoe-pattie girl in various spots. Side could catch on with the jocks.

**ONE MORE TIME** (2:10) [Ampeco ASCAP — George, Van] This session rooms deeper into rock 'n roll territory. Fast-moving performance.

**The Various**

**DE LAYS** (Future 2709)

**LILY MAY BELL** (2:03) [Kahl BMI — Barrett, Vastola, Briggs] Kinetic harmony by the songster on its debut vehicle on Future. The blend has some of the more tried and true aural-tingis, but effort moves along at pace the kids should like.


**In other words,**

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Join the summer
SMASH WAGON!

**JULY – AUGUST**

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<tr>
<td>&quot;REBEL-ROUSER&quot; b/w &quot;Stalkin&quot;</td>
<td>&quot;I'M NOBODY'S BABY NOW&quot; b/w &quot;I Really, Really Love You&quot;</td>
<td>&quot;THE HAND OF FATE&quot; b/w &quot;Ask Me No Questions&quot;</td>
<td>&quot;TRICKLE, TRICKLE&quot; b/w &quot;Moonglow You Know&quot;</td>
<td>&quot;GATES OF HEAVEN&quot; b/w &quot;Someone to Love Me&quot;</td>
<td>&quot;CHILI LINDA&quot; b/w &quot;Tara's Theme&quot;</td>
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<td>DUANE EDDY JAMIE #1104</td>
<td>JO ANN CAMPBELL GONE #5037</td>
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<td>THE VIDEOS CASINO #102</td>
<td>RONNIE BAXTER GONE #5036</td>
<td>GEE GEE &amp; HIS ORCH. MODERN SOUND #6904</td>
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<td>&quot;BLABBER MOUTH&quot; b/w &quot;Baby, Baby&quot;</td>
<td>&quot;MAYBE YOU'LL BE MINE&quot; b/w &quot;Cool, Cool, Baby&quot;</td>
<td>&quot;TEARS ON MY PILLOW&quot; b/w &quot;Two People in the World&quot;</td>
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<td>THE FIVE STARS END #1028</td>
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<td><strong>PLUS EXTRA BONUS! BRAND NEW SMASH!</strong></td>
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<td>&quot;IF YOU TRY&quot; b/w &quot;Life&quot;</td>
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Best Wishes to NAMM, and Thanks, Dealers—You've Been Great

George Goldner

**GONE records**

1650 BROADWAY, NEW YORK, N. Y.

DEEJAYS:
Thanks a million you've been great.

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

**LOU BUSCH**
(Capitol 4073)

**B** - SING ENOUGH TO DREAM** (2:59) [Chatsworth ASCAP—Busch] Busch, who also performs for the nifty-tyre thrush, is a hokey-tonk pianist Joe “Fingers” C. The tune dealt with sinfully by the famed Lawrence Welk TV regulars is based on a theme from Dvorak's “American” Symphony, and has also been used as another song, "Going Home." This version, with organ-chorus as featured support, presents the melody in a surprisingly fine fashion. For your listening pleasure, Busch is the niftiest of the Lennon Sisters' following.

**B** - GOODNIGHT GOD" (2:27) [Vernon ASCAP—Rogers, Carey] Another inspirational number is easy in a convincing light by the songstresses.

**THE BARITONES**
(Dare 504)

**B** - SENTIMENTAL BABY" (1:58) [Warman-Goday BMI — Story, Keys] A pretty fair beat-ballad is expressed in the syrupy feelings by the boys. Most of the lyric is not very interesting as it stands. Better front, while the others show up strong on support. A better rôl for romancer.

**C** - AFTER SCHOOL ROCK" (2:00) [Warman-Goday BMI — Story, Keys] The group gives out with some of the old harmonic tricks of the rock ‘n’ roll trade in this uptown ditty.

**PAT “THE CAT” MONFORTO**
(Brunswick 5076)

**B** - INTER-CON" [Time BMI—Monforto, Giancursio] All-out singer with Monforto in sibling form. Male voices repeat the title, and an enthusiastic audience seems to be present.

**MARION COLBY**
(Capitol 4029)

**B** - I'M NO ANGEL" (4:12) [Burton ASCAP—Webs, Mills, Sumer] The decision not to use the nifty-tyre thrush, and she warmly wraps up a soft-beat romancer, would be better than that should make the deejay rounds.

**B** - LIVIN' WITH THE BLUES" (2:45) [Edwards ASCAP—Keith, Whistful] blues showcase, which Miss Colby gets to the heart of.

**CARRIE NORMAN**
(Mark 132)

**B** - CAN'T HELP" (2:28) [Ford ASCAP—Disant Ross, Ross] A polished soft-beat ballad by the very cream of the Beatnik set on a wistful pleasure. Miss Norman's delivery has principally straight pop leanings, but can show-up strong when she's after the best. Fine showing.

**B** - TEACH ME TO CARE" (2:22) [Mills ASCAP—Disant, Mayer] Similar warbling by this version of the tune has the feel of the top entry, too.

**JACKIE WALKER**
(Mellody 5521)

**B** - ETERNALLY (WANTING TO BE YOURS) (1:49) [Warman BMI—Barrett, Monforte] Walker warmly engages in a heart-felt ballad romance. Polished ten effort that ought to make its way around deejay turntables.

**B** - GOOD, GOOD FEELIN'" (1:47) [Alan-Edwards BMI—Barrett, Monforte] The performer gets to the rhythmic heart of this uptown ditty. Good sound.

**ANGEL SISTERS**
(Coe 1200)

**B** - WHY DOESN'T HE ASK ME (2:10) [Gulf BMI—Duncan] A soft beat romancer, in a straight pop vein, is affectionately washed by the vocals of the band. Middle portion of the pressing features one of the girls in a bit of dialogue. Melodic number. The jocks can take to it.

**B** - TONIGHT, TONIGHT" (2:25) [Gulf BMI—Duncan] A colorful piece is again straightly sung, a year-plus song accepted. Here, a male voice has a few words to say. Appealing attraction to the youngsters.

**RANDY SPARKS**
(Starday 1024)

**B** - DOWN THUNDER ROAD" (2:00) [Sparr ASCAP—Sparks] Sparks, who had a chart click in "Walking The Low Road," sets a hand-clapping pace to an inspirational waltz rather well. Cattyly opus with a good beat.

**C** - THE HANGMAN" (2:35) [Sparr ASCAP—Sparks] A moody, once again folkish item sung with soft drama by the artist.

**SOMMY DAVIS, JR.**
(Doco 30679)

**B** - I WONT CHANGE (THE WAY I FEEL ABOUT YOU" (2:15) [Dails Eyes ASCAP—Fleming] A hit of the vocal set when he's swinging, Davis belts out a very good job. As the jocks no end. Besides the reposing Davis attitude, there's a robust ork job by the Monforte done. Vivid working.

**C** - SONG AND DANCE MAN" (2:45) [ASCAP—Mann, Hildard] An affable up-tempo vocal-tap dance stilt by the artist. Performed in a very charming manner. The tune is reflective of the twenties.

**JOE JONES**
(Roulette 4047)

**C** - THE PRIEST'S SONG" (2:28) [Shapiro Bernstein ASCAP—Massey] A cover of the Fat Domino revival of the oldie, with an exciting beat. Side should appeal to howfers.

**C** - TO PROVE MY LOVE TO YOU" (2:40) [James BMI—Joshi] Jones ups the beat on this portion. Socko combo performance.

**BOBBI ROBERTS**
(Teddy 3151)

**B** - I'VE NEVER BEEN IN LOVE" [Bonnie ASCAP—Fields, Saffer] Roberts makes her recording debut singing a pretty, romantic ballad set to a soft, subtle rock-a-balled tune. Notes the dark re- minds this listener of Teresa Brewer. Bally side.

**C** - HONEY" [Fest & Whiting ASCAP—Simmons, Gillespie, Whiting] A top drawer oldie is brought out date via an R & R beat, and a soft romantic reading by Bobbi. Lark gets an attraction from a male voice.

**JIMMY SEALS AND HIS ORCH.**
(Carland 470)

**B** - BENGUANLA" (2:32) [Slim Will Monforto BMI—Will, Bont] A lot of rock 'n roll happenings on this solid beat item. Jones knocks out the song, while the company works out a suitable beat. The youngsters should go for this one.

**C** - OH HENRY" [Jofette BMI] A medium-tempo jazz item with good color work out in front. All-instrumental showing.

**TEDDY KING**
(RCA Victor 7297)

**B** - RAISE ME (KISS ME)" (2:44) [Shapiro, Bernstein ASCAP—Morris, Williams, Brown] An impressive show by the songstress, who gets a top-notch support from the orchestra. The production starts in slow tempo, and builds to a very vivid climacteric. Strong vocal work.

**TONY MARTIN**
(RCA Victor 7298)

**B** - CALL ME LIE" (2:58) [Chappell ASCAP — Gordon, Cates, Taylor] Soul-big beat swing by the virile-singer/songstress on another pop version of the Dvorak New World Symphony melody (also used in the movie for "Going Home")... Really takes a rounding view from a half-way through the track to the conclusion. Should be getting frequent airplay.

**MORGAN TINS**
(RCA Victor 7300)

**B** - THIS FEELIN'S BOUND TO COME TRUE" (2:58) [Acuff-Rose ASCAP—Endsley] A fine slow-beat rock, with a lot of solid backing instrumentation, and a soft sounding twosome. The tune by Mel- vin ("Singing The Blues") Endsley has an emotional value. Points, Session may be played-up by the artists. These are the ones.

**B** - TV HOP" (2:15) [Acuff-Rose BMI—Endsley] In a rousing, up-tempo, the boys show their stuff to drive a quick-beat item. A natural for hop performances.

*For the July 26, 1958 issue of THE CASH BOX,* the Cash Box Music page is featured, focusing on reviews of various music records. The reviews cover a wide range of genres and artists, including Lou Busch, The Lennon Sisters, Jackie Walker, and others. The page also includes a note that only those records best suited for commercial use are reviewed by THE CASH BOX.
"DANCE EVERYONE DANCE"

Betty Madigan

Ork and Chorus Directed by DICK JACOBS

Coral Records

9-62007

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# HOT DEMON

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NEW YORK:
Al Gallieo of Shapiro-Bernstein off to Europe for a month. . . . George Lee of Zonic Music was marvelous. . . . Lonnie died July 5 to Jane Love. . . . Sonny Dodo will have a smash hit in his latest disk for Jubilee. As Long As I Have You" written by Sid Wayne. . . . Rondo, incidentally, was at the Shell House July 22 for a one week stand. . . . Ziggy Lane also back for a return engagement at the Valley Stream Park Inn for the entire month of July. . . . The Donn Elliott Quartet will initiate a jazz policy at the Concord Hotel. . . . Joe Sherman reports that Epic has purchased two masters featuring The Jamies from Shorn Feller. . . . MGM has announced the sale of the first two Joni James albums during "June For Joni" month. . . . Singer Carol King has been booked for three weeks at the Nite-Best in Manhattan. Following her stint at the West 58 Street spot, the songstress leaves for one month to do her first movie. . . . Bobby Freeman off for San Francisco to appear with Max Bear at the Policeman's Ball. Bobby will then return on the 25 of July to appear at the Uptown Theater in Philadelphia. Ralph Mathis, brother of Johnny Mathis, has signed with Gone Records. . . . Jimmy Walker in New York as a Wilt Cox Wrap at the APTRA Convention. . . . A special drive is currently under way for the Connie Francis album of "Who's Sorry Now". Special spots have been set for distributors. . . . Buddy Hackett, signed to appear with Jackie Gleason on his new TV show, will cut some records for Dot.

CHICAGO:
Nabors in the music industry are converging on Chi to attend the big NAMM convention at the Palmer House (July 21-24). William R. Gard, executive secretary, advises that this will be the greatest show NAMM has sponsored in 57 years. Marty Hirsch, RCA-Victor, reports that Los Angeles RCA, RCA Victor, opens at the Chels Paree August 7 for 3 big weeks. . . . A happy fellow indeed is Tommy Sch, happy fellow indeed is Tommy Sch, Mercury publicity chief, over rave reviews tendered Rusty Draper, for his debut dramatic role in Dallas, Texas. Rusty starred opposite Jane Powell in "Oaklahoma. . . . Along with her star status in the movie capital, Jane also records for MGM Records. . . . Sandy Harbin of Dot Records tells us that Marte Cord was in town recently to appear on Sigi Sakkowitz' Free Fair. . . . Henry Friedman, proxy of Mercury-Dot Mercury distributors, greeting all his friends in for the NAMM convention. . . . Mort Hillman, Stepheno and Spinning Records, plans to inform us that The Petites were signed by Georgie Gobel for 39 weeks commencing September 13 on the army-come September 13 on the army-come television show spec. . . . Erwin Bogg passes along info that Paul Anka's "Verboten", which was recently picked "Disk of the Week" in The Cash Box, is enjoying peak sales nationally. . . . Roulette's Stan Pat is back on his horse going from deejay to deejay with Jimmy Rodgers' new release "Are You Red Rhot Mine" telling everyone that this one's a smash for everyone that this one's a smash for everyone at home. . . . It's always nice to hear from Don Smith, John Connety and Bob Maurer of Records Unlimited in Milwaukee. This time they claim they have a hit on their hands. It's a cute ditty "Why Oh Why" by Bob and Ray Titus (16 and 17 years old respectively) and The Rollettes. . . . "Honest John" Vail, London and Felsted Records, tells us that music is due in to introduce two recent panted artists, Tommy Mara and Barbara Allen, to NAMM crowd and local deejays. . . . Jerry Ferber is hosting Jimmy Wakee's third annual in to expose his new Shostune label. United was recently appointed local distrub for the new label, according to Jerry. . . . Before returning to NY, Wally Aber, Vee Jay-Aber, took his band on the road to Wally's and Wally's for the two-and-a-half-week schedule to go over those records and still can't get the hits specified in the contract. On the other hand, that Jerry Butler and The Impressions appeared on Dick Clark's TV show from Bigtown July 12, and followed with a stint on the Allan Freed show July 14.

HOLLYWOOD:
Abe Diamond has announced that Bill Rogers has joined the staff at Diamond Record Distributing as the new promotion man. Abe as of New York to attend the ABC-Paramount meeting at the Concord Hotel in the Catskills. . . . Composer-conductor Rose Bandenstarian appeared on the Dick Clark Show and did his current Liberty hit of "The Bird On My Head" which he recorded under the name of Bob Hilliard. . . . Joseph Lohin, A & R head of Arvex Records, has signed young Texas vocalist, Seph Aker, to an exclusive pact. Singer's first sizzles for label getting great reaction . . . While vacationing in Mexico City, Artie Wayne discovered an unknown octeto of marimba players and directed them in recording an LP session. Artie says the exciting medley of Latin American songs should do very well on an American label. . . . Art Benson, Present of Celestial Records, Seattle, announced Universe Records of Los Angeles as distributor for California records and Tapes in the Southern California and Arizona territories during his recent visit here. . . . Lawrence Welk's entire troupe of some 30 entertainers including the Lennon Sisters, Alice Lon, Welk's Champagne Lady, and Pete Fountain, New Orleans' noted reedman, delivered a splendid gift to Champagne Music, flying East for a special concert at Carnegie Hall New York, on Friday evening, August 1st. . . . Dot Records' are singer Pat Boone, just back from his 10th million-seller in his short twelve-year recording career with his "Sugar Moon". . . . Decca Records' Earl Grant with Martha Davis and Calvin Ponder—better known as Martha Davis And Spoons—enjoying a very successful engagement at the Interlude. . . . Capitol Records recording an expanded version of Stan Freberg's six-and-a-half minute comic "On The Road To The Ozark Mountains" on July 22nd.

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(NELL-BLUE-DEE-PEENTO DE BLUE)

VOLARE
written and sung by...

DOMENICO MODUGNO

DECCA 9-30677

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**The Four Preps**

**THE FOUR PREPS**

**LAZY SUMMER NIGHT**

The theme of the new MGM Picture "Andy Hardy Comes Home"

**SUMMER-TIME LIES**

**The Records**

**Disk Jockeys Played Most**

A summary of reports received from the nation's disk jockeys

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<td>20</td>
<td>ALL I HAVE TO DO IS DREAM</td>
<td>EVERYLY BROTHERS (Cadence)</td>
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21) BAUBLES, BANGLES AND BEADS. 22) FOR YOUR Precious Love. 23) ONE SUMMER NIGHT. 24) JUST A DREAM. 25) WHAT AM I LIVING FOR. 26) YOUNG AND WASH AND WONDERFUL. 27) BLUE BLUE DAY. 28) NO CHEMISE PLEASE. 29) PADRE. 30) GUESS THINGS HAPPEN THAT WAY. 31) LITTLE STAR. 32) GINGERBREAD. 33) DON'T ASK ME WHY. 34) YOU NEED HANDS. 35) LITTLE SERENADE. 36) GOT A MATCH. 37) JENNIE LEE. 38) BIG MAN. 39) RETURN TO ME. 40) BORN TOO LATE. 41) DON'T GO HOME. 42) SHEIK OF ARABY. 43) DELICIOUS. 44) NEL BLU DIPI NTO DI BLU. 45) MOON TALK. 46) KATHY, G. 47) I'LL GET BY. 48) SOMEBODY TOUCHED ME. 49) YOU'RE MAKING A MISTAKE. 50) ALL I HAVE TO DO IS DREAM. 51) COME CLOSER TO ME. 52) PRETTY BABY IT'S BEEN A LONG TIME. 53) ANGEL BABY. 54) TWILIGHT TIME. 55) I WONDER WHY. 56) WHO ARE THEY TO SAY. 57) BLANKET ON THE BEACH. 58) SUGAR MOON. 59) CH-A-HU-A-HUA. 60) A FUGUE. 61) BALLERINA. 62) WESTERN MOVIES. 63) WITCH DOCTOR. 64) THE BIRD ON MY HEAD. 65) LOOKING BACK. 66) MA MA MA MARIE. 67) OVER THE WEEKEND. 68) I KNOW WHERE I'M GOING. 69) CHANSO D'AMOUR. 70) SAME OLD SONG AND DANCE. 71) EARLY IN THE MORNING. 72) MONIQUE. 73) THE FREEZE. 74) ON JOHNNY OH. 75) YOU CHEATED. 76) ONLY MAN ON THE ISLAND. 77) BY THE LIGHT OF THE SILVERY MOON. 78) THE WAITING GAME. 79) THAT'S HOW MUCH I LOVE YOU. BLUE BOY. THIS HAPPY FEELING.

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

"BORN TOO LATE"

The Poni-Tails

ABC Paramount 9934

published by MANSION MUSIC CORPORATION
Sole Agent
EDWARD B. MARKS MUSIC CORPORATION

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List Your Top Ten Pop Tunes Here
NAME OF RECORD HERE ARTIST OR BAND HERE
1. 
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List Your Top Ten Country Tunes Here
NAME OF RECORD HERE ARTIST OR BAND HERE
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List Your Top Ten Rhythm 'N Blues Records Here
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VITAL STATISTICS:
Bill Freeman leaves WRVA, Richmond, Va., to join WQAM, in Miami, Fla., as night news editor and announcer... Johnnie Rowe jumps over to station KOBH, Idaho Falls, Idaho, from体量... Bob Kloss (WSID-Baltimore, Md.) has a daily stint from 8:45 to 11:00, is celebrating her tenth year in radio... Also, as of July 13th, the gal jockey has had her own TV show in Philadelphia on channel 12, WVUE... Bob Kloss (WSTCStanford, Connecticut) really fits the description of the term "commuter". Kloss lives in New York City, works in Connecticut, and recently added the Sunday evening deejay slot at WPL in Philadelphia, Pa., to his chores... Freeman Hover (KCSR-Chariton, Neb.) informs us how, thanks to Ruthie Shapiro, he has been giving away Elvis Presley "Jewelry"... The platter spinner feels that if the popularity of the station's giveaway are any indication, the jewelry should really be a hot item when it goes on the commercial market... Larry Gar (WBKC-Charlotte, North Carolina) writes to tell us about the special segment he has added to his program... Gar now features an album of the week section where he picks an album that he feels could have a really big future... The first LP pick is "Date Night At Disneyland" with The Elliot Bros. Orchestra and Tony Paris... Thom Smith (WNVY-Pensacola, Fla.) tells about a record "most likely to succeed". The waxing is "Junior, Junior, Junior", by Laura Lane and Russ Regan on Corvette...
GOGI GRANT
SINGS

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### Juke Box Regional Record Report

The Top Ten Records — City by City

#### New York, N.Y.
1. Patricia (P. Prado)
2. Splish Splash (B. Darin)
3. Yakety Yak (Coasters)
4. Purple People Eater (S. Woolley)
5. When (Kalin Twins)
6. One Summer Night (K. Dandrells)
7. Little Star (Elegants)
8. Enchanted Island (Four Leds)
9. A Certain Smile (J. Mathis)
10. Secretly (J. Rodgers)

#### Cleveland, Ohio
1. Poor Little Fool (K. Nelson)
2. Patricia (P. Prado)
3. White Whale (Barr)
4. Splish Splash (B. Darin)
5. Rockin' Robin (B. Day)
6. If Dreams Come True (P. Ramee)
7. Yakety Yak (Coasters)
8. Headed Woman (Patricia)
9. Born Too Late (Pini Talsi)
10. Gingerbread (F. Avalon)

#### New Orleans, La.
1. Patricia (P. Prado)
2. Purple People Eater (S. Woolley)
3. Yakety Yak (Coasters)
4. Endless Sleep (J. Reynolds)
5. Secretly (J. Rodgers)
6. Headed Woman (E. Presley)
7. Splish Splash (B. Darin)
8. Return To Me (D. Martin)
9. Padre Ti (Arden)
10. Poor Little Fool (J. Nelson)

#### Buffalo, N.Y.
1. Patricia (P. Prado)
2. Poor Little Fool (R. Nelson)
3. Splish Splash (B. Darin)
4. Headed Woman (E. Presley)
5. Baby Doll (E. Presley)
6. Rebel Rouser (D. Eddy)
7. Fever (P. Lee)
8. Purple People Eater (S. Woolley)
9. Rockin' Robin (B. Coasters)
10. One Summer Night (K. Dandrells)

#### Los Angeles, Calif.
1. Patricia (P. Prado)
2. Purple People Eater (S. Woolley)
3. Yakety Yak (Coasters)
4. Endless Sleep (J. Reynolds)
5. Secretly (J. Rodgers)
6. Headed Woman (E. Presley)
7. Left Right Out Of Your Heart (F. Page)
8. When (Kalin Twins)
9. Rebel Rouser (D. Eddy)
10. Purple People Eater (S. Woolley)

#### Chicago, Ill.
1. Patricia (P. Prado)
2. Yakety Yak (Coasters)
3. Poor Little Fool (R. Nelson)
4. Splish Splash (B. Darin)
5. Headed Woman (E. Presley)
6. Secretly (J. Rodgers)
7. Left Right Out Of Your Heart (F. Page)
8. When (Kalin Twins)
9. Rebel Rouser (D. Eddy)
10. Purple People Eater (S. Woolley)

#### Pittsburgh, Pa.
1. Poor Little Fool (R. Nelson)
2. Yakety Yak (Coasters)
3. Patricia (P. Prado)
4. Headed Woman (E. Presley)
5. Enchanted Island (Four Leds)
6. Headed Woman (E. Presley)
7. Purple People Eater (S. Woolley)
8. Splish Splash (B. Darin)
9. A Certain Smile (J. Mathis)
10. For Your Precious Love (S. Butler)

#### Baltimore, Md.
1. Yakety Yak (Coasters)
2. Patricia (P. Prado)
3. Rearview Mirror (D. Eddy)
4. Headed Woman (E. Presley)
5. Enchanted Island (Four Leds)
6. Splish Splash (B. Darin)
7. Do You Wanna Dance (B. Freeman)
8. Splish Splash (B. Darin)
9. Little Star (Elegants)
10. Rebel Rouser (D. Eddy)

#### San Francisco, Calif.
1. Patricia (P. Prado)
2. Headed Woman (E. Presley)
3. Yakety Yak (Coasters)
4. Splish Splash (B. Darin)
5. Enchanted Island (Four Leds)
6. One Summer Night (K. Dandrells)
7. Rebel Rouser (D. Eddy)
8. Purple People Eater (S. Woolley)
9. A Certain Smile (J. Mathis)
10. Poor Little Fool (R. Nelson)

#### Seattle, Wash.
1. Headed Woman (E. Presley)
2. Poor Little Fool (R. Nelson)
3. Splish Splash (B. Darin)
4. Rebel Rouser (D. Eddy)
5. Yakety Yak (Coasters)
6. Patricia (P. Prado)
7. When (Kalin Twins)
8. Don't Ask Me Why (F. Page)
9. Purple People Eater (S. Woolley)
10. That's How Much I Love You (P. Brent)

#### Houston, Texas
1. Splish Splash (B. Darin)
2. Poor Little Fool (R. Nelson)
3. Splish Splash (B. Darin)
4. Rebel Rouser (D. Eddy)
5. Yakety Yak (Coasters)
6. Patricia (P. Prado)
7. When (Kalin Twins)
8. Don't Ask Me Why (E. Presley)
9. Purple People Eater (S. Woolley)
10. That's How Much I Love You (P. Brent)

#### Minneapolis, Minn.
1. Little Star (Elegants)
2. Poor Little Fool (R. Nelson)
3. Splish Splash (B. Darin)
4. Headed Woman (E. Presley)
5. Rebel Rouser (D. Eddy)
6. Splish Splash (B. Darin)
7. Purple People Eater (S. Woolley)
8. When (Kalin Twins)
9. Rebel Rouser (D. Eddy)
10. You Need Hands (E. Presley)

#### Milwaukee, Wisc.
1. Poor Little Fool (R. Nelson)
2. Purple People Eater (S. Woolley)
3. Yakety Yak (Coasters)
4. Patricia (P. Prado)
5. Rebel Rouser (D. Eddy)
6. Secretly (J. Rodgers)
7. Headed Woman (E. Presley)
8. When (Kalin Twins)
9. My True Love (J. Scott)
10. Padre Ti (Arden)

#### Kansas City, Mo.
1. Poor Little Fool (R. Nelson)
2. Rebel Rouser (D. Eddy)
3. Patricia (P. Prado)
4. Headed Woman (E. Presley)
5. Splish Splash (B. Darin)
6. Endless Sleep (J. Reynolds)
7. Purple People Eater (S. Woolley)
8. Splish Splash (B. Darin)
9. My True Love (J. Scott)
10. Purple People Eater (S. Woolley)

#### St. Louis, Mo.
1. Rebel Rouser (D. Eddy)
2. Yakety Yak (Coasters)
3. Headed Woman (E. Presley)
4. Endless Sleep (J. Reynolds)
5. Splish Splash (B. Darin)
6. Purple People Eater (S. Woolley)
7. Western Movies (Olympics)
8. Patricia (P. Prado)
9. No Chemical Please (G. Granahan)

#### Miami, Fla.
1. Hard Headed Woman (E. Presley)
2. Splish Splash (B. Darin)
3. Yakety Yak (Coasters)
4. Rebel Rouser (D. Eddy)
5. Me True Love (J. Scott)
6. Poor Little Fool (R. Nelson)
7. Patricia (P. Prado)
8. Purple People Eater (S. Woolley)
9. For Your Precious Love (S. Butler)

#### Dallas, Texas
1. Yakety Yak (Coasters)
2. Headed Woman (E. Presley)
3. Splish Splash (B. Darin)
4. Rebel Rouser (D. Eddy)
5. Poor Little Fool (R. Nelson)
6. Purple People Eater (S. Woolley)
7. One Summer Night (K. Dandrells)
8. Do You Wanna Dance (B. Freeman)
9. For Your Precious Love (S. Butler)
10. Purple People Eater (S. Woolley)

#### Detroit, Mich.
1. Splish Splash (B. Darin)
2. Rebel Rouser (D. Eddy)
3. Poor Little Fool (R. Nelson)
4. Headed Woman (E. Presley)
5. Yakety Yak (Coasters)
6. Patricia (P. Prado)
7. Willie & Hand Jive (J. Orli)
8. Western Movies (Olympics)
9. Little Star (Elegants)
10. When (Kalin Twins)
Teresa HITS Again!

"PICKLE UP A DOODLE"

and

"THE RAIN FALLS ON EVERYBODY"

Orch and Chorus directed by DICK JACOBS

9-62013

Both Songs Introduced by TERESA on the ED SULLIVAN TV SHOW SUNDAY July 20th
London Lowdown
AND
England's Top 30 Records

THIS WEEK'S BEST SELLING POP SINGLES
(Courtesy "New Musical Express")
1. All I Have To Do Is Dream/
Claudette—Everly Bros (London)
2. Big Man—
Four Projs (Capitol)
3. Tulips From Amsterdam/You Need
Hands—Max Bygraves (Decca)
4. On The Street Where You Live—
Vic Damone (Phillips)
5. Twilight Time—
Platters (Mercury)
6. Sugar Man—
Pat Boone (London)
7. Who's Sorry Now—
Connie Francis (MGM)
8. Book Of Love—
Mudlarks (Columbia)
9. Rave On—
Buddy Holly (Coral)
10. Witch Doctor—
Don Lang (HMV)
11. Sally Don't You Grieve/Betty,
Betty, Betty—
Connie Francis (MGM)
12. Purple People Eater—
Sheb Wooley (MGM)
13. Endless Sleep—
Marty Wilde (Phillips)
14. Stairway Of Love—
Michael Holliday (Columbia)
15. On The Street Where You Live—
David Whitfield (Decca)
16. The Only Man On The Island—
Tommy Steele (Decca)
17. I'm Sorry I Made You Cry—
Connie Francis (MGM)
18. Tom Hak—
Elvis & his Zip Zag Jive Flute
(Columbia)
19. A Very Precious Love—
Doris Day (Phillips)
20. Kewpie Doll—
Frankie Vaughan (Phillips)
21. Return To Me—
Dean Martin (Capitol)
22. Grand Coolie Dam—
Lonnie Donegan (Pye-Nixa)
23. Army Game—Bernard Braszlaw,
Michael Medwin, Alfre Bass, Leslie
Fyson (HMV)
24. I May Never Pass This Way Again—
Perry Como (RCA)
25. Torero—
Julius LaRosa (RCA)
26. I May Never Pass This Way Again—
Robert Earl (Phillips)
27. When—
Kalin Twins (Brunswick)
28. I Know Where I'm Going—
George Hamilton IV (HMV)
29. A Wonderful Time Up There—
Pat Boone (London)
30. When The Boys Talk About The
Girls—Valerie Carr (Columbia)

Young Italian singer, Toni Dalli is
destined for great things. Already a
frequent guest on television shows and
having visited the United States, Toni
is now in the running to make a
movie.

The sponsors of the Dickie Valen-
tine show on Radio Luxembourg have
exhausted ideas of give away items
and have now suggested that winners
of their competitions will get a date
with Dickie Valentine.

Dan Fisher who is now back in the
States from his European trip has
certainly collected some interesting
material all over and is sure to please
several A&R men with his finds.

The new Lonnie Donegan record,
"Sally Don't You Grieve" already high
on the best selling charts. And it only
recently came out.

Another number to watch is a Brit-
ish composition by pianist Joe Hen-
derson titled "Trudi".

Max Bygraves, who with his agent
Jock Jacobson is at present in the
States, will still find his record,
"Tulips from Amsterdam" high in the
Hit Parade when he comes back at the
end of this month.

The English Decca Record Com-
pany has once again made a special
disk for the Lords Taverners' charity
with all royalties going towards this
good cause. The record is titled "Star
Band Hit Parade" and has six top
tunes of the moment played by Man-
tovani, Edmundo Ros and Ted Heath.
This is value for anybody's money.

Pat Boone's "Sugar Moon" in the
#6 spot after a few weeks proves once
again how popular this young man is
on this side of the Atlantic.

Terry Dene married Edna Savage
last week. Am wondering whether we
shall now have records by Mr. and
Mrs. Dene since both are recording
artists.

With the vogue for Italian songs
there is a strong chance that a com-
position by Marino Marini may soon
grace the charts. Original title, "La
Piu Bella del Mondo".

His Grace, the Duke of Bedford, has
started his DJ, programme for Radio
Luxembourg. Programme is recorded at
the Duke's ancestral home, Woburn
Abbey.

The Duke Ellington Orchestra will
probably be visiting this country in
exchange for the Ted Heath Band
which will start its fourth tour of the
United States in the fall.

The Elvis Presley Fan Club will be
well represented when London has its
opening of "King Creole".

There seems to be tremendous in-
terest in Latin music on the Continent
and Britain is now thinking of taking
up cha cha cha. It looks as though
rock and roll and skiffle are out for the
time being but predominant best rec-
orderings are likely to remain big fa-
vours for a long time.
jimmie rogers makes it 5 in a row!!!!!

HONEYCOMB
KISSES SWEETER THAN WINE
OH-OH I'M FALLING IN LOVE AGAIN
SECRETLY

and Now

"ARE YOU REALLY MINE"
and
"THE WIZARD"

R-4090

a sound bet...
buy

ROULETTE
Distributed in Canada by Compo, Ltd
Speed your records to market with RCA Custom’s speed record service

When things start to bubble, we’re there on the double. RCA Custom has three strategically-located plants, so your hits go out fastest to your distributors in major markets everywhere! This “Speed Record Service” protects you against lost sales.

Wherever you may be — East, Midwest, or West — our superior pressing facilities guarantee you all the records you need, when you need ‘em. And, of course, RCA Custom offers you unmatched quality! Call our representative today for the details.

RCA Victor Custom record sales
"SERVICE ON A PLATTER"

NEW HOT RELEASE!!
ON CINCH RECORDS
“WHY OH WHY”
b/w
“My Everything”
by BOB & RAY TITZIE
AND THE ROLLETTES
DEEJAYS & DISTRIBUTORS
Records Unlimited, Inc.
1716 N. 3rd Street
Locust 2-3345
Milwaukee 12, Wis.

“Only those records best suited for commercial use are reviewed by THE CASH BOX"
DON RONDO
With the BIG Version
CITY LIGHTS
and
AS LONG AS
I HAVE YOU
Jubilee # 5334

DELLA REESE
“I WISH”
and
“YOU GOTTA LOVE EVERYBODY”
No. 5332

BOBBY FREEMAN
“BETTY LOU GOT A NEW PAIR OF SHOES”
and
“STARLIGHT”
No. 841

Jim Backus
“DELICIOUS”
“I Need A Vacation”
# 5330
Bob Miller
“BABY, JE VOUS AIME”
# 5329
Bill Donnell
“SATIN DOLL”
“AIN'T MISBEHAVIN'”
# 5328
Cy Coleman with Annie Ross
“IT'S DOOM”
“SOMETHING'S ALWAYS HAPPENING ON THE RIVER”
# 5331
Max Kellman
“LITTLE PIXIE”
# 5324
Bobby Freeman
“DO YOU WANT TO DANCE”
# 835
Sticks & Bricks
“IT'S MY HEART”
“Kiss The Pretty Girl Twice”
# 839

The Four Counts
“YUM-MEE, YUM-MEE”
# 840

ON ART
Randy Luck
“I WAS A TEEN-AGE CAVE MAN”
# 170

THANKS NAMM
FOR YOUR COOPERATION
THROUGHOUT THE YEAR

“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
**Best Selling Pop Albums**

*Also Available in EP*

<table>
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<th>No.</th>
<th>Title</th>
<th>Artist/Composer</th>
<th>Label</th>
<th>Pos.</th>
<th>Last Week</th>
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<td>JOHNNY'S GREATEST HITS</td>
<td>JOHNNY MATHIS</td>
<td>Columbia CL-1133</td>
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<tr>
<td>2</td>
<td><em>SOUTH PACIFIC</em> MOVIE CAST</td>
<td>(RCA Victor LOC-1032 * EPA-4211)</td>
<td>RCA</td>
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<td>3</td>
<td>TCHAIKOVSKY: CONCERTO NO. 1</td>
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<td>4</td>
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<td>10</td>
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<td>RICKY NELSON</td>
<td>Imperial IMP 9050 * IMP-158</td>
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<td>11</td>
<td><em>GEMS FOREVER</em></td>
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<td>Columbia CL-1127</td>
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<td><em>SWINGIN' ON BROADWAY</em></td>
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<td>14</td>
<td>SOUTH PACIFIC BROADWAY CAST</td>
<td>(Columbia OL-4180)</td>
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<td>GEORGE SHEARING &amp; DAKOTA STATION</td>
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<td>ARTHUR LYMAN</td>
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<td>19</td>
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<td>AHMAD JAMAL TRIO</td>
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<td><em>MY FAIR LADY</em></td>
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<td>RCA Victor LOC-1004 * EPA-4235</td>
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<td>BILLY VAUGHN</td>
<td>Dot DLP-3113</td>
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<td>25</td>
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<td>ROGER WILLIAMS</td>
<td>Kapp KL-1011</td>
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*Published by GREGMARK MUSIC (BMI) Nationally Distributed by GONE RECORDS 1650 BROADWAY (Udson 6-1060) N. Y. Manufactured by JAMIE RECORD CO. 1330 W. GIRARD AVE., PHILA., PA. For Sample Records Write to Jamie Records*

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
'57-'58 has been memorably successful for us and we can’t thank you enough for your help. In '58-'59 we’ll keep tryin’ and—with your assistance—we’re betting they’ll keep buyin’!

SHORTY ALLEN
PAUL ANKA
EDDIE CALVERT
VINCE CASTRO
THE CAVALIERS
DON COSTA
DANNY AND THE JUNIORS
DE CASTRO SISTERS
THE ELEGANTS
FRANK GALLOP
EYDIE GORMÉ

BOBBY HAMILTON
GEORGE HAMILTON IV
DWAYNE HICKMAN
MICKI MARLO
CLINT MILLER
JOHNNY NASH
FREDDIE NEIL
THE PONI TAILS
THE REDJACKS
THE ROYAL TEENS
ANITA WOOD

“It’s What’s in THE CASH BOX That Counts—INTERNATIONALLY”
SLEEPER OF THE YEAR!!

"MAMA LOOCHIE"
by LEE DIAMOND
Vee-Jay # 272

[ATTENTION DEEJAYS . . . I GOOFED!!!
THIS IS THE SIDE]

"LET'S SIT AND TALK"
by GENE ALLISON
Vee-Jay # 286

"WABASH BLUES"
by AL SMITH
And His ORCHESTRA
Abner # 1014

HIGH ON THE CHARTS!!

"FOR YOUR PRECIOUS LOVE"
by JERRY BUTLER
and THE IMPRESSIONS
Abner # 1013

JIMMY REED
"I KNOW IT'S A SIN"
b/w
"DOWN IN VIRGINIA"
Vee-Jay # 287

VEE-JAY—ABNER RECORDS
2129 S. MICHIGAN AVE., CHICAGO 16, ILL.
“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”
HAMBURG—I should have titled this "Inside Hamburg" but then someone would be sure to figure it as an expose of The Great American Sandwich. The German music business is much the same as it is everywhere, with publishers facing similar problems as our own.

One striking departure from the concentrated setups in New York (The Brill), London (Denmark St.) and Milan (Gallica del Corso), is the scattered, converted home type of office arrangement used by the Deutsche music men. They conduct business in old homes and renovated mansions. An outsider entering them gets the feeling that Clare Luce or Henry Cabot Lodge is about to be announced—a far cry from the usual what's-yon-want? atmosphere of the Brill. The most persistent problem facing the German publishers is one of price. Records are astronomically high by German standards. A single costs 4 marks, an EP goes for 7½ marks. To translate that into comparable costs in America, based upon income proportions, that would mean each single costs three dollars!

The teenagers of Germany prefer American music. On my last visit, and songs were the rage. This year, more rhythmic numbers are tops in popularity.

The only rock & roll making it in West Germany is of top drawer American variety: Presley, Boone and the Flatters. Quaintly, the publishers explain they don't have German lyrics dubbed in because they "can't understand the English being sung on the records—and if we leave them alone the kids buy them anyway."

Music buyers fall into three distinct categories: (1) "Lieschen Müller" (Working Class & Domesticites) who are the romanticists, preferring waltzes and ballads; (2) "Halbstarken" (the young existentialists) who are partial to hip music; (3) The Teenagers, who are also referred to by that title in Germany. I've already spelled out their preferences in a preceding paragraph.

The little combos in Germany are great. They play decent chords, have a good sense of rhythm and are generally pleasant entertainers.

The big current songs are "Colone Bogy" (Melodie d'Amour), "Alana" (Bumblou) and "Wunderhauen Madchen" (known in and around the Free Fisher Music Co. as "Catch a Falling Star"). "Wenn Teenagers Traumen" also is a hot item. Standards are cutely referred to as "Everygreen" and numbered among them are "Ice Cream, You Scrum", "Blueberry Hill", "Moonlight Serenade", "Chicago" ("Help me Mother, I'm not bragging, it's the truth") and "The Very Thought of You", "I Love Paris" and dozens more.

Jazz goes down well here and Louis Armstrong and Benny Goodman are well-loved. Modernists like Dinzy Gilbert and Oscar Peterson also have a wide audience among the Germans.

Their homegrown favorite is a fellow who uses the Hildegard technique of billing himself by his first name: "Freddy". His last name, oddly enough, is Quinn. Fred Bertleman and Peter Alexander are also favorites. Currently available is the long-time No. 1 female singer, followed by Lys Assia and Gertta Lind.

Our American stations here parallel those of most of Europe: Bing Crosby, Nat "King" Cole, Harry Belafonte, Johnnie Ray, Pat Boone, Doris Day, Ella Fitzgerald, the Flatters, the Chordettes and, here's where we leave the track, the Andrews Sisters.

As for record sales, a German hit will go 200,000 with a smash reaching as high as a million. A big American disk ranges from 50,000 to 100,000. Sheet sales on a good song range from 50-80,000. "Memories Are Made of This" is a recent one to top the 80,000 mark.

And Weidersehun to this country of almond paste, lederhosen, beer and more beer, dumplings, sturdy women, small cars, motor bikes and Adenauer. I'm off to Copenhagen.

**INSIDE GERMANY**

by DAN FISHER

**THE CASH BOX**

ROBBINS TUCKER, DISCOVERER OF BONNIE BAKER AND THE ORIGINAL HIT, "OH JOHNNY", DOES A REPEAT SMASH WITH THIS ONE!

"OH JOHNNY"

SPARKLEY BETTY BARKLEY AND THE ORRIN TUCKER FRANTIC FIVE

KEEN 4020

KEEN RECORDS
8715 W. 3rd St., Los Angeles 48, Calif.

**"OH JOHNNY"**

**The Cash Box**

**Disk of the Week**

"WIN YOUR LOVE FOR ME" (2:26) [Heerman BM- Cooke] "LONE SONG FROM HOUSEBOAT" (2:01) [Famous ASCAP- Livingston, Evans] SAM COOKE (Keen 4006)

- Sam Cooke is headed for the top side once again with a great top side that is far-and-away his best effort since "You Send Me." It's a fabulous multiple track vocal performance of a potent Latin beat ballad dubbed "Win Your Love For Me." Beautiful cha-cha dance item with a haunting melody that reminds the listener of "Cindy Oh, Cindy." Side has the "smash." "LOVE FROM HOUSEBOAT" in the picture. DON'T MISS IT!

**Ardmore & Beechwood Open London Office**

HOLLYWOOD — Ardmore Music Corporation and Beechwood Music Corporation, both wholly-owned corporations of Capitol Records in Hollywood and New York, have announced the formation and official opening of Ardmore and Beechwood, Limited, 29 Old Compton Street, London W. 1, England, effective August 1, 1958, under the management of Sid Colman. Colman, well-known in British music circles, has been associated with Capricorn Music for a number of years as general manager and is bringing to the new music publishing company a wealth of experience.

Ardmore and Beechwood, Limited, will be under the direct control of Joe Zerga, Vice President and General Manager of Ardmore and Beechwood, with headquarters at the Capitol Tower in Hollywood. Zerga returned to Hollywood this week from an extensive tour of the Continent and a series of meetings with music publishing firms in France, Germany, Italy, Denmark and the Netherlands. A cocktail party and press conference was held at the Trocadero in London last week to formally announce the opening of the new office.

**Southern Acquires Foreign Rights To "Banana"**

HOLLYWOOD — Southern Music last week acquired the foreign rights to the song "Banana" currently making noise via the Schindler<br>by Johnny Prophet. The song was recorded with Prophet by publisher Danny Cameron and songwriter Hal Witt in Los Angeles. The master sold to Victor. Prophet is currently touring the country with the record, and appeared on the Dick Clark TV show last week.

*Only those records best suited for commercial use are reviewed by THE CASH BOX*
RCA Victor Executives Announce 1958 "Best Buy" To Distributors

NEW YORK—The 1958 "Best Buy" program will be introduced by RCA Victor executives in 5 regional distributor-meetings throughout the country from July 21st to July 28th. Immediately following the regional conferences, most distributors will hold their own conferences to introduce 1958's "Best Buy" to local salesmen.

George E. Marek, Vice-President and General Manager of the Record Division, reports that this year's Best Buy is one of the most exciting merchandising programs ever developed by RCA Victor. It includes a slate of 28 LP's, all of which are available in both stereophonic and monaural versions.


Jay-Gee Purchases Jan Records

NEW YORK—Interest in acquiring record reports showing action nationally, has developed into the addition of a new label to the existing Jay-Gee Records title of the Jubilee, osie and Port labels.

Jerry Blaine, President of the Jay-Gee, last week announced the outright purchase of Jan Records, year-old Texas record firm belonging to Dallas IB interests. Although the terms of the purchase were not available in their entirety, they are known to include a cash advance in return for the rights to the existing Jan catalogue, artist roster and numerous recorded masters. The terms also include the rights to the Gene Summers' record of "Nervous".

In a move to eliminate any possible confusion of duplication of effort, effective immediately, the new label will be released under the name Jane records and will be distributed exclusively thru distributors presently handling the Jay-Gee labels.

Under terms of the contract negotiated by Jay-Gee attorney, Milton Sonerfeld, Tom Fleeger and Dan Weisfeld, former principals of Jan Records, have been retained to guide the activities of the label in its new set-up. Fleeger will continue to be based in the Southwest and will handle recording chores under the supervision of Morty Paikin, A & R head of the Jay-Gee interests. Weisfeld will maintain his former sales and promotion activities assisting Jay-Gee Sales Manager, Bill Darnel. Alternately between the East and West Coasts, Weisfeld will also function as field manager for all four Jay-Gee lines and report directly to Bill Darnel. Miss Jean Glover has been named Administrative Assistant in charge of the East office for Jan (Jane) records to be based under the Jay-Gee roof at 1721 Broadway, New York, N. Y.

Homecoming

CLEVELAND—When Wayne Mack returned from the WDKO tour to Europe recently, the station surprised him with a big "Welcome Home" celebration which took the form of a Parisian style café setting on Cleveland's Euclid Avenue. Wayne broadcast his "Album Merry Go Round" show directly from the street set-up as Gail Horrer (Miss Cleveland) acted as official hostess. Passers-by were served free refreshments by WDKO staffers.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
CHICAGO — Musical equipment sales are rounding the recession corner and are tuned up for a Fall business boom. That's the consensus of manufacturers and retailers arriving in Chicago for the annual Music Industry Trade Show and Convention opening at the Palmer House Monday this week.

More than 2,000 are expected to attend the trade show sponsored by the National Association of Music Merchants. An estimated $135 million in musical merchandise ranging from the newest in stereo phonographs to the highest-priced in pianos will be on display at the show. "Hard sell" marketing will be the theme, according to William R. Gard, NAMM executive secretary, with panelists from all member associations sharing their experiences in battling the recession blues.

A tremendous boom in the music business in future years based on a vast U.S.-cultural awakening is seen by Paul E. Murphy of Boston, Mass., NAMM president, in his annual report. Citing the success of pianist Van Cliburn in Russia, Murphy clarifies: "To me Van Cliburn is a symbol of the upsurge of our American musical world, the triumph of an American-born youth in winning international recognition. Van Cliburn's upsurge is due in great part to the unflagging work of men of the music industry in educating parents and young people to the good that music can accomplish."

Murphy hails the introduction of stereo records as a boom to all branches of the music industry because it will "make more people enjoy more music." He concludes: "We can look ahead to boom years the like of which few of us can possibly imagine."

The greatest upturn should come in the phonograph and radio-combination fields because of the tremendous technical developments in stereo and hi-fi equipment as well as transistor radios to be shown at the show," predicts Al Secrest, executive secretary of the Phonograph Manufacturers Association. "Factory sales of phonographs, record player attachments and radio-combinations reached a new high of five millions units in 1957," reported Secrest. "It is doubtful that any industry will have more new features to attract buyers than those found in the 1956 radio and phonograph lines, but hard selling will still be necessary to overcome consumer timidity brought on by the recession. While sales during the first part of 1958 did not maintain the 1957 level, the year's total could establish a record in dollar volume if the new merchandise proves as popular with consumers as expected."

Back up that forecast is the Phonograph Manufacturers Association, which terms prospects for 1958 "exceptional" despite decreased factory volume in 1957. Volume in 1957 hit a new high, exceeding the previous year by 808,000 units, reported PMA executive secretary A. D. Adams. Portable phonographs showed a tremendous increase in sales, accounting for more than a fifth of all sales.

There's a decided trend toward consumer buying of high-priced portable phonographs, noted Adams. Portable phonographs make substantial gains at 27 per cent increase against an overall phonograph boost of 23 per cent.

"Portables are achieving increasing consumer demand in the more select high fidelity market due to the tremendous improvements in electronic components and miniature systems which have made it possible to design portable units that approach the quality known as high fidelity."

"With the introduction of stereo sound for public use, the rising trend to portable phonographs could easily take a very sharp upward due to the advantage it offers in compactness, adaptability and value. All in all the outlook for 1958 is exceptionally good."

Another kind of boom is being experienced by the guitar industry, reports Charles A. Rubovits, interim president of the National Association of Musical Merchandise Manufacturers. "The guitar industry is the country's most popular instrument," states Rubovits.

"Rock 'n roll, country and Western, 'top' music, ballads and folk music—all use the guitar as background, solo or accompaniment," he says. "As more people are exposed to it, they usually discover a desire to play the instrument for their own satisfaction. The results have been shown in guitar sales.

Piano interest also is all-at-time high, as more and more schools include piano instruction in their music programs, declared Edward J. Murzin, president of the National Piano Manufacturers Association. He reports an estimated 800,000 to 900,000 pianos in use today.

"In many places private piano teachers are being flooded with students," says the says. "There is a general feeling of triumph in Moscow helped to focus international attention on the piano and piano musical accomplishments, which captured the headlines of all leading newspapers in the world," Murzin recaps.

Jerome Hershorn, president of the National Association of Musical Merchandise Wholesalers, observes: "The most musical industry, along with the effects of the recession but more so from the dealer than from the public. Immediate effect was a decrease of inventories by dealers purchasing only for immediate needs. But buying this Fall should be as big or bigger than last year. And if business increases as expected, we foresee a better season in many years. There may even be a shortage of instruments for the coming season because dealers have not placed spring and summer commitments for as long as in the past two or three years."

Robert L. Stahr, president of the National Association of Band Instrument Manufacturers, agrees and predicts, if anything, a "back-up" of demand for music instruments which will be difficult to satisfy immediately. The back-up dates to last Fall, when the first rumors of recession caused a "somewhat in the purchase of horns, saxophones, clarinets, and so forth."

Says Stahr, "These thousands of would-have-been band kids are still around. They want horns, the band directors want the best instruments. We want those bands out there on the football fields, and so on the chain reaction goes. Today's current of demand waiting to be tapped similar to that which appeared at the close of the war during which instruments were not available to the public. Then when restrictions were lifted, manufacturers could not meet the pent-up demand. Today we have another back-up and it could add up to a war." Six sales clinics at the trade show are slated to deal with the interests of major industry groups. There will be separate workshops for hi fidelity, phonograph records, band instruments, guitar, string instruments and pianos, b/w exhibits will display musical merchandise at the convention, with the first full-industry showing of new stereo equipment a special feature this year.
NAMM Convention Program
PALMER HOUSE July 21-24

SUNDAY, JULY 20
10:00 a.m. Registration starts in Grand Ballroom Foyer, Fourth Floor
6:30 p.m. Reception in Private Diving Room 11 by Junior Executives of NAMM

MONDAY, JULY 21
8:00 a.m. Annual Breakfast in Private Dining Room 11 of Junior Executives of NAMM.
9:00 a.m. Exhibits officially open.
12:00 noon Opening Luncheon in Grand Ballroom.
3:30 p.m. Ladies Tea and Reception in Crystal Room.

TUESDAY, JULY 22
8:00 a.m. Annual Meeting of Members Breakfast in Grand Ballroom.
Reports of Officers — Election of Directors.
10:30 a.m. National Association of Band Instrument Manufacturers, Band Instrument Clinic in Grand Ballroom.
2:30 p.m. Executive Clinic in Grand Ballroom by National Association of Musical Merchandise Wholesalers.
7:00 p.m. Phonograph Record Clinic in Crystal Room.

WEDNESDAY, JULY 23
9:30 a.m. Piano Clinic in Grand Ballroom by National Piano Manufacturers Association of America, Inc.
2:00 p.m. Hi Fidelity Clinic in Grand Ballroom.
2:00 p.m. Guitar Clinic in Crystal Room by National Association of Musical Merchandise Manufacturers.
7:00 p.m. String Clinic in Crystal Room.

THURSDAY, JULY 24
10:00 a.m. Address and demonstration by Jack Schwartz, author of “How To Get More Business By Telephone,” on how to sell by phone.
7:00 p.m. Annual Banquet in Grand Ballroom.

Current Album Releases:
LESTER LAIN GOES TO COLLEGE Epic LN 3474
LESTER LAIN Epic LN 3232
DANCE TO THE MUSIC OF LESTER LAIN Epic LN 3340
LESTER LAIN AT THE TIFFANY BALL Epic LN 3410

Exclusively On

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
MATHIS SIGNS NEW COLUMBIA CONTRACT

NEW YORK—Johnny Mathis has signed a new long-term contract with Columbia Records, according to an announcement by Goddard Lieberson, President of the company. "In the present era of short-lived success and quick turnover of artists, we are particularly gratified with the progress of Johnny Mathis, who, despite his youth, is building a solid career with one hit album and single record after another. We will emerge as one of the great entertainers of our time. Columbia is proud to have discovered Johnny Mathis, to have contributed to his development and to continue its association with him." The 27-year-old star was signed by Columbia late in 1955. He made his record debut in 1956 with an LP titled "Johnny Mathis." In less than two years, Mathis has sold more than a million albums. His hit single records include two million-sellers—"Chances Are" and "It's Not For Me To Say." He has also become one of the most sought-after motion picture vocalists, following such successes as "It's Not For Me To Say," which he sang in the Kirk Douglas production "Lustre"; "Wild Is The Wind"; and most recently, "A Certain Smile." This week Mathis makes his debut at the Sands Hotel in Las Vegas, culminating a triumphant tour of top nightclubs from Coast to Coast, including the Fountainbleau in Miami Beach, the Copacabana in New York, the Crescendo in Hollywood, the Latin Casino in Philadelphia, Bimstrub's in Boston, the Chase Hotel in St. Louis, and the Fairmount Hotel in its native city, San Francisco.

ARLIN FORMS EAGLE LABEL

NEW YORK—Bob Arlin, veteran record man, last week announced the formation of his own record company, Arlin Record Company, which will issue disks under the Eagle label. Arlin joined Decca Records in 1953 and was with the company in a sales capacity until 1958. In '50 he joined Columbia records. At both firms he was in charge of the Music Operator division as national sales manager of that department.

One of the Eagle label's first releases is "Dix-A-Billy" b/w "The Could Be Wrong" by Buddy Brook. The songs were written by Pat Evans, composer of the current smash "When," and Jack Reardon. Also issued is the label's initial release is a new disk by Eddie Holmes who offers "Mr. Smokey's Back Again" b/w "At Night." These tunes were penned by Eddie Holmes and Reardon.

Arlin has also set up a management firm and is ironing out the details for publishing affiliations with ASCAP and BMI.

Arlin Records has offices at 201 W. 49th St. in New York.

Distribution of the Arlin product will be handled thru a major record company. The announcement is watched by the company which it will be is forthcoming.

RIP NAMES PUCCIO PREX

Hollywood—The incoercible of Rip Records and the naming of Dick Puccio as Rip proxy by a v0 of stockholders in Rochester, N.Y. has been announced. Also named as offi- ers were Victor Gazi, vice-prexpy; at Al Simms, Father of thirush La-Ai Simms, as secretary-treasurer. Rip, shifting its headquarters from New York to 9034 Sunset Blvd., Hollywood, Puccio has formed the Puccio Per- sonal Management Corporation, as has already signed Jerry Rhodes, Jole Sage, Bart Mattson and Bill E. Devlin, assigned as executive in charge of the firm was Victor Gazi, Rip vice- prexpy, and formerly of National Pic- tures, Promotional Division. The fir is located at Rip's Hollywood address.
Meeting Dates

Music Operators’ Associations

July 21—Westchester Operators’ Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
28—Central State Music Guild
Place: 805 Main Street, Peoria, Ill.
Aug. 4—California Music Merchants’ Association
Place: 311 Broadway, Oakland, Calif.
4—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.
6—Music Operators’ Society of St. Joseph Valley
Place: Carl Zimmer’s Office, 130 N. Ironwood Dr., Mishawaka, Ind.
7—Phonograph Merchants’ Association, Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)
7—California Music Merchants’ Association
Place: Sacramento Hotel, Sacramento, Calif.
7—Eastern Ohio Phonograph Operators’ Association
Place: 4104 Rush Blvd., Youngstown 12, Ohio (General)
8—West Virginia Music Operators’ Ass’n, Inc.
Place: Martinsburg, W. Va.
11—Tri County Juke Box Operators’ Association
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
12—California Music Merchants’ Association
Place: Fresno Hotel, Fresno, Calif.
13—California Music Merchants’ Association
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
13—Western Massachusetts Music Guild
Place: Chalet Restaurant, West Springfield, Mass.
14—California Music Merchants’ Association
Place: U. S. Grant Hotel, San Diego, Calif.
14—Music Operators’ Association of Massachusetts
Place: Beaconsfield Hotel, Boston, Mass.
20—New York State Operators’ Guild
Place: Gov. Clinton Hotel, Kingston, N. Y.
20—Automatic Equipment and Coin Machine Owners’ Assn., Inc., Indiana
Place: Room 24, 550 Broadway, Gary, Ind.
Place: General DeKalb Inn, 2519 DeKalb Street, Norristown, Pa.
21—Eastern Ohio Phonograph Operators’ Association
Place: 4104 Rush Boulevard, Youngstown 12, Ohio (Executive Board)
21—Phonograph Merchants’ Association, Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (Executive Board)
23 & 24—Music Guild of Nebraska
Place: Pathfinder Hotel, Fremont, Nebraska
24 & 25—South Dakota Phonograph Operators’ Ass’n
Place: Rapid City, S. D.

Attention: Operators’ Associations

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

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
**STARDUST**—Pat Boone—Orchestra And Chorus Conducted By Billy Vaughn—Dot DLP 3119 (1-12" LP)

This fourteen tune vocal stint by the star songster is a sure chart smash. The long-time established evergreens are, in the main, expressively crooned by Boone, and include such material as the title song, "I'll Walk Alone," "September Song," "Deep Purple," and "To Each His Own." The three up-tempo readings: "St. Louis Blues," "Little White Lies" and "Heartaches..."

**LITTLE RICHARD**—Specialty SP 2183 (1-12" LP)

The collection, a follow-up to Richard's smash LP debut, "He's Little Richard," is certain to hit it big with the kids. In typical explosive Richard style, the artist performs such single reprises as "Keep A Knockin'"; "Good Golly, Miss Molly," "Heehey-Jeebies," and such new takes as "By The Light Of The Silvery Moon," and "Baby Face." Stock for chart sales.

**BILLY VAUGHN PLAYS THE MILLION SELLERS**—Billy Vaughn And His Orchestra—Dot DLP 3119 (1-12" LP)

The package should make it two chart items in a row for the orchestra leader, currently on the listing with "Still Along Slib'y Moon." In a manner like another Vaughn dick, Adlen's instrumentals, the orchestra recalls with polish such million-seller successes as "Around The World," "In The Mood," "Till The End Of Time," "So Rare," and "Moon Glow." Must orch inventory.

**SOMETHING OLD, SOMETHING NEW, SOMETHING BORROWED, SOMETHING BLUE**—Jane Morgan—Kapp KL-1089 (1-12" LP)

Miss Morgan follows through on the title theme with reliable warbling on a collection of tunes ("Beyond The Blue Horizon"); new ("Enchanted Island"); borrowed ("Catch A Falling Star"); lace ("Where The Blue Of The Night Meets The Gold Of The Day") or a combination of two factors, like the latter tune (also "borrowed" from Crosby). Vocals that should receive hefty air-play.

**WALKIN' WITH MR. LEE**—Lee Allen And His Band—Ember ELP 200 (1-12" LP)

The disk's rock 'n roll sales potential is backed-up by Allen's single click, "Walkin' With Mr. Lee." The latter selection plus other mostly previous Allen single reprises, like "The Fat, Fat, Fat, Fat Bill Here. Arrangements of the originals are nicely joped to include uptempo, medium, and slow dance beats. One of the better orch presentations to the kids.

**JOSE MELIS OF THE JACK PAAR SHOW**—MGM 3527 (1-12" LP)

Melis, currently a stand-out package artist, is heard in slick and sentimental interpretations on stately, often classical yet sparkling orchestral arrangements make it a treat in any sound system. Marion Evans, Frank Banner, and Kermit Leslie penned the arrangements, which range from the colorful ("Hove Noghles," "Cartoon") to the gushy ("Danny Boy," "Home On The Range"). But, whether it's strings (they're the featured instrument) for buoyancy or sentiment it's all very well directed. The Garway name ought to bring purchasers around. They won't be disappointed.

**THE TREMBLING OF A LEAF AND THE SOUND IN THE SEA**—Ray Hartley—Prime—David Terry And His Orchestra—RCA Victor LPM 1659 (1-12" LP)

Hartley's initial release for Victor is cut an EP for the diskary has some mood music "extras" that could make the Australian pianist an important mood music voice. During his essays on the title evergreen bill ("The Song Is You," "Round Midnight," and other CMs, "Footless Heart"), the artist ties in with the package title by producing a sea-wind effect on the keyboard. The Terry orch. choice also reflects a similar bow to these natural sound.

**RILEEN LASSIE**—Patricia Clark—With Phillip Green's Orchestra—Capitol T-10119 (1-12" LP)

This is one of the finest "Capitol" Of The World imports, a lovely soprano voice in warm and inviting renditions of twelve traditional Scottish melodies. Miss Clark, heard on several Norrie Paramor moded recordings, has a way with the bill that perfectly captures their charm and sentiment. Fine on orch support, the Phillip Green orch. seems imbued with a feelath that it's performing for a gal who has Scottish folk-songs perfectly under control. Vocals to treasure.

**MUSIC FOR NON-THINKERS**—Gurkenheimer Sour Krant Band—RCA Victor LPM-1721 (1-12" LP)

This is the second Victor package for the band, which is composed of San Francisco business men, who specialize in hitting the wrong-note at the right time. The kind of wisest often hilarious collection of bad performances are German folk-songs, and other CMs ("Footless Heart," "I'm On a Lonely Road," "Old Georgia Troubadour") included. Good record-ed fun.

**TOO MUCH, TOO SOON**—Original Sound Track Music—Mercury MG-2081 (1-12" LP)

The package contains Ernest Gold's music for the Dorothy Malone-Elrod Flynn starrer based on the Diana Barrymore vehicle, Moody, sometimes on a blue side, the score can occasionally pass for the lush stuff ("Too Much, Too Soon" theme; "Diana And Line"). There's a lot of "Too Much, Too Soon" publicity to support this package on dealers' shelves.

**SONGS OF RUSSIAN GYPSY**—Theodore Bikel—Elektra 150 (1-12" LP)

The actor-folk singer, who acquitted himself with authority on his last Elektra outing, "Folk-songs of Israel," and his material in splendid form as he uncovers the joyful and melancholy essence of a program of fourteen Russian gypsy songs which are enough to understand a Balalika—guitar-accordion-violin-bass balalaika accompaniment is beautifully in the spirit of the affair. English text and translation in booklet. Commanding folk issue.

**I WANT TO BE HAPPY**—Emil Stern And His Orchestra—Mercury MG-20341 (1-12" LP)

Previously heard on Mercury playing lush mood roles, the French pianist-orch leader goes honky-tonk, here. The joyful, up-tempo goings on by Stern and the twenty-three skidoo spirit, and, for the most part, are the tunes ("Charleston Dancer," "Sweet Sue Just You." "Nobby's Sweetheart," "Sweetheart"") that will want to get some of the tracks on the air.

**A TRUMPET IN LOVE**—Arne Lambeth With The Somerset Strings—Epic MG-2031 (1-12" LP)

The Swedish trumpeter, backed by Epic's big megaphone, sells the collection of goodies here with warmth and regard for the melody. The set's mood purposes are ably handled by the Somerset crew, but it never overpowers Lambeth's performances. Tunes include "The More I See You," "To Each His Own," "The Touch Of Your Lips," and "I'm Getting Sentimental Over You." A pressing that knows the mood music ropes.
"Tommy Dorsey's Dance Party" — Voca
tion WL-3933 (1-12" LP)

Another good $1.98 buy from Vocation, the package features the late Tommy Dorsey and his ork in a grab-bag of swinging or foot-trot
arrangements. One of the dynamic delights here are the songs "It's That Swinging Thing," "Ritual Fire Dance," "Sides Like 'Till Know," "Solitaire" and "Your Not In My Arms Tonight" receive a mellow, soft-beat reading from the crew.

"Date Nite at Disneyland" — Date Niters
(The Box, chorus directed by Joe Florence)

The often quoted "Date Nites" series pmoves to Disneyland, and this package, actually recorded there, is a bright dance band
display, which presents a variety of dance-floor steps with skill. The venue tune bill, nine
played in four medley groups, includes such items as "Wait Till It's Out Here," "Shake Fiddle And Roll," "Pendido," and "Laura." Ork
work kids and adults alike can enjoy.

"The Music of Leroy Anderson Played by the Buddy Weed Trio" —

The music of Anderson,Normalized on an all-out orchestral arrangement, is brightly and melodically per
formed by pianist Weed's Trio. Among the twelve Anderson compositions represented are "Serenade," "Belle Of The Ball," "Sleep Ride," and 
The Symphonic Clocks," a musical approach to irresistible melodies that put them in new light.

"España De Mis Amores" — Pablo Del Rio

Here's another apt Columbia "Adventures In Sound" entry that features rich and rhythmic vocals by Spain's singing star. Though
the songs, with two exceptions, are largely religious procession number.

"Los Ruffino In Hi-Fi" — Seeco SCLP-9134

The Cuban vocal quartet is a highly polished group, who on several instances on the disk, notably the disk opener, come close to a jazz harmo
ny. On the whole, however, they harmonize in respect to the Spanish music, which is all in
dicuous to Spanish arrangements that should take with Spanish-speaking traffic.

"Ella Fitzgerald At the Opera House" — Verve M-506 (1-12" LP)

The disk, one of a Verve series featuring 1957 performances of the Norman Granz's "Jazz At The Philharmonic" concert at the Chicago Civic Opera House, presents Miss Fitzgerald on reper
toire material, including some less famous "Lady Be Good," and "Stompin' At The Savoy" variations (the numbers take up one side of the disk). Other
durables freely read by the thrum: "Petite Fleur," "These Foolish Things" and "Goody Goody." Stellar combo support (Getz, Peterson, Young, etc.),
Fries jazz skill.

"The Weary Blues" — Langston Hughes

Poet-playwright Hughes, who was famed for his warm chronicles on Negro life, reads thirty-three of his blues poems backed by a sectet on one side, (directed by Leonari Feather), and The Horace
Parian Quartet on the other. What results is a natural association of Hughes's reflective works and the blue performances by the jazzists. Per
sonnel in the sectet of "The Weary Blues," "That Man," Taylor, Oxson Johnson, and Milt Hinton, and in the
Harry band, Charlie Mingus, Jimmy Knopper, and Kenny Dennis. A formidable fours for the jazz-poetry following.

"Hot Cargo" — Ernestine Anderson

This package provides a fine showcase for the jazz throat, whose smooth, expressive delivery
sometimes reflects a likeness to Ella Fitzgerald. Miss Anderson's line-up of standards ("Little Girl Blue," "Love For Sale," "In A Sentimental Mood," are taken mostly in easy-paced vocals, though several swing sessions ("What A Feeling, When Your Troubles In Dreams") show her highly capable of up-tempo finesse. Harry Arnold supplies capable combo-ork backing.

"Jazz Piano International" — Derek

Smith: England; Dick Katz: U. S. A.; Rene Uberti: France

The Guild outfit provides tasteful renditions of the essentially swinging, persuasive material of the late arranger-band leader. Bows to the one-time Goodman, Dorsey Brothers arranger in
clude twelve volumes on a set of goodies associated with Henderson's work, " Ain't Misbehavin," and "All Of Me.") Bright band stints.

"Chuck Gould Plays a La Fletcher Henderson" —

The Guild outfit provides tasteful renditions of the essentially swinging, persuasive material of the late arranger-band leader. Bows to the one-time Goodman, Dorsey Brothers arranger in
clude twelve volumes on a set of goodies associated with Henderson's work, " Ain't Misbehavin," and "All Of Me.") Bright band stints.

"The First International Congress Of Organists" (Volume III of Mirrosonic's "International Congress of Organists"

The third volume in Mirrosonic's eventually six-volume series on the First International Congress Of Organists held last summer in London is an attempt to record, which features serious organ music performed by Harold Drake, and religious choral music performed by The Westminster Cathedral Choir and the Choir Of St. John's Col
lege. Fine sound. Church-classical organ music issue for the more astute classical coterie.
Dale To MGM

NEW YORK — Arnold Maxim, provy of MGM Records, has announced the pasting of the singer Alan Dale, whose initial MGM effort, "Volare," is a rush-release on the current Italian smash also known as "Nei Blu Dipinto Di Blu.

Simultaneously with the Dale signing, Maxim also announced the acquisition to the MGM roster of Johnny Desmond, Tommy Edwards, Sonny George, Kay Brown, and Arnold Stang. Desmond, star of Broadway's "Say, Darling," has "I'll Close My Eyes" b/w "Hot Cha Cha" as his first MGM offering; Edwards, who rejoins the MGM label, has a new version of his big effort of a few years back, "It's All In The Game"; Brown is represented by "I Like To Rock 'n' Roll Slowly" b/w "If I Had You"; Stang, the radio-television comic, is heard on a novelty charlie disc, "Lotsa Luck Charlie," with LesRoy Holmes and his ork; and Sonny George has "Lip-Lockin'" b/w "Tell Me, Tell Me" set for July 28th release.

Ostrow Upped At Frank

NEW YORK — Stuart Ostrow has been promoted to Vice-President of Frank Music and its affiliated companies in charge of all acquisition of new material and exploitation planning. Jerry Mann and Sam Gordon will continue to assist him in New York, while Judy Hicks will remain in charge of the California office. Sam Snetiker continues as Treasurer and Manager of the Company.

The move was made by Frank coincidentally with its fall plans for the exploitation of the scores it will handle of two upcoming Broadway musicals, "Whoo-Up!" (music and lyrics by Norman Gimbel and Moos Charlap) and "At The Grand" (music and lyrics by Robert Wright and George Forrest).

More Manufacturers

NEW YORK—Here are four omissions from the "Record Manufacturers'" listing in the July 5th The Cash Box anniversary issue: Surf Records; 615 So. Glenwood Place, Burbank, California; Celestial Records; 4515 Evanston Ave, Seattle 3, Washington; Holland and Planet X Records; 507 Fifth Ave, New York, New York.

Liking Pat Pays Off

EL PASO, TEXAS—Part of the reason for the chart-rising success of "The Many Sides Of Pat Suzuki" belongs to Betty Carr of Mahawian's Home Furnishings in El Paso. When Betty received a routine "special order" for the LP, a short while back, she took time out to hear it and decided that it was a "masterpiece of vocal artistry and arrangement—a 'must' to be presented as a far above average recording. Following her decision Betty proceeded to sell nearly 290 of the platters, all by herself. In the above scene Betty is shown talking to Bruce Skulley, a salesman at Midland Specialty Co., El Paso distributor for RCA Victor and Vik.
**Silvers In Europe**

London—Al Silver, President of eral Andre Records and Ember Records, of New York, arrived in London last week after a visit to all major European capitals, to confer with his associates Jeff riger and Bill Randell of the Florida music company.

The purpose of his visit is partly to handle separate European distribution for the Herald and Ember nes and to ensure a quicker release schedule within the United Kingdom, here Ember Records are released by the EMI or the Decca group.

Silver will also see executives of E.M.I. and Decca as well as finalize details for recording Britain artists for his label.

Photo shows Silver, (right) les, Al Silver and Jeff Kruger.

Capitol Rushes Martin Disk

Hollywood—In an all-out effort to capture sales on the Italian hit song, “Volare”, Capitol rushed out a Martin version of the tune last week. Last Monday, Martin was called if the set of his current movie, “Rio Bravo” and rushed to a Capitol studio, to wax the song. Capitol A & R man, Lee Gillett was flown to Hollywood from Reno to conduct the session at Martin’s request. Two hours after the session was completed, the disk was on the air via Johnny Grant’s M.P.C. show.

Looking For A Rockin’ Robin

San Francisco, Calif.—Can anybody find a rockin’ robin? Jim Wayne, KROY disk jockey, San Francisco, and Pete Marino, Jr. of Field Music salesman and distributor of the King Day Class recording of “Rockin’ Robin” are shown auditioning a bird in the photo above. Although it’s not a robin, it rocks it’ll do. Day’s recording of the song is breaking all across the country and jumped onto the Cash Box Top 75 list this week.

**Roulette’s N.A.M.M. Plans**

New York—Roulette Records will have a suite at the Palmer House in Chicago during the N.A.M.M. convention this week where it will hold demonstrations of its Co-Star series, which allows purchasers to “act” opposite famous stars. The label will also take advantage of the fact that many of its distributors will be at the convention by holding an informal get-together meeting with these distributors. Jerry Shifrin, Roulette National Sales Manager, and Bud Katzzel, Director of Public Relations for the firm, will represent Roulette at the show.

Following the N.A.M.M. confab, Shifrin will remain out in the field for a sales junket to Detroit, Cleveland, Pittsburgh and Baltimore. Shifrin’s trip will be on behalf of all phases of Roulette’s operation: Co-Star, Roulette LP’s, Tico Records and Roulette’s current crop of singles. The latter includes: the new Jimmie Rodgers record of “Are You Really Mine” and “The Wizard”; the Jimmy Bowen record of “By the Light Of the Silvery Moon”; Buddy Knox’s “Somebody Touched Me” and “Cincinnati Baby” and the Count Basie record of “Swingin’ the Blues” and “Going To Chicago Blues.”

**Talent Show Find**

Hollywood—Two young Los Angeles singers were signed recently to a recording contract as a result of their appearance on the Dee Parker Talent Hour, seen recently on KABC-TV, Los Angeles. The show stars Dee Parker, former vocalist with the Jimmy Dorsey and Vaughn Monroe bands, and is a show case for juvenile talent ranging in age from three to eighteen years old. The two young singers are Linda and Nancy Giammarco, aged nine and eleven who were seen on the show and signed to a three year contract by Tender Records. Riled as the G-Sotes, the girls are now on a promotion trip with their first release, “I Would” which was issued nationally by Jackpot Records.

**ANOTHER NASCO SMASH!!**

“MAMA MAMA MAMA (LOOK WHAT YOUR LITTLE BOY’S DONE)” and “PRISONER’S SONG” by WARREN STORM

NASHBORO RECORD CO.
NASHVILLE, TENN.

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

SURE TO MAKE A BIG SPLASH!

**MOON-LIGHT SWIM**

47/20-7295

TONY PERKINS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
HOLLYWOOD — Capitol Records will introduce its initial line of stereo packages August 18th with a ten popular and five classical disk releases. A new Capitol monaural release, twenty pop and "Capitol" of the World pop, and six classical packages, is set for July 10th.

Capitol stereo records will be priced at a dollar more per record than corresponding monaural albums. Also, the stereo record number is the same as the corresponding monaural album. However, for stereo records, the letter "S" is added to the monaural prefix. For example, a "T" album, which usually retails for $3.98, will be the stereo prefix "ST" and will usually retail for $4.98. A $4.98 "P" monaural album will usually be at $5.98 "SP" stereo price. The Capitol stereo story will be told in a new full-color inner sleeve.

The following is the initial Capitol pop stereo: "The Stereo Disk," "Stay In Stereo!"; "Big Band Stereo!"; "The King And I"-Soundtrack; "Ports Of Pleasure"-Les Baxter; "Sea Of Dreams"-Nelson Riddle; "Les Brown Concert Orchestra"; "Selections From 'South Pacific'"; Fred Waring And His Pennsylvania; "Songs From 'St. Louis Blues'"; "Nat King" Cole; and "Harlem Brass"-George Shearing (new release).

The classical albums include: Britten; Young Person's Guide To The Orchestra; "Fanfare"; Vivaldi; The Nursery Tune-Felix Shukin Conducting; The Concert Arts Orchestra; Holst: The Planets-Leopold Stokowski; "My Heart Has Heard"-Roger Ore, Warrner Chorale And The Hollywood Bowl Symphony Orchestra; "The Sound Of Wagner"-Concerts Orchestra-Directed By Erich Leinsdorf; "La Belle Farmasse"-Carmen Dragon.

The new pop stereo classical albums include: "Dancing Over The Waves"; Ray Anthony And His Orchestra; "Concerto For Baxter And His Orchestra; "I Get A Kick Out Of Porter"-Joe Bushkin; "Nat King Cole, Espanole"; "Hawaii Calls"-Fire Goddess; "Vicky"-By Wally Edwards With Kealoha Perry; "Popular Jazz Gold Album"; "The Best Of The Stan Freberg Shows; "The New James"-Harry James And His Orchestra; "Burnished Brass"-The George Shearing Quintet With Brass Choir; "Jumpin' With Jonah"-The Jonah Jones Quartet; "Goin' Steady With The Blues"-Sheets McDonald; "Wanda Jackson"; "Kings Go Forth"-Music From The Soundtrack-Composed and Conducted by Elmer Bernstein.

The "Capitol" stereo classical releases include: "Brief Introductions"-Otto Canza; "Italy Revisited"-Sergio Bruni With Dino Olivia's & Giuseppe Anselmi's Orchestra; "Swingin' Natalie"; "Swingin' Swellish Schottisches And Waltzes"-Serge Kurst And Jelving's Old Time Dance Band; "Monongahela"-The Pittsburgh Symphony Orchestra; Goodwin And His Orchestra; "El Pirro's Mexico Alegre"-Songs By Lalo Gonzalez And Orchestra; "Paris After Hours".

The classical releases include: "Cardio"-The Roger Wagner Chorale; "The Orchestra Sings"-Carmen Dragon Conducting The Symphony Orchestra; Grieg: Op. 16 Piano Concerto In C; Verdi: Operas; Op. 43 Rhapsody On A Theme Of Paganini For Piano And Orchestra; Leonard Pennario With The Los Angeles Philharmonic Orchestra Conducted By Erich Leinsdorf; Schubert: Trio No. 2 In E Flat Major Op. 100- The Immaculate Heart Trio; Beethoven: Piano Concerto No. 12 In E Major Op. 127-The Hollywood String Quartet; Shostakovich: Symphony No. 11-Leopold Stokowski Conducting The Houston Symphony Orchestra (two discs).

A big promotion program has been established by Capitol to thoroughly exploit the July 10th "New Worlds Of Music From The Capitol Tower" release.

An eye-catching Pop Pyramid, consisting of ten 12x14 album covers mounted on corrugated board, highlights the display pieces. The Pop Pyramid features a double-sized theme card tied in with the new album called "The New World of Capitol." In addition Nat "King" Cole, Otto Cesana, the new Webley Edwards Hawaiian package, Harry James, Jonathon Jones, Ron Goodwin, Vicky Carr, and the album of Swedish music.

Other window and counter pieces are die-cut and easel-backed posters on the new Les Baxter package and decorative cards in the classic package. In addition, new browser box cards in full color have been reproduced on the Harry James, George Shearing and popular, jazz Gold Album packages.

Designed as an attractive window card for such locations as travel agencies, is a new poster display reading "Capitol's New World of Music Albums." The colorful display piece features 32 of the best-selling 'Capitol' of the World albums.

Prepared on radio series on the "New Worlds of Music" program are available to broadcast stations throughout the country. Attractive two-column newspaper advertising mats are available for local advertising, in which the entire "New Worlds of Music From The Capitol Tower" program is exploited.

Capitol's custom of providing album previews of each new release will be repeated with the new products out July 21st. These promotional albums are especially prepared for the use of radio and television stations, as well as for national reviewers. Complete August albums for key disk journals include: "Jumpin' With Jonah," "Cole Espanaale," "Confetti," "Burnished Brass," "I Get A Kick Out Of Porter" and "Swinging Sounds From The World of Music." The entire program will be further exploited through advertising with full page popular and FADS classes ads spearheading the most extensive and imaginative campaign in Capitol's history. These advertisements are expected to reach 75,000,000 readers through Time, Holiday, Harper's, Esquire, Saturday Review, The New Yorker, Atlantic and numerous other publications. Additional full page advertisements will announce the premiere release of Capitol stereo records.

In the August-September album merchandising programs of both Capitol and Angel run from July 21st through September 27th. The program has been designed to take advantage of the changing marketing conditions of fall buying and to offer record dealers a greater flexibility in planning their purchases.

Deferred billing will apply on all new and catalog album purchases, as well as on the 1959 line of Capitol phonographs. All current Capitol albums, prior to July 21, 1959, will be available to participating dealers on deferred payment in three equal parts (October 10th, November 10th and December 10th). All current catalog items released before July 21, 1959 will be available to dealers participating in the merchandising program. In addition, all participating dealers will be given a discount at the time of each payment (in lieu of 2% cash discount).

For the first time in Capitol's 16 years of existence, at least a $200,000 advertising campaign will be based on dollar purchases during the period of the program and applies only to the return of long-play merchandising stock. This feature which allows the exchange of monaural records for stereo records. In order for a dealer to qualify for the above benefits, he must make at least a $200,000 initial purchase of any combination of new and catalog albums on the Capitol or Angel label. A reorder of $75,000 or more qualifies for the dealer benefits extended on initial purchases.

Coincident with the August-September merchandising plan, Capitol has announced a special promotion for its present 100% new release exchange system. Under the terms of the new plan, single records and album exchange authorization forms will be based on a monthly schedule instead of a weekly schedule.

In addition to the above program for dealers, Capitol has announced a major sales contest to extend throughout the fall period to its entire sales staff with a number of trips to the Bahamas and Cuba as first prize.

To announce Capitol's new album merchandising program for August-September, the company, on July 18th and 19th, conducted two national conventions simultaneously, one in Miami, Florida, and the other in Los Angeles, near San Diego, California, which were attended by the sales force of Capitol Records Distributing Corp.

Making the presentation at the Hotel Del Coronado in San Diego, Sire J. "Bud" Fraser, Director of Merchandising of CBS; J. K. "Mike" Remillard, Director of Sales; Max Callison, National Sales Manager, CRDC; and Bill Miller, National Promotion Manager, conducted the Miami presentation.

"Only those records best suited for commercial use are reviewed by the CASH BOX"
Maxin Returns From Europe With New Album Material

NEW YORK—Arnold Maxin, MGM Records' president, returned from a four-week-long European trip last week with a wealth of new album material with which the discjockey will issue in the U. S. At the same time, Maxin sollicited the position with a number of European manufacturers which will result in MGM's future release of European music products.

While in Europe, Maxin spent a week among the MGI people. He picked up the Imperial catalogue in Germany. He visited Spain, England, Belgium and France. And in each of these countries he acquired native recordings for his new LP series to be called "Adventures Around The World". He also set up deals for further recordings in each of these areas.

Maxin also announced that he is in the process of selecting a person to represent MGM discjockey overseas.

Maxin met with MGI theatre people all through Europe to discuss joint problems. He also reported that Europe is about five years behind our decision of the record business and found that England and Germany together have the potential to sell the same amount of records now that we do.

Disneyland Takes Over National Distribution Of Golden's $1.98 Line

HOLLYWOOD — Jimmy Johnson, executive of Disneyland Records, announced last week that the signing of a deal with Art Shimken of A.A. Records, (successor to Gold & Silver) that Disneyland Records will distribute nationally the Golden Record $1.98 line.

Part of the deal also includes the A.A. Records distribution of the 98c Mickey Mouse catalog. These 98c packages will be distributed through the channels that the Golden Records has distributed its inexpensive lines.


Johnson will introduce the above mentioned new record line at a meeting of distributors to discuss the fall program at the NAMM Convention. They will also have available 12 Stereo packages amongst which will include "Fantasia" and "Sleeping Beauty."

As far as the stereo field is concerned in Europe, Maxin said that the companies are showing considerable interest in it. However, they feel it may not make the same noise abroad because of the high cost of album merchandise in the various countries.

Maxin closed with the statement that, "More than ever, the record industry is an international industry and the European market is growing by leaps and bounds every day. Maxin joined MGM less than a year ago, and since his assumption of the helm the discjockey has been one of the most successful in the business. The company still has one of the biggest records of the year high on the boards, Sheb Wooley's "Purple People Eater". The company also developed songstress Connie Francis into a star of major proportions with her recording of "Who's Sorry Now". Both of these records, incidentally, are high among the best selling records in England.

Maxin expressed confidence in the potential success of the material which he has brought back from Europe.

Rondo Issues 12 Stereos

NEW YORK—Eli Oberstein, pretty of Rondo Records, announced last week that he will ship his distributors twelve stereo albums during the month of August. Rondo already sent out twelve stereo albums during the first week in July. All Rondo stereo are compatible, and can be heard on monoaural phones. The August issues include: three albums recorded by the Boston Festival Orchestra under the direction of Willis Page (Mozart's Symphony No. 40; Debussy The Nocturnes; Bach; Brandenburg Concerto No. 3 and Suite For Strings; and Tchaikovsky; Serenade For Strings). "The Burlesque Show"—Recorded At Minsky's Burlesque Theatre in Union City, N.J.; "Steel Band Jamboree"; "Mad Music"—Regional At The Organ And Jimmy Carroll With Percussion Backing; "The Railroad"—Authentic Locomotive And Train Sounds; Stylist Lizzie Miles and Tony Almeida's Dixieland Band; "Jamb Session At The Red Grass"—Freddie Kohman's Band with Sid Davilla On Clarinet; and a collection of Trinidad rhythms in merengue and baguine with Nemoirs Jean-Baptiste, Franciso, and La Groupe Folklore Martiniquais; a Beethoven selection by Leonid Hambro; and a collection of pop tunes on the Paramount Theater organ played by Bill Floyd.

Pizza Platters Kicks Off

NEW YORK — George Pincus reports his "Mole In The Hole" recording by the Yo-Yos on Pincus Platters has broken through in several dealer markets. It was kicked off in Buffalo by deejays Hernando and Bob Wells. Hernando had such a tremendous response to the record he ran a contest based on the song. "The Mole In The Hole" is also reported to have spread to Rochester, Chicago, Milwaukee, Pittsburgh, Cleveland and Detroit. Distributors in these areas have been phoning to handle the line.

Love Song From Houseboat

47/20-7286

TNT MUSIC • TNT MUSIC • TNT MUSIC • TNT MUSIC

"CITY LIGHTS"

The song's different!

The song that's bringing back country music!

Now Breaking In The Pop Field

DON RONDO

Jubilee

RAY PRICE

Columbia

BILL ANDERSON

TNT

DAVE RICH

Victor

"If it's a TNT Song it's naturally EXPLOSIVE!"

1422 W. Poplar

San Antonio, Texas

TNT MUSIC • TNT MUSIC • TNT MUSIC • TNT MUSIC

The Big Hits Are On Today's Hit Trademark

Fats Domino

# 5426

"LITTLE MARY"

and

"PRISONER'S SONG"

The Imperial Records

# 462

#1 MY TRUE LOVE

Carlton

413 RACE STREET, CINCINNATI, OHIO

2 for the money!

I GIVE MY LOVE TO YOU

Trinity 812

ORANG-GU-TANCO

Bill Welles

Trinity 812

1958
Columbia Latin A & R Meet

NEW YORK — Columbia Records, under Nat Shapito’s direction, will hold a special Latin American sales meeting at its New York offices July 23rd.

Representatives from Columbia subsidiaries in Mexico, Argentina, and Brazil plus reps from Columbia affiliates in Columbia, Cuba will be on hand for demonstrations of new Latin-American album and singles repertoire. Shapito said that Columbia will be increasing its Latin American releases here, thanks to a favorable public response to such issues.

Columbia has recorded stereo Latin-American disks in Mexico.

ABC Paramount Holds 3-Day Distrib Conven At Concord

KIAMESHA LAKE, N. Y. — 26 ABC-Paramount distributors attended the label’s third annual promotion meeting at the plush Concord hotel at Kiamesha Lake, New York on Wednesday morning through Friday the 18th placing orders for the new albums released for the anniversary, in excess of a half million dollars.

According to Sam H. Clark, President of AM-Par Record Corporation, this unanimous acceptance of 11 new packages in the long playing albums, the 9 EP’s and 12 stereo tape releases represents “the first great success in the meeting of this nature in the company’s three years of operation”.

Clark who was present for the convention were Leonhard H. Goldenen, President, and Simon B. Siegel, Executive Vice President of American Broadcasting-Paramount Theatres, Inc. both of whom declared overwhelming pleasure and gratification in noting the excellent reaction of the assembled distributor executives toward the ABC-Paramount presentation.

Clark, who expressed his gratitude to the distributors “for the wholehearted and unflagging cooperation in helping ABC-Paramount achieve the high status in the industry which it now holds”, members of the executive staff of the disc jockey who addressed the assembly were: L. A. Newton, National Director of Sales, who gave a short discourse on the overall successful single releases in the last year and a great many strong releases currently climbing high on the sales charts; Ron Costa, Director of A & R for the disc jockey, who received an ovation in recognition of his as the company’s sales and conducting in record production for A & R and Irwin Gersh, who handles the firm’s D. J. relations, who gave a resume of the label’s complete acceptance by the radio stations and deejays from Coast to Coast; Sid Pastern, newly appointed Director of A & R broadcasting and Merchandising, who made the key presentation to the convention outlining the entire incentive sales plan for the third anniversary album promotion; Creed Taylor, A & R Director of Sales projects, who gave a stereophonic tape demonstration of excerpts from the 11 new albums—his demonstration, utilizing tones of a mysterious lady (The Weather Gide From NBC’s Weather Bureau) accounted for howls of laughter from the assembled distributors; and winding up the entire meeting was the disc jockey’s popular Nate Halle, National Director of Promotion and Publicity, whose talk produced constant roars of amusement and applause.

Other ABC staff heads present were: Harry Levine, Vice President; Lee Palmer, West Coast Representative; Clayton Burdick, East Coast Field Representative; Rome Fabrizio, General Manager of Production; Al Genovese, Comptroller; and Dave Berger, New York’s D. J. Representative.

Distributor executives present were: Leonard Smith, Albany; Jake Friendman, Atlanta; Irv Gompracht and Bet Silverman, Baltimore; Stewart Levy, Buffalo; Euri Fleischman and Jim McGinns, Charlotte; Leonard Garmissa, Chicago; Mel Herman, Cleveland; Art Freeman, Cleveland; Henry Drug, Detroit; Steil, Hartford; Pat Quinn, Houston; Jerry Herman, Indianapolis; Abe DiMartini, Jacksonville; Milt Oshins, Miami; Hubert Leonard, Nashville; Ethel Brown, Seattle; John Genovese, Chicago; Jimmy Green and Hutch Cardlock, Nashville; Joe Cohen and Irv Gompracht, Pittsburgh; Joe and Milt Siminshein, Richmond; Irv Fincky, San Francisco; Paul Levy, St. Louis; Clarence Street, Minneapolis; Ed Lappin, Portland; Joe and Milt Oshins, Nashville; Hawaii. Most distributors made it a point to express their enthusiasm for the meeting to members of the Am-Par staff with many of the visiting deejays stating it was best ever presented and most generous record convention they have ever attended.

Decca Adds Two To Classical Artist Roster

NEW YORK—Decca has added two classical attractions to its roster, mezzo-soprano Jennifer Lefkowitz of the New York Pro Music group, in what is described as “a drive to enlarge the Negro market” at Decca, the company’s domestic classical label.

Jennifer Lefkowitz, a singer of August Toulon release, “None But The Lonely Heart,” Russian love songs sung in Russian, and an excursion of 400 on their issue, “My Play Of Danil,” a 12th Century musical-drama group, has performed the “Play Of Danil” work at the New York Costers of the Metropolitan Museum of Art and at New York’s Riverside Church. The Pro Music group will include photos of the Cotter performance, an introduction to the liturgical drama of the 12th Century, discography of The New York Herald Tribune; a reprint of author W. B. Auden’s sermon "Play Of Daniel" and Father Robert Weakland’s survey of the musical drama. Father Weakland has transcribed the musical drama into modern musical notation.

Stan Hoffman Joins Dot

HOLLYWOOD — Dot Records announced last week that Stan Hoffman has been named Director of Promotion for the label’s Western Division, to be based at Dot’s home offices at Sunset and Vine in Hollywood. His appointment was effective July 7.

Hoffman held a similar position at Capital Records from April, 1957 to July, 1958, during part of which time he served as director of sales and promotion for Capitol’s subsidiary label, Prestige.

Prior to entering the record promotion field, Hoffman owned his own record label, Sonoma in 1951. Hoffman was the West Coast Advertising Director for Downbeat Magazine in 1954-55.

Rejoins Modernaires

HOLLYWOOD — Ralph Brewster, one of the original members of the groups who created the Modernaires, organization, has rejoined the vocal group, it was announced by personal manager Tom Shells.

Brewster replaces Dick Cathcart, who left for a TV series with Jack Webb, the rest of The Modernaires, Otto Deline, Dick Brikson, Johnny Drake and Fran Scott.
Angel Intros Stereo Disk Line

HOLLYWOOD—Angel kicks off its stereo disk catalog with a August 14 release. The diskery will also offer eleven mono
classical releases next month.

Many full-color devices are being employed in the promotion of Angel records on release nationally July 16.

Darin Gets Billing On "Rinky Dinks' Record

NEW YORK—One of the more interesting developments revolving around a pop record hit, and a hot new disk artist is that centering about "Early In The Morning," and Bobby Darin. "Early In the Morning," was originally recorded by Darin in a special arrangement with deejay Murray Kaufman. Kaufman sold the master to Brunswick, the Decca sub-

ied. And since a couple of girls back-
grounding on "Early In The Morning," the Brunswick decision was to use a group name, the Ding Dongs. The record broke fast, but Atco, which has Darin attached to it, offered the group a contract. Then Atco informed Decca it had no right to release a Darin record under the Ding Dongs or any other name.

Deca and Atco finally worked out a deal: In the pre-recorded versions made by Kaufman and Darin and sold to Decca was turned over to Atco. Atco released it under the group name "Rinky Dinks." Darin appeared at the time the Decca operation covered it with Buddy Holly and released it on the Coral label.

Darin, in the meantime, on the strength of his smash "Splish Splash," was playing one-nighters and theatre 

It's What's In The Cash Box That Counts—INTERNATIONALLY

ATLANTA, GA.—If you have ever wondered if The Cash Box reader from top to bottom will answer your question.

Just for laughs in a recent ad, Bill Packham, Promotions Manager of NICO, pat National Recording Corporation's address as Hitville 19, Georgia, with an asterisk and the footnote explaining that Hitville was formerly known as Atlanta. Much to the amazement of the NICO staff, the mail began arriving addressed to Hitville, Georgia, with the original designation. Letters from as far away as Oregon were bounced through many Georgia post offices but all of them ultimately ended up in NICO's mail box.

SAXON MUSIC CORP.
1679 BROADWAY (CO 5-0859)

NEW YORK—Decca Records' rapid breaking smash, "Nel Blu Dipinto Di Blu" written and recorded by Domenico Modugno has created in-
ternational interest in the Italian cabaret star. At least two major net-
work television shows are negotiating to bring Modugno to our shores for appearances and interest has been evidenced among hit song writers and bookers. Several major publications have voiced an interest in locating him for stories and features.

The much-recorded song was this year's winner of first prize in the San Remo Music Festival and the number one record in Italy. Decca's release of the original Italian record was first to hit the American market.

Demon Intros New Series

HOLLYWOOD—Demon records, west coast independent, currently riding high with two hits in the rock and roll field, "Endless Night" and "Western Movies," will introduce a new pop series, dubbed "blue label" record. The first recording on the new blue label series will feature new vocalist, Bore Sherman, from San Francisco. Ohio, Joe Greene and George R. Brown of Demon discovered the young singer when he sang to a dance tape. Demon will produce some test dubbing for films.

Newly launched is a national wide promotion tour with his first record and is scheduling at the NAMM convention in Chicago.
NEW YORK:

This weekend starts the exodus of the entire music business to the NAMM convention in Chi. Should be a packed house... In about five or six weeks, "Nel Blu Dipinto Di Blu" should be the #1 song in the country. There are more records available for the '67 flood victims this year. Domenico Modugno, with the original Italian version, is already high on the charts. Top artists are covering, MGM, which has just signed Alan Jay Lerner. The BMI/ASCAP power center is in full swing. Jerry Simon of Superior Record Sales in New York says that July lists are the busiest months, when there's a lot of money for the distributing company. Superior is handling "Rebel Rouser" by Duane Eddy, "Just A Dream" by Jimmie Tillman, "A Man Called John" by Robert and Johnny's "I Believe In You" and the hot Ahmad Jamal LP on Argo... Doug Moody of Herald-Examiner notes that Bill Haley is fully licensed for the new "Rock Around The Clock" which is appropriately called Toe Pee Records. The disc jockey's first release features the Bob Goff Band and "Another Little Consolation"... Roulette Records is hedging out the NAMM en masse to acquaint dealers with its new Co-Star line. The disc jockey will have a suite where the dealers will be able to hear the new tunes... "A Man Called John" by Robert and Johnny appears on the scene... Joey Sanford starting... Johnny Cash has a new album of "Songs Of Our Times" by the ACM. Keep an eye out for it... George Golden gets slamming response to his End waxing of "Sweet Memories"... The "Blues Ghost" says Herman Lubinsky of Savoy. That's the title of an exciting new instrumental we previewed. Nice arrangement and complete listeners like this. Bill Clements of Wilshire, Keep an eye out for it... George Golden gets slamming response to his End waxing of "Sweet Memories"... The "Blues Ghost" says Herman Lubinsky of Savoy. That's the title of an exciting new instrumental we previewed. Nice arrangement and complete listeners like this.

CHICAGO:

Abner, Vee Jay-Abner Records, planned in brief to record a new rock-'n'-roll group, 3 girls and a lad (ranging in age from 9 to 14, all in one family) The Capers. The disc jockey, who's been the most successful in the West, is Pernold Bowman in Los Angeles. They're going to cut a new waxing on a tune by Clyde Otis, who penned "Looking Back..." Buddy Holly is making the deejay circuit with local Coral brass Ralph Cox, Sam Cerami and Al Aldrich. Wonderfully Mahalla Jackson tells us she is looking forward to her upcoming tour. She will make an appearance at a Fall concert... Local recording star Nicky Noble very happy about his recent pact with Harry Carlson and Fraternity Records. Nick's newie "The Fountain's Cry" is doing well all over. Dot's Sandy Harbin tells us that Jackie Cooper is coming in to appear in "Tuneful". Was recording a new album a few days ago... Bill Doggett's "Rock Around The Clock" has held a big 3 hour record. An oldie hit.都不知

LOS ANGELES:

"That old rock-n-roll sound" says record store owner Al Benz... The day that he opened his new store in downtown Chi... Dot's Sandy Harbin tells us that Jackie Cooper is coming in to appear in "Tuneful". Was recording a new album a few days ago... Bill Doggett's "Rock Around The Clock" has held a big 3 hour record. An oldie hit. Don't miss it!

PLATERS

Atlantic's forthcoming new single will be "Another Little Consolation". The package appears to have a pair of winners in the Ivory Joe Hunter "You Flip Me Baby" and LaVern Baker "Whisper Snapper" sides while Chuck Willis "What An
**Territorial Tips**

(Listed Alphabetically)

A CAMEL SMILE
Johnny Mathis (Columbia 41085)

ALL DAY LONG
Jimmy Smith (Blue Note 1378)

ALL THE WAY
Karl Rovics (Old Town 1054)

ARE YOU MY GIRL FRIEND
Mary Williams & Kids (Tec 3903)

BAREFOOT ROCK
Little Junior Parker (Duke 193)

BEAUTIFUL DELILAH
Chuck Berry (Chess 1497)

CHARROCK
Robarders (Gene 5033)

CHEATIVE WOMAN
Frankie Ford (Ace)

DEACON'S WALK
Billy Binns (Sunset 1539)

DON'T LOOK NOW BUT I'VE GOT THE BLUES
B. King (Kent)

DOTTIE
Dinah Washington (Mercury 71317)

NO CHEMISE PLEASE
Gerry Goffin (Sunbom 102)

NOTHING IN THE WORLD
'Come Closer To Me'
Hat Cole (Capital 46024)

OLD MAN RIVER
Earl Grant (Decca 30640)

OOH! MY SOUL
True FAME (Plymouth 633)

OUR LONE STAR
Bobby Day (Class 229)

SECRETLY
Mamie Rodgers (Roulette 4079)

SHUTTLE AND THINKING
Little Jr. Parker (Capitol 104)

SOMEONE TO LOVE ME
Gates of Heaven
Ron Baxter (Gene 5036)

TRY THE IMPOSSIBLE
Lee Andrews & Hearts (Universus 123)

WALK A WHILE
Chaker Campbell (Everlast 5007)

WESTERN MOVIES
Olympia (Damon 1168)

WHAT SMALL I DO
Ed Townsend (Capitol 3994)

WHIPPER SNAPPER
Harbor Lights
Leon Baker (Atlantic 1189)

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

WINDY
Paul Greyton (Arga 3500)

WILD WOE IS ME
Bob Grady (Old Town 1050)

WOODCHOPPER'S BALL
Hardie Davis (Atlantic 6710)

YES I WANT YOU
Irvy Jan Huster (Atlantic 1191)

YOU CHEATED
Studié (Domino)

Todays (Tender 513)

YOU GOT ME CRYING
Jimmy Reed (Vee Jay 275)

YOU GOT ME WHISTLING
Johnny Fuller (Checker 89)

YOU GOT ME WHERE (YOU WANT ME)
Lend a Helping Hand
Bobby Blue Bland (United 183)

YOUR FUNERAL AND MY TRIAL
Wake Up Baby
Sonny Bland (Checker 89)

YOU'RE MAKING A MISTAKE
My Old Flame
Matters (Mercury 71320)

* Indicates first appearance on Territorial Tips

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**The Nation's R & B TOP 20**

<table>
<thead>
<tr>
<th>Week</th>
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<tbody>
<tr>
<td>1. SPLISH SPLASH</td>
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<tr>
<td>Bobby Darin (Atco 6117)</td>
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<tr>
<td>3. PATRICIA</td>
</tr>
<tr>
<td>Percy Prada (RCA Victor 7245)</td>
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<tr>
<td>5. WHAT AM I LIVING FOR</td>
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<tr>
<td>Chuck Willis (Atlantic 1779)</td>
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<tr>
<td>7. WILLIE AND THE HAND JIVE</td>
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<tr>
<td>Johnny Otis (Capitol 2966)</td>
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<td>9. REBEL ROUSER</td>
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<td>Suzy Bogguss (Jimmie 1104)</td>
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<td>11. POOR LITTLE FOOL</td>
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<td>Ricky Nelson (Imperial 5528)</td>
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<td>13. MY TRUE LOVE</td>
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<tr>
<td>Jack Scott (Capitol 462)</td>
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<tr>
<td>15. BLIP BLOP</td>
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<tr>
<td>Bill Doggett (King 5138)</td>
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<tr>
<td>17. YOU'RE A SWEETHEART</td>
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<td>Little Willie John (King 5142)</td>
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<td>19. JENNIE LEE</td>
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<td>Jan &amp; Arlo (Arlo 108)</td>
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**Knob Appeal**

New York—Monique Van Vooren gates with amazement at the knob mall received by WMGM disk jockey Norm Stevens. Seems that Stevens asked his listeners to send him the knob from their radio after they had set the dial to WMGM. Within 48 hours he was swamped with over 5,000 knobs.

**3rd N.Y. Jazz Fest August 22 & 23**

New York—Don Friedman and Ken Jaffe announced the third annual New York Jazz Festival to be held at Randalls Island Friday, August 22nd, and Saturday, August 23rd, with an all-star cast of jazz greats comprising the program.

The two-night program will feature jazz luminaries in Count Basie, the Horace Silver Quintet, Dave Brubeck Quartette, Thelonius Monk and Art Blakey's Jazz Messengers, the George Shearing Quintette, Miles Davis Sextette, Chris Connor, Sonny Rollins and Max Roach Quintet, Chico Hamilton, Quintette, and others yet to be named.

Mayor Wagner has proclaimed the week of the Randalls Island concert as "New York Jazz Festival Week" and the entire municipal administration is placing the resources of the New York Summer Festival behind the event.

Friedman and Jaffe sponsored the last two New York Jazz Festivals, in 1956 and 1957.

**Century Signs Gloria Wood**

Pittsburgh, Pa.—Edie Moshett, Century Records head, announced the signing of singer-tv-radio singer Gloria Wood. Rehearsals are now under way for an early release from the artist.

Miss Wood, a native of Pittsburgh, is currently working the nitey-nite scenes in the Pittsburgh area, and recently appeared on the Arthur Godfrey "Talent Scout" t'v.

**America's Outstanding Vocalist**

Thurston Harris

"Over And Over"

Ala - 3430

Aladdin Records

Los Angeles, Calif.
TEL AVIV, ISRAEL—The Platters, currently flying on the charts with their slicing of "You're Making A Mistake", really take to the wing as they prepare to board an El Al Israel Airlines' Jet Prop Britannia, for Paris, at Lod International Airport. The group had been on tour of major night clubs throughout the country.

**Platters' Ill Be Flying**

**The Side Splitter**

Redd Foxx
dtl - 253

**Stag Party**

Allen Drew
dtl - 259

**Something New In Sound**

Dance To The

SWEET BEAT

of TONY CROMBIE

And His Orchestra

ELP 400

EMBER RECORDS

1597 BWAY, N. Y.

**Just Right For Summer Sales**

AMERICA'S NEWEST DANCE THRILL

"BAREFOOT ROCK"

AND THEY ARE

ROCKING

ACROSS THE 48 and headed for Alaska

with LITTLE "JR." PARKER on DUKE records

**The Cash Box**

Award o' the Week

MUSIC TENDS

DUKE RECORDS INC.

2809 Erasus Street, Houston 26, Texas

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
**R & B Sure Shots**

**WESTERN MOVIES**

**Olympics**

Demon 1508

**Award of the Week** 7 5

**"NOTHING IN THE WORLD"**

**"COME CLOSER TO ME"**

Nat Cole  
Capitol 4004

**Award of the Week** 6 28

**"ROCKIN' ROBIN"**

Bobby Day  
Class 229

**Award of the Week** 6 28

**"NEVER AGAIN"**

Dinah Washington  
Mercury 71317

**"Drip Drop"**

Drifters  
Atlantic 1187

Co-Star Filled Windows

**PHILADELPHIA**—Chips Dist. Co., Roulette Records distributor in Philly, is going all out on the label’s new subsidiary, Co-Star. The entire store windows at the Chips establishment has been devoted to the Co-Star albums. Harry Chips, President of Chips Dist. reports heavy initial sales on the packages in the stores.

**America’s Leading ONE-STOP Record Service**

**LESLEY DISTRIBUTORS**

629 TENTH AVE. 2231 FIFTH AVE. 377 WINDSOR ST. 221 FREILINGHUSEN AVE. NEW YORK, N.Y. PITTSBURGH, PA. HARTFORD, CONN. NEWARK, N. J.

Plaza 7-1977  G rant 1-9323  Jackson 5-1147  Bishop 3-1155

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

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**The Cash Box, Music**  
**Page 53**  
**July 26, 1958**
**The Cash Box**

**Award o’ the Week**

"A NIGHT TO REMEMBER" (2:03) [Angel BMI—A. Scott]  
"SEONITA LOLITA" (2:25) [Angel BMI—A. Scott]  

**B+ FARIS AND THE SATINS** [Ember 1038]

- The Satins, who have charted a short while back with their "I Remember (In The Still Of The Night)", bid fair to follow suit with their latest "Every Little Thing". The group, with Fred Farels grabbing lead vocal, attractively wraps romantic opens into a set-a fish beat ballad pace, tagged "A Night To Remember". (Ravenn BMI)—Crawford, the artists pleasantly cruise over an engaging cha-cha-styled love affair dubbed "Seonita Lolita". Socko back-upper.

**THE FLAMINGOS** [D cocci 30567]

**WHERE MARY GO** (2:55) [ASCAP—D. Lampert, J. Gluck, Jr.] The Flamingos could make a solid chart impression with this most inviting of all their latest offerings. Exposure is the key here, as the song is an attractive combination of a funny instrumental backdrop and the end result is a tasty morsel that should whet the jocks appetites.

**B THE ROCK AND ROLL MARCH** [Rosemeadow ASCAP—S. Allen, R. Carroll] Here’s a swinging march item, from the pen of Steve Allen, that has the boys grooving in colorful style. A two-sided coin-catcher.

**THE SHARPS** [Jenice 1108]

**HAVE LOVE, WILL TRAVEL** (2:01) [Gregmark BMI—S. Hill, Hazelwood] The Sharps, a new group destined for hitdom, come up with a potent, novelty item via this Jamie out of the box. The label is currently red hot with Duane’s Eddy’s "Rebel Rouser" and chances are, this steady recording will make the ‘sales’ fire burning.

**LOOK AT ME** (2:00) [Gregmark BMI—L. Hazelwood] Bottom side is frantic rock ‘n’ roll that offers belts out with enthusiasm. Tremendous vocal and musical sounds on both halves.

**THE VIDEOS** [Casino 102]

**BOONGLOW YOU KNOW** [G&H BMI—Videos, Henderson] The Videos apply a soft, sincere vocal reading to this slow paced, tearcompelling lover’s ballad. Fine wedding of melody and lyrics on a better than most wedding offering. Exposure could give it a push towards good sales action.

**TRICKLE, TRICKLE** [G&H BMI—Videos, Henderson] Review this one with a careful colorfully rocking along at a change-of-phase, quick pace. Great backing and instrumentation on this novelty item that should also rake in a heap of sales and spins.

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

*B+ "SUNSHINE OF LOVE"* (2:15) [Shepherd BMI]—B. Shepherd  
*ETTA JAMES* (Kapp 100)


**MORRIS WILLIAMS & THE KIDS** [Tee Vee 301]

**"ARE YOU MY GIRL FRIEND"** [Ladnar—Det BMI—W. Cox] Here’s one that’s starting to stir some west coast action and with some solid exposure could break to a bigger level. From, a promising band, the Las Palmas ballad, from the fish-beat school, this is the Kids, with Morris Williams in the lead, serve up in cool-catching style.

**"LIOUSIE"** [Ladnar—Det BMI—Kids] Lower waffles feature ths group in a similar love-ballad mood. Good side tho the top end carries all the weight.

**IL BOMB FERGUSON & HIS MAD LADS** [Rob Bong 103]

**NO-SACKIE-SACK** [Warwick BMI—B. Ferguson] Like the name sake title, the “No, No, No”. Clicker please clicker do does H. Bomb Ferguson, o this Big Bang “sack” slicing. However B. Bomb reacts in more violent fashion as he triggers this frenzied earth shaker.


**THE MAHRAJAHs** [Fig 335]

**OH SHIRLEY** (1:41) [Lima BMI—D. Baker, A. Lee] A catch vocal gimmick leads into this house rockin’ affair that the Maharajahs present with explosive force. Solid instrumental support on this jive be dynamite.


[The Cash Box, Music, Page 54, July 26, 1951]
NEW YORK—The second annual Great South Bay Jazz Festival has announced the complete program for the five concert fete which will take place in a huge circular lawn, seating 2000, at the Timberline Grove Club in East Islip, L. I., over two successive weekends beginning July 26-27. A highlight of the festival will be the professional debut of a young, up-and-coming pianist, on July 27th, under the direction of the Reverend Elwood Prado. The second week will feature the Rev. Robert Porter, an up-and-coming organist, with his own group, in addition to a number of other well-known jazz musicians.

The festival will be held in conjunction with the annual Great South Bay Jazz Band Festival sponsored by the South Shore Jazz Band Association. The main feature of the band festival will be a jazz band tournament and a jazz band concert, both held on July 27th.

Another Festival highlight will be the world premiere of four jazz works expressly commissioned by the American Jazz Orchestra. The orchestra's organization devoted to the benefit of jazz musicians, who are sponsors of the Great South Bay Jazz Festival which opens on Saturday night, July 26th, at 8:30 with introductory remarks by Congressman Stuyvesant Wainwright, one of the Festival's patrons.

The opening bill will be the North Shore Jazz Band, and the South Shore Seven featuring Benny Webster; blues singer Joe Turner; and the Modern Jazz Quartet, with the release of their new record. This season they will debut a new work by Jean Lewis, pianist, and music director of the MJQ which has been written especially for them.

On Sunday afternoon, July 27th, at 2:00, open auditions for the 1st annual Great South Bay Jazz Festival scholarship to the School of Music in Larchmont, Mass., will be held. The scholarship is being offered to jazz students from Nassau and Suffolk counties between the ages of 15 and 21. Applications and demonstration records are currently being accepted at the Festival Headquarters, Box 182 in East Islip, L. I. Judges for the scholarship competition will be a panel of well-known jazz musicians and the School of the Jazz Band of the University of Michigan, and a noted jazz critic in his own right, and a member of the Friends of American Jazz, Inc.

Sunday evening, July 27th, at 6:30, there will be a twilight concert with jazz musicians Chris Connor and her quartet featuring on guitar, Led Zeppelin, and the famed jazz musician and member of the School of the Jazz Band of the University of Michigan, Nat Hentoff, who will serve as commentator for the entire Great South Bay Jazz Festival and a noted jazz critic in his own right, and a member of the Friends of American Jazz, Inc.
Johnny Cash Signs With Columbia

NEW YORK—Johnny Cash, one of the top country artists, will record for Columbia Records, effective August 1.

The former Sun Records performer has had a long string of hits to his credit, including the current country number one seller, "Guess Things Happen That Way." In the recent Cash Box Country Disk Jockey Poll the singer was voted away with top honors in two departments. He was named as the "most programmed male vocalist" and his "Ballad Of A Teenage Queen" was voted the "most programmed record". His initial move into the dual-mart, country-pop area was with "I Walk The Line." Other big chart hits included "Home Of The Blues", "Next In Line", "Travelin' Man", "Old Acquaintance", "Highway 51" and "I Walk The Line".

Urania Stereo Sales Sear

NEW YORK—David Rothfeld, sales head for Urania Records, reports that June was the biggest sales month in the history of the new Urania.

Spearheading the sales were the labels five stereo disk releases which Rothfeld says received immediate acceptance in the trade and by consumers throughout the country.

Karloff On Vanguard

NEW YORK—Boris Karloff will join a list of other "Peter And The Wolf" disk narrators when Vanguard releases, nonaurally and stereophonically, the veteran actor's performance August 1st.

Karloff is accompanied by Marlo Bennet and the Vienna State Opera Orchestra.

Universal-International Changed To Holland Records

NEW YORK—Planet Music has dropped the use of Universal-International Records as a record label. This change is effective immediately and all existing recordings will be re-issued under the Holland Records label.

This change of name was decided upon when it was brought to the attention of Planet Music that the use of the Universal-International Records label has resulted in some confusion as to the association of the record label to the Universal-International film company.

The Country Records Disk Jockeys Played Most

A SUMMARY OF REPORTS RECEIVED FROM NATION'S DISK JOCKEYS

POS. LAST WEEK
1. GUESS THINGS HAPPEN THAT WAY Johnny Cash (Sun) (1)
2. ALONE WITH YOU Faron Young (Capitol) (2)
3. JUST MARRIED Marty Robbins (Columbia) (3)
4. IT'S A LITTLE MORE LIKE HEAVEN Hank Locklin (Columbia) (4)
5. BLUE DAY Dan Gibson (RCA Victor) (5)
6. BLUE BOY Jim Reeves (RCA Victor) (6)
7. OH LONESOME ME Dan Gibson (RCA Victor) (7)
8. CRYING OVER YOU Webb Pierce (Decca) (8)
9. ALL I HAVE TO DO IS DREAM Every Brothers (Decca) (9)
10. COME IN STRANGER Johnny Cash (Sun) (10)


Chadron, Neb.—Deejay Freeman Hover of KCSR (Chadron, Nebraska) poses with S/Sgt James Nelson of the Scottsbluff, Nebraska Air Force Recruiting Station. Nelson is presenting Hover with a copy of the Mitch Miller recruiting song "U.S. Air Force Blue." Hover, now in his fourth year with the KCSR Bandstand and Top 40 Time, is also 1st Lieutenant in the Air Reserve. KCSR devotes considerable time to promotions for the military services.

Omega Intros New Packaging At Namm

Hollywood—Innovations in packaging will be the keynote of the Omegatape and Omega Disk display at the NAMM Show this month. The Hollywood recording company will display its new packaging in conjunction with its demonstration of its new tape and stereo disk releases.

Omegatape's pre-recorded stereo tape will be shown on a new calibrated reel which indicates where each selection is located on the tape. This gives the listener the opportunity to select one number from an album instantly without spinning back and forth hunting for a selection.

As part of Omega's effort to improve all its packaging, newly released stereo disks will be shown in four-color boxes rather than in the conventional sleeves. Dave Hubert, Omega president, said, "In the race for leadership in the stereo disk field, we felt we just had to go the industry one better." Omega's new stereo disks, pressed in a recently developed plastic compound, are packed in boxes with a rigid cardboard insert to prevent warpage. The disk itself is wrapped in cellophane. There is also a permanent heavy paper sleeve to which the warpage control feature is applied. The sleeve is also imprinted with a schematic diagram explaining the reproduction of stereo.

In addition to the introduction of new packaging, Omegatape will offer an ABC Fall plan which will provide extra discounts for quantity purchases. The plan will allow 25-cent daily billers in successive steps for the dealers who qualify.

``It's What's In THE CASH BOX That Counts—INTERNATIONALLY'"
Country Reviews

BULLSEYE

“IT HURT TO KNOW” (2:44) [Acuff-Rose BMI—Allen, Sexton] "LOVE PAINS” (2:15) [Acuff-Rose BMI—Gallion]

THE OSBORNE BROS. & RED ALLEN (2:29)

• The Jockeys visited the Osborne Brothers and Red Allen the “most promising vocal group in the recent Cash Box annual dinner at the board and the boys’ latest MGM coupling is an excellent reason for the Jockeys’ confidence. The two sides, tagged "Hornet’s Nest,” Knows which is not a little unusual from the quick beat, lover’s lament department and the combination of country and pop in superlative, ‘straight country’ style. The ‘back mountain’ instrumental support, on both sides, is also grade “A,” Stand out pairing. Take your pick.

“ARE YOU REALLY MINE” (2:20) [Planetary ASCAP—Hoffman, Manning, Markwell]

THE WIZARD (2:30) [Planetary ASCAP—David, Dune, Paul]

JIMMIE RODGERS (Roullette 4090)

• Jimmie Rodgers, currently all over the charts with “Secretly,” follows it with another hot, three-market piner. (See pop reviews.)

JAY HAGGARD

(Dayas 502)

“I WILL ASK. I WILL PLEAD” (2:20) [BMI—Weatherford, Jr., H. Haggard] Here’s an infectious, romantic ditty on which newcomer Day Haggard displays his rockabilly ability. Dundy item for the boxes. The Jubilands’ Bar colorfully back on the instrumental end.

“I WANT YOU NOW HONEY” (+D O L L” (2:10) [BMI—Weathertone, Jr., H. Haggard] This half is an engaging love dira that Haggard and the combiner deliver in slightly subdued “rock-a-billy” fashion.

TOMMY GUESS & BILLY LOWE

(Sundown 106)

“UNWANTED AND ALONE” set to a g [Durf BMI—Bass, R. Lowe] Tommy Guess and Billy Lowe pool their vocal talents in super "back mountain” style as they debut on Sundown with a heart rending, up beat ballad.

“FOOLISH HEART” (1:52) [Durf BMI—L. Bass, R. Lowe] The boys take this quick moving, country pop classic and turn it into a quality, duck-vocal ride. These boys have the goods. Keep close tabs on them.

JACK TURNER

(MGM 12690)

“SHAKE MY HAND” (1:54) [Acuff-Rose BMI—J. & L. Turner] Jack Turner could have a chart item with either end of his newest MGM pairing. This half the songster tops on a fast moving blue beat and rides it out in winning style. Terrific instrumental attack.

“AN INDICATION OF LOVE” (2:18) [Acuff-Rose BMI—Endley] Flipside the artist flawlessly describes the feelings of one who is experiencing a romance. Catty ditty with a gulling shuffle beat. Two song entries.

JIMMY SELF

(Coral 6209)

“YOU CAN'T BE THERE” [Milone ASCAP—F. Rose] Smooth-toned Jimmy Self hands in an appealing reading on this all-market, romatic-romantic blues affair from the pen of Fred Rose. Dundy biscuit that bounces merrily along. Bar后再 a runaway.

“OH, BABE” [Alamo ASCAP—L. Prima, M. Kabal] This end the exciting Louis Prima novelty- rocker of a few years back makes a winner out of this song. Writers of this type scene via an explosive all-market interpretation by Jimmy Self.

MARGIE SINGLETON

(TC 1015)

“I WANT TO BE WHERE YOU'LL BE” (2:26) [Slim & Ed, Singleton] The writer, Singleton, who sets one of the starting spots on KWKH-Shreveport’s “Louisiana Hayride”, debuts on the “D” label with a promising vocal performance of sprightliness, quick beat romantic cutie. Solid musical assist for Margie’s bright charting.

SHATTERED KINGDOM

(TC 325)

“The Search” [M. Singleton] On the lower portion Margie has a tear in her voice as she ha a powerful knock on this quick moving tale of a love that’s on the rocks. Excellent intro pairing.

BONNIE GUTHRIE

(Radio 110)

“ONLY THE MOON MAN” (2:35) [Dandelion BMI—B. Ritchey] Bonnie Guthrie’s second outing for Fabor Robinon’s Radio diskery looks like a sure-fires chart contender from this end. It’s a charming, folk-flavored, mono-tined, romantic offering that the “Dark Moon” thrusl ifs over with a captivating instrumental backdrop.

“SHANTY BOAT” (2:24) [Dandelion BMI—H. Blair, H. Dubig] The boys knock on this pretty folk ballad. Sounds nigh on to loads of aircraft, country and pop-wise.

BOB LUCE

(Love Lock 114)

“DO YOU KNOW THE ROAD” [Love Lock BMI—Valeska, Lettie] The Stardusters pleasantly back up, vocally and instrumentally. Bob Luce’s expressive whirling of this slightly upbeat romantic opus. Lyrics warm, “be careful…your falling in love” Warm that should fit easily into the dance floor and top in both.

DIARY OF MY HEART” [Love Lock BMI—Eastman, Bailey] Under half finds itself in a rather sad setting. In order of mind as he softly, with echo-chamber echoes, offers a moderate paced tale of a broken heart.

RAY SANDERS

(Keystone 9000)

“SOMEDAY YOU'LL BE RECALLING” (2:20) [Gaylord BMI—Sanders] An intriguing string back drop neatly showcases Ray Sanders’ vocal talents on this quick beat, singled, rock-a-billy-styled romantic tear-jerker. Jocks are going like this one. Could do well.

IT’S HARD TO BELIEVE” (2:25) [Gaylord BMI—Sanders] Bottom lid, a fast moving lover’s lament is another good country offering. Story teller Sanders offers a simple but touching tale of a love that’s on the rocks. Excellent intro pairing.

BILLY GREEN & THE STARLIGHTERS

(Keystone 9000)

“SLIPPIN’ OUT” [2:30] [Musicountry SESAC—G. Peton] The label introduces Gary Van & the Starlighters on a swinging house-rocker that’s sure to keep the coin-flips jingling day and night. Attractive vocal and instrumental performance that has the hoofers in the air.

“BONEY MARIE” sounds like a story teller and gets his heart into delivery of a moderate paced, very tasty shuffler. Another fine assist on this half supplied by the Starlighter crew. Splendid two-
The KULF-Fm. Worth, "Cowtown Hoedown" Program Director, Horace Logan infoes that audience reception was excellent during the 14-hour broadcast on June 29th, with over 19,000 people in attendance. The show lasted from 2 p.m. on June 29th and continued through the day on June 30th.

Hank Snow, the Rainbow Ranch Boys, Wilma Lee & Stoney Cooper, Cowboy Copas, and Jimmie Snow and his bride, Carolce, returned to Nashville recently after a successful 6 weeks' tour of the dominion of Canada.

On June 28th, Hank Snow and his Rainbow Ranch Boys opened at the old Opry.

The Hank Snow Music Center continues to grow by leaps and bounds under the very capable management of Joe Talbot.

Don Pierce, of Mercury-Stanwyck's "Country Office" series in Madison, Tenn., reports that the recently "Bollyseel Jimmy Skinner release, "Where Do We Go From Here" and "Where My Sweet Baby Goes" and George Jones' "I Love You," recorded at the Opry, have been very popular on the airwaves and are doing a tremendous job for the label.

Donnie 'Mass' Abercrombie, radio personality, is back to his regular job on KAYE-Puyallup, Wash., and his band is back in the studio.

Johnny Horton, "the Singing Fisherman," has also been doing a tremendous job for the label.

Pete King, who has recently been in the hospital with a heart condition, is making a steady recovery and will be back on the air shortly.

Anyone wishing to join the Tony Douglas Fan Club, should send their request to 712 South Main, Box 111, Fort Worth, Texas.

TNT TOLL

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HOW CAN THE OPERATOR GET 
A REAL NICKEL A PLAY AGAIN 
LIKE HE USED TO GET IN 1939?

1 — The operator of 1939, at a straight Nickel per play, and dividing the gross proceeds from his equipment with his location owners on a 50%-50% commission basis, earned more than the 1958 operator does on straight Dime play.

2 — First of all, the 1939 Nickel was worth a full, honest, complete five American cents of purchasing power. When the 1939 operator took in $20 in Nickel play (400 plays) and split with the location owner on a 50%-50% commission basis, he earned a real, honest, actual $10.

3 — Let’s pause here for a moment to also remember that the 1939 operator’s machines cost him over 400% less and his overhead expense was over 350% less than the 1958 operator’s equipment costs and overhead expenses. This is an extremely important factor in considering overall profits when comparing the 1958 operator to the 1939 operator. (We must use the year of 1939 for a comparison basis for this was the year, according to all the nation’s economists, when the dollar reached the point of being worth 100 full, honest American cents of purchasing power.)

4 — When the 1958 operator gets 400 plays on a machine on straight Dime play he takes in $40. If he splits with the location on a 50%-50% commission basis he has $20 left for himself. That’s exactly twice as much as the 1939 operator’s $10. But, here’s the catch. The actual purchasing power value of the 1958 Dime is 4¢. So the 1958 operator, who pays over 400% more for his machines and over 350% more for overhead expenses to conduct his business, was actually charging 4¢ per play, whereas the 1939 operator was getting a real 5¢ per play. In short, what the 1958 operator actually had left for himself from his 400 Dime plays (at 4¢ per play) was only $8 in real purchasing power value compared to the 1939 operator’s $10. The fact is the 1958 operator has 20% LESS real purchasing power money left.

5 — How can the 1958 operator, on Dime play and on 50%-50% commission basis, with the same number of plays as the 1939 operator, get that additional 20%? The answer is he cannot and never will be able to get it. Even the tremendous population growth since 1939, giving the 1958 operator the opportunity for more play action, won’t equalize this wide disarrangement. The 1958 operator can only get a real Nickel a play again, like the 1939 operator used to get, if he will follow the rules of hard, factual business.

It isn’t the plan or purpose of any businessman to charge more for his product or services just for the pleasure of charging more. Even a monopolist couldn’t get away with this anymore. Overcharging is suicidal. There’s too much tough competition around. Too many other keen businessmen ready to jump into any industry where this foolishness exists.

The big feat is how to charge less and yet earn more. This might be accomplished by a one man outfit. A man who wants to work himself to a frazzle at 20 hours each day. Provided, of course, that he can last long enough to enjoy whatever he will earn that won’t be taken away from him by one form or another of taxation.

What this publication has urged operators to do is only to try to earn as much as they did 19 years ago in 1939. To do this the operator must charge 10¢ per play, and then offer a bargain at 3 plays for 25¢ to get more play action. In addition, and because this still won’t, on an overall average, bring him the extra 20% the operator of 1939 earned on straight nickel play, he must also obtain a more equitable share of the gross proceeds from all of his machines on locations.

In short, in order to survive in today’s tough business world, the operator of 1958 must charge 10¢ per play, 3 plays for 25¢, plus obtaining a front money guarantee which he must first remove off the top of the gross collection and then split the balance on a 50%-50% basis. If he doesn’t like the idea of obtaining the first 85 to $20 per week per machine as front money guarantee (depending on the age of the machine) then he must arrange for a more equitable commission basis. He must split all the gross collection on either 65%-35%, 70%-30% or 75%-25% commission basis.

In this way he may, provided inflation doesn’t get out of hand in the years ahead, be able to catch up to the 20% more the 1939 operator earned on straight 5¢ play and on a 50%-50% commission basis.
ASSN. LEADERS IN BUSY WHIRL

These Problems Keep Association Leaders Busier Than They've Ever Been Before: 1-Tax Increases. 2-More Realistic Depreciation. 3-10c for 25c Play, Plus More Equitable Share of the Gross Income. 4-Harmonious Relations Between Association and Non-Association Members, Locations and General Public. 5-Loans to Locations. 6-How to Get More People to Patronize Amusements and Music More Than Ever Before to Help Bring Ops and Locations Better Income.

One Much Harried Association Leader Advises, "If you think for one minute that being head of an association of operators is an easy task, you've got another thing coming." He adds, "Believe me, I didn't want this job. The operators elected me. They insisted I head this group for the benefit of all concerned."

CHICAGO — What's happening to the nation's operators' associations? What are the associations' leaders doing about the many problems that face them? What is the answer? How are they proceeding to effect proper cures?

One of many more such questions, were asked of the nation's leading association managers interesting results.

Operators who have been elected to the top spot in an operators' association don't relish the job that has, in most cases, actually been forced on them.

"If you think for one minute," reports a much honored association leader, "that being the head of an operators' association is an easy task, you're sure got another think coming."

"Believe me," he sincerely adds, "I didn't want this job. The operators here elected me. They insisted I head this group for the benefit of all concerned."

He, like other association leaders, are in a busy whirl almost all day long.

They are trying their level best to help each other to be more effective in their community to a better business.

Complaints, it seems, are the major problem that the average association leader has to cure. Like one of these men says:

"You simply have to be a Solomon to cure some of the problems the operators bring to you."

Juggling each other's locations. Offering bonuses and loans far above and beyond all good business judgment.

Complaining about losing good locations to direct sales. And many, many other such complaints seem to be paramount in the case of almost every association leader.

Communities constantly hinging license fees and increasing personal property taxes are a big headache to all associations.

Since publication of the need for a good working schedule and the report from one Philadelphia banker of the better depreciation program granted the operators in this city, this has now become a definite program to be cured by association leaders.

Association leaders still have their hands full in a great many communities trying to convince their members that 19c, 5c for 25c play, plus a more equitable arrangement of the gross income from all the equipment is an absolute necessity today.

"Trying to maintain harmonious relations between members and non-members, between operators and location owners and, most of all, between the visitors and the operators seems to have worn many of the association leaders to a frazzle."

A need for a public relations program is very great, all association leaders report. They agree with this publication that operators should pledge a definite amount from the income of every machine to the operators' groups, too, should pledge a small percentage from the sale of each machine to help bring a public relations program into being.

One of the very biggest problems is a public relations program that can stimulate the association leaders to listen to all such proposals and bring these to their membership at all meetings.

There is a need, as one association leader says, for a very logical and proven method whereby the operators can, by cooperation from their locations, be able to get the public to play more games and music so that the operators and the public can enjoy greater income.

Probably the toughest job in this industry, as one association leader points out, is to try to do a job for an operators' association.

"It seems," he concludes, "that this is almost impossible. But, in the long run, he says, "we have been progressing each year."

"The time will come," he believes, "when operators will work in the greatest of harmony with each other and with everyone concerned with their welfare for the general good of all."

Bally's New "U.S.A." Features New "Ball Buy-Back"

CHICAGO — The famous Bally "Ball Buy-Back" feature that brought prosperity to operators in the mid-sixties is again putting novelty-spots in the top earning class, stated Bill O'Donnell, Bally general sales manager, in announcing the new Bally "U.S.A." novelty game.

Continuing, O'Donnell stated that the "Ball Buy-Back" feature built into "U.S.A." is doubling and tripling average collections in typical novelty spots from coast to coast.

"Remember," he emphasized, the "Ball Buy-Back" feature is not a conventional "extra balls" feature. The "U.S.A." player, after shooting the basic 5 balls, can release up to 2 additional balls by depositing additional coins, and he is guaranteed one additional ball for each additional coin deposited. Location checks in a wide variety of spots indicated that additional coins are deposited in high percentages of games played. The reason for this "the tantalizing 'extra-balls' appear built into 'U.S.A.'" The player wins to score with 5 balls is usually chosen to be such that the rush to the urge to buy additional balls. At the player who scores with 5 balls invariably so close to a really exciting score that he, too, quickly obeys the urge to score to buy an additional ball, too.

Another reason claimed for the strong earning power of Bally "U.S.A." is the simple direct score system.

"Instead of puzzling over a juncture of confusing score-objects, the play simply shoots to hit numbered bumpers," O'Donnell pointed out. "Yellow Bumpers 1 to 9 score 3 replays or reversals, as indicated by a new alternating score signal, or he can score 1 hitting Red Bumpers 1 to 9, ring up either 4 or 9, or 1, ring up the 'Red Route.'"

The skill sharpshooter who lights Yellow 1, 9 to, or 4 on backglass run up as many replays as may be accumulated in that section of the backglass. Variances one number for each 2 bumpers hit, to a top of 45. Adding to the excitement of shooting for Bally Yellow 1-9 Bonus is the fact that Bumpers 1, 4 and 6 are Double-Du-Du bumper, scoring both in the Red Route and the Yellow Route. Bonus counter also is a dual-purpose feature. In lieu of another backglass, Bonus Score the Bonus-Counter is a high score objective. When Bonus counter climbs to 40, for example player immediately scores one replay and another replay is scored at 45. A new Skill-Spot Rollover-Buttons playfield of 'U.S.A.' give play double slot at lighting 2, 5, 7, 8 or 10. Time ball or bumper button is hit. Number 1 when button is hit, is spotted, that it is not on backglass just as if correspondence hammer has been hit. Two separate spotting-areas appears on the playfield, one at top, one at bottom, close adjacent to two Pop-Bumpers will impart terrific action to balls.

"Flaunt 'U.S.A.' tour-map back, scenic playfield and banana bright cabinet attract immediate attention on location."

Jack's Back

"Jack Mitrack"

NEW YORK—Tired but happy Jack Mitrack breezed into his office at United Music Corporation on Monday.

Jack visited nine countries in 29 days. Jack came, saw and conquered: England, Ireland, Germany, Belgium, Denmark, Switzerland, Austria, Sweden and Italy in one grand sweep.

Jack promised to give a full report after he has a chance to say "hello" to his beloved Sadie, clear up the pile of work on his desk, and clear out his brief case of the business he did overseas.

When asked about his vacation plans, Jack answered: "All I want to do is stay home for a while and crocked."
More Compact Industry
Buying Up of Routes Has Cut Down
Number of Op Firms in Field
Smaller Ops Must Cooperate With Each Other

CHICAGO — "This is becoming a more compact industry," is the statement being made by leaders everywhere.

These men are basing themselves on reports which are brought to them by their traveling representatives.

Certain areas, as they point out, have 50% less operators than they had even just a few years ago.

"In fact," as one well known manufacturer explained, "from what our traveling representatives tell us, some areas have as much as 50% less operators today."

This is well known to most in this industry. There has been much buying up of routes these past few years. This purchasing of entire routes was stepped up tremendously during this past recession period.

One very well known Detroit distributor is reported to have already purchased four different routes. He is said to still be buying routes. He has remarked that he will continue to do so.

Whereas the number of operators in the hard hit Detroit area have been cut down considerably in numbers, the purchases of this distributor, as well as purchases by others in this area of routes, has cut down the number of operators by better than 50% it is reported.

There are many advantages to a more compact industry as has been brought to light by many leaders in the field.

"It's a lot easier for three, than for thirty-three, to agree to better business procedure and to cooperate with each other more closely," reported one leader.

He, like others, points out that, in view of the fact there are a smaller number of operators in many areas, better business methods are bound to result.

"The fact that those operators who have remained in the business are now heavily invested in the industry, having so many more machines on locations and more employees to work for them, they are going to more quickly cooperate with each other," is the way that another leader sees it.

In some areas the fewer operators left have already come together and have worked out better business methods to benefit themselves. They realize that they can only continue on ahead in this business by close cooperation with each other.

"Helping the other man to earn a profit," like one leading operator reported, "means helping yourself, too, to earn some profit on your investment in this business."

Many are, of course, of the belief that as the recession comes to its close, more men will again reenter this field.

In the meantime, while the industry has grown more compact, this is the opportunity for the operators everywhere to get together to install more modern and better business methods.

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100C  445
100B  375
V-200  595
VL (Converted) -Refinished- 645

SEEBURG CIGARETTE VENDOR
844 Parks—Quiet, All Electric Selection and Delivery—Attractive Styling.

Gabe Forman To Europe

Forman will make a hurried one-week coverage of several cities in Europe, flying all the way.

"We have been doing such a wonderful export business," stated Sandy Moore, "that it became necessary for Gabe to see several customers at this time."

The Moore firm is distributors in the Metropolitan New York area for Wurlitzer phonographs and other games and vendor lines.

Changes Vacation Plans

CHICAGO — Originally J. H. Keeney & Company, this city, had planned to shut down its entire plant for two weeks. But since appointment of Siegel Distributing Company as exclusive distributors for Canada and all the British Possessions, plus designing the new, special 18 column Riviera Cigarette Vendor," orders have been coming in so fast their production lines could not be shut down. Vacations are now being staggered for the balance of the summer.
WHAT IS "REALISTIC DEPRECIATION"?

1 — IS THIS 4 YEAR DEPRECIATION SCHEDULE — 40% of the new machine's cost depreciated the first year, 30% the second year, 20% the third year, 10% the fourth year — REALISTIC DEPRECIATION?

2 — IS THIS 4 YEAR DEPRECIATION SCHEDULE AS USED BY PHILADELPHIA, PA. OPERATORS — 50% of the new machine's cost depreciated the first year, 25% the second year, 12½% the third year, 12½% the fourth year — REALISTIC DEPRECIATION?

3 — IS THIS 3 YEAR DEPRECIATION SCHEDULE AS SUGGESTED BY MANY LEADING OPERATORS—33⅓% of the new machine’s cost to be depreciated each year for a period of three years—REALISTIC DEPRECIATION?

THE ANSWER IS — "NO"!!

The above were about as good methods as any devised to depreciate the cost of a new capital investment product. The four year plan (40%, 30%, 20%, 10%) had merit. The schedule, as used by Philadelphia's operators is, without any doubt, the best of the four year depreciation programs. The suggestion of many operators, and reported to be in use by some operators, for a faster writeoff, a three year depreciation schedule, also has much in its favor in these fast changing times.

But none of the above are "realistic depreciation". As far as depreciation schedules are concerned, the above were fine for the pre-inflation era. With inflation what it has been, and still is today, and with the further fact that inflation is constantly creeping upward to match the climbing wage-price spiral, the above depreciation schedules have become most completely unrealistic.

Here are the facts to be considered. Those automatic music operators who were on a four year depreciation schedule as of 1954, whether this was on a basis of depreciating 25% of the cost of their new phonographs each year for a period of four years, or whether on any of the two above four year depreciation schedules, will have completely depreciated the cost of their 1954 phonos this year of 1958.

Here's where these operators are now up against it. In 1954 they paid $895 (list price) for a brand new automatic phonograph. This year of 1958, having depreciated their 1954 phonos on their four year schedule, they must pay $1,295 (list price) for the new model of the same phonograph. That's a difference of an additional $400 or 44.7% more than what they paid for their new phonos in 1954.

Where is this additional $400 difference to repurchase the new, 1958 phonos coming from? In every case, from the operator's pocket. This means that he will pay out $400 more in already tax-paid dollars to purchase the new, 1958 phonos to replace his already depreciated capital investment equipment of 1954. That, most definitely, is not realistic depreciation.

Certainly the purpose for allowing any business owner to depreciate capital investment equipment is so that he can repurchase to replace such equipment, and repurchase such capital investment equipment without being penalized by forcing him to dig back into already tax-paid dollars to do so. If he has to dig into his pocket to use tax-paid dollars, then whatever he declared he earned those past four years, wasn't a realistic declaration.

Either the 1958 operator, who is now repurchasing capital investment equipment, will have to charge this additional 44.7% against his income in 1958, or to show what he really earned in the years 1954 to 1958, deduct this 44.7%. In short, he is kidding himself, and kidding his business associates if he has any, by showing anything but the proper return on his business unless he deducts this 44.7% differential which he has to make up with already tax-paid dollars he can no longer recover. This 44.7% higher cost for his new machine is what inflation, since 1954, has brought about, at least in the case of the automatic music industry.

In the case of the three year depreciation schedule, and there probably are some operators on such a schedule, operators who purchased new phonos in 1955 and paid $995 (list price) that year for these phonos they, too, are going to pay more, $300 more, out of their own already tax-paid dollars for the new, 1958 phonos that will cost them $1,295. In their case the additional cost will mean 30.1% more. It still means 300 tax-paid dollars being paid by them which they can never regain because of an unrealistic depreciation schedule.

Inflation has not halted. It creeps constantly upward. It creeps up even during this past recession. It will actually leap upward when all thoughts of the recession are gone. And it will be a mighty, big leap upward to start with, easing down to a steady upward creep thereafter. This is what leading business men believe and what economists warn is the fact.

The operator who purchases a new phono in 1958 must arrange for realistic depreciation. He should convince the taxing powers that he must set aside a reserve to allow him to meet the higher costs to replace his capital investment equipment in 1962. This reserve should, at the very least, be equal to the inflationary difference he was slapped with from 1954 to 1958.

It should, if he continues on a four year depreciation schedule, be equal to 44.7%. If in fact, it should also include the constant 2.2% per year depreciation of the American dollar. (This was explained by the National City Bank of New York in one of its monthly bulletins).

The operator, who is after all only a small businessman, to arrange for realistic depreciation should be allowed to set up a reserve of at least 44.7% (and even this should be flexible if inflation becomes greater from 1958 to 1962 than what it was from 1954 to 1958) plus his four year depreciation schedule, if this is the time schedule best suited to his business, so that he can repurchase the same capital investment equipment without using any of his own already tax-paid dollars in the process.

This would be realistic depreciation.
With the heat wave continuing, coin machine biz is holding surprisingly good. Vacation schedules are in effect all around. Beach and fun spots have got the biggest period in history with over two weeks of hot, hot weather. At Trimount Automatic Sales Corp. (Seeberg), news from this delightfully conditioned plant where Irwin Margold, gen. mgr., and Dave Bond, prexy, a working hard to keep up with the keys of buses and playing golf when they can manage some time off, in the new Seeburg cigarette vending machine has gone over with a big bang. Records are coming in at a fast pace and deliveries are being made, they report...used equipment is retailed relatively scarce, but Trimount has gotten in machines and ops are coming in from far and near to buy. Trimount is now delivering Williams’ "Stair" pin game. Next week comes the awaited Gottlieb’s "Roto-Foot" and of which two reports have been received, Marshal Carsa, sales, reports, Gene Erkel, in head of background music dept. vacuuming with his family in apartment on Cape Cod, Dan Brown, R. I., and Vt. sales rep for Trimount, and the new Able Distributing (Wurlitzer), Al wine, sales, is taking over for Bob Jones who is on vacation till July 28. Biz perking here and there has been a big demand for Bally’s "ABC Super Slope Bowler." Two new machines arrived with marked enthusiasm coming in ops, Bally’s "USA" and Gene’s "Flying Aces." Both newcomers show new spot play, Vending City, but AIA Automatics (AM1), Louis Blatt, blinding the fort during the hot weather. Reports AM1 phons have done well in summer period. Ops reported many new installations in resort spots for phons being planned here as soon as the weather breaks...At Associated Amusement (Rock-Ola), Ed and Mrs. Ravrhey, moving along a ramp, in R. I., gen. mgr., and it has even been noticed at the new location at Alliston, Ed reports. Despite the hot biz, a few ops have been visiting at the new plant.

Among ops in the past few days were, Steve Piebuck, Worcester; 1 York, Randolph; Harold Harwick, Brightton; Sol Robinson, Newton; Ray sea, Worcester; Connie Fectus, South Boston; Dave Baker, Arlington; Phil Bill, Brookline; Cy Jacob, Boston; George Chopelas, Malden; Harry Gruse, Quincy; Luke Levine, Boston; Manny Andelman, Cambridge; Arthur Sturgis, Jamaica Plain; Stan Conklin, Lynn; Charles Tierman, Cambridge; Ed McCaffrey, New; Tom Libby, Haverhill; Teddy Kohnowitz, Chelsea; Bob Green, Randolph; and George Campbell, Medford...Fred Petty hosted music tradesmen Sunday evening at the Coliseum screening room, Boston, July 15, with his recording group, Bobby Carte and the Blendaires.

New Decca waxing is "A Time To Love." At opening of the film at the S. Shore Theater in Swampscott, Bill Said, manager, had baritone soloist on Carl Moore’s "Beantown Varieties" on WEEI, Boston, hand. Said, "Steve Piebuck, Atlantic, Alethea Shapiro, record promotion rep, on tour with Elvis Presley dog tail, which was dreamed up by Boston WBZ disk jock Norm Prescott and Dave Shively, has been hosting a jazz spot, Storyville-Cape Cod, in Harwich on the Cape, and will reopen a Boston jazz spot, Storyville in the Copper Plaza Hotel in the fall.

NEW ENGLAND NIBBLES

BEACH AND FUN SPOTS

Do Big During Hot Spell

NEW YORK—Game Operators of New York Inc., newly organized operating his vacuum sales association, has established offices at 1721 Avenue of the Americas. The association’s officers are Al erber, president; Les Boyd, vice-president; and Samy Shermak, secretary-treasurer. Members of the Board of directors are Jack Gavarr, and Sid Friedman, operators located in the city that provides that there shall be no less than eight, and no more than eight comprising the Board and Association officers.

"We have discovered that too large a group of executives, including the Board, makes for confusion," stated Lebo. "As we’re now set up, we feel that we can discuss intelligently the problems that come to an immediate decision.

A permanent secretary has been appointed, employed to handle all office matters.

CHICAGO—More and more amusement and music operators are turning to vending machines, why should be the reason? But in the main, they all agree that the vending age is here.

Then vending machines are definitely becoming more and more of a steady earning profit backbone for the operator.

"I’m sure sorry I sold my cigarette machine over his reports. And I sold a well-known, leading Miami operator.

"But," he adds, "I’m now back in vending now."

"I’m putting out soft drink dispensers. I’m also putting out some other vendors.

"I feel that, without vending machine, the operator is going to have a hard time making any profit for operating profitably."

He, like many, many others, clear accessibility of machines and which vending machines to their routes.

The fact that some of the amusement and music manufacturers, J. H. Keeney & Company, Inc., Bally Vending Corporation, The Seeburg Corporation, and others who are also planning to enter the field, have started to add vending machines to amusement and music operators on an ever larger scale, which has its effect on these two divisions of the industry.

"Many operators who concentrated on music," reports a California, "and who then added amusement to help increase their gross, are now selling on vending.

"They realize that these can mean steady and even growing income, so that they will be able to face any general business conditions, good or bad."

Other operators have different reasons why they have entered into vending along with the present machines they operate.

One operator, for example, claims that, because of the economy, he is forced to divide this week wide, and using an expression of The Cash Box" after all is said and done it’s the location that count.

He reports that, as long as the location is high, why should he be the service than with vendors, if they want and need vendors, as well as with games and music?

One operator brings up this point. He claims, that by adding vending machines to his present route, he has found that the profits from these machines have been some of the greatest. Why this, he says, in the long run shows him a better profit from each of his locations.

Still others have just as many and varied angles as to why they, too, have turned to vending machines.

One operator claims, "I wouldn’t give all my music and games for the world."

"But," he asks, "why pass up profits when they’ve right in your hand? I just know no one and your location wants to operate these vendors from him in his place because he knows you, trusts you and can depend on you for the proper kind of service?"

Many others believe most in the fact that:

"This is the vending age and vendors are a fine profit backbone for any operator.

The fact that vending machines are a recognized and fully accepted business, with public acceptance growing constantly greater, has decided operators to enter into this division of the industry.

The fact that some of the leading amusement and music manufacturers have turned to the production of vending machines has decided others.

The further fact that rumor has it more of the amusements and the music manufacturers will soon be engaged in the vending age, is deciding still more operators.

Whatever the reason and whatever the purpose, the fact remains that there is a very definite turn to vending at this time.

As one operator reports, "We are paying for our vendors with our music and amusements and," he adds, "at the same time we are building up a more profitable route for ourselves."
CHICAGO — The Red Dog Saloon in Juneau, Alaska, according to a reporter from The Chicago American (July 1, 1958, Pages 1 and 2) “sporting an 1898 juke box—and still in working condition” was celebrating statehood with the music from the juke box as the main attraction.

That there are still in existence, and that there were manufactured juke boxes in 1898, verifies statements of MOA (Music Operators of America) attorneys.

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Price Cutting and Poaching Creeps Into Phono Biz

— GREAT BRITAIN GLIMPSES

There appears to have been a certain amount of price-cutting and poaching creeping into Britain's phonograph industry in the past few weeks. This particularly disturbing because the business here has up to now been by far the straight and honest one, compared with many of other countries. The Phonograph Operators' Association is investigating the matter thoroughly and a meeting of operators is to take place shortly to decide what action is to be taken. The people causing the trouble are believed to be few in number but the area of their activities is believed to be widespread, and operators over the country, who have been most careful to maintain terms and at all cost are up in arms. The equipment concerned is said to be non-American, and inferior make, but, as always, in such matters cases are different to try where covering-up action has been taken. . . .

The new "F" 210-selection Bal Ami phonographs, now being manufactured at North Shields, England, have made the initial appearance in distributors' shops most of these weeks, and we are reported to be an instant sellout to importers. "We have been absolutely staggered at the interest and the response." Phonographic Equipment Corporation, 48 W. Shook to The Cash Box. One of his Bal-Ami 200's was installed the first day in the well-known Bar Italia in Soho, London, to coincide with the Soho Fair (July 13-20) which attracted thousands of visitors to London's great cosmopolitan squishe.

So you think you have troubles? The reasons thought up by the various local officials, outside London and other favored areas, for attaching leg strings to juke boxes increase as the weeks go by. Here is a random selection from recent cases. Swansea Parks and Entertainments Committee are "Exercise supervision" if a juke box is installed in a tea-room of which the are landlords. When they discussed the application for the such an installable it was stressed that supervision was necessary because of the proximity to the tea-room to "an outstanding residential hotel." Subject to the supervision, they decided to give the same permission to refer to the local Licensing Committee. Said Councillor Chris Thomas: "I am sure it is not the wish of anybody that this shall be a nuisance to anyone." There was a similar case in a case at Dudley, near Birmingham. A music license for a juke box was granted to A. I'des of the Midland Milk Bar, Birminham Road by Dudley licensing magistrates, on condition that the volume would be kept turned down, so as not to annoy residents in a nearby hotel. I'des told the magistrates that he had had two temporary licenses of two week each and there had been no complaints. The Chief Constable, C. W. Johnson said that people in the bedrooms of the Station Hotel wanted to rest. A hot resident confirmed I'des's point that the juke box could not be heard in the hotel . . . Because the premises were near a church, Mrs. E. Butcher of Norfleet Street, Wisbech, was told that the juke-box volume would have to be kept under control on Sundays. And it was told by the manufacturer of the magistrates that she must consider other people when she allowed the juke box to stay. She was granted a license to play music at 77 Hill Street, Wisbech, at weekends and Sundays.

An extraordinary general meeting of the P.O.A. is to be held on August 8th, when operators will probably be addressed by two members of the American phonograph industry visiting Europe. As we go to press full details are not yet available, but it is hoped to give this matter in full in next week column . . .

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CHICAGO—Very few durable goods industries can match the tremendous record breaking exports of the coin operated machines field on a comparative scale.

Over a period of 27 months this industry shipped 194,116 machines to all countries all over the world.

The amusements field continued its great leadership with 78,626 machines exported. This is composed of 26,850 machines exported in 1956, 41,266 machines exported for a big, record breaking year in 1957 and, during the first quarter of 1958, beating even the tremendous record this division of the industry attained in 1957, exporting a total of 10,432 machines.

The vending machines division of the industry is fast closing the gap that has existed since 1956. This field exported a total of 31,603 vendors in 27 months period for which U. S. Government figures are available.

Vending machines showed the greatest gain during the first quarter of 1958 with exportation of 18,388 units.

The vendors’ business shipped only 15,362 machines in 1956. Woke up with a start in 1957 to export 27,953 vendors.

The first quarter of 1958 already indicates this field is bound to better its 1957 export record by at least 24% and possibly exceed the 34,000 vendors’ export mark for the year.

The only field that shipped during the first quarter of 1958 was the phonograph division. Many factors contributed to this fact that, during this period, importers realized the new phonos for 1958 were being readied and held back from any volume purchases. Even at that the 3,254 phonographs shipped during such a time are considered to be a very good volume.

Phonograph manufacturers are not at all concerned. They point out that their export business has been very steady over the years.

In 1956 they shipped 24,854 phonographs. In 1957 they exported 25,799.

They believe that the 3,254 phonographs which were exported during the first quarter of 1958, even though this indicates a deep drop in quarterly shipments, will be made up during the three-quarters remaining in the year and that their total will again be around the 25,000 mark. This mark they consider very healthy business.

All manufacturers, amusement, phonograph and vending, are more concerned with the spread of their products worldwide than with great numbers shipped into any one section of the international market.

They believe that, as their machines spread out all over the world, that business will develop on a better basis, and that volume will continue to grow in keeping with this spreading of their products.

Perhaps all this was best summarized by one of the leading amusement manufacturers who stated:

"We would like all peoples, all over the world, to play our games, because," he added, "we believe that this will create a larger growth market for us and, in due time, will help us enjoy a greater volume of exportation worldwide."

All the manufacturers are faced with the problem of competition in Europe and now in Asia. With Japan building phonographs and automaton, many believe that this country will soon also be building games and vendors.

The European market has long bad many manufacturers. None of these have been of the size and capabilities of the U. S. manufacturers. Nor are their products nearly equal in quality and appeal to the U. S. machines.

But, due to cheaper labor and smaller profit margins, they have been able to cut into domestic markets in their own and surrounding countries, especially where U. S. manufactured machines are faced with exceptionally high duties.

The preference all over the world continues for U. S. made machines. These are considered the finest manufactured. In the amusement field they have very, very little competition. In the phonograph field there is a great deal of competition. As far as vending are concerned, the European countries are really the originators of such machines even though they admit, today, that the U. S. machines are far superior to what they manufacture.

In summation, what is most thrilling to the industry here in the U. S. and, especially, in the city of Chicago, is the marvelous export record which has been established over the 27 months period.

From all indications, exports will probably continue on ahead for the entire year of 1958, once again setting a total figure that will probably lead all industries in the U. S. on a comparative basis.

"Suffer to it to say," added one well-known phonograph manufacturer, "that, aside from the great export business we have done, it is the fact that we have brought such marvelous and economical entertainment to the world’s millions of peoples and, regardless of the fact that we do not speak their language, have won a place of great affection for the U. S. in their hearts."
New Gottlieb Game Features Plastic Pool Balls

Chicago—A complete set of plastic pool balls, numbered from 1 to 15 in regular pool, are featured in the backboard of the new Gottlieb single player, five-ball game, Roto-Pool. "Everyone, everywhere," stated Alvin Gottlieb, "is familiar with billiards, and all versions of the popular pool game.

"The moment they see the pool balls all racked and lighted in the backboard, they know instantly what the purpose of the game is and, with

out even a moment's hesitation, are angered 300,000 times, and ready to Roto-Pool."

"Advance tests, and believe me," added Ms. Gottlieb, "This was our extremely extensive and intensive tests on locations in various parts of the country, and in many foreign countries, have already proved that our new 'Roto-Pool' has tremendous play appeal, worldwide."

"Our people, who test the games on location for us, have reported that they believe we have the greatest five-ball, single player game we have yet produced. And that," he added, "is saying a great deal for a new Gottlieb pool game.

"We have all the features that have made Gottlieb five-ball games the leaders all over the world in Roto-Pool."

"We have added more features, due to the raked up plastic balls in the backboard, than we had in former games.

"The scoring methods are not only quickly familiar to the players, but they are of such outstanding interest and appeal, that there is no doubt the players will be absolutely intrigued by them."

The Gottlieb factory is back in full production now, and the new employees vacation period is over, and shipments of this new game are under way to all parts of the world.

Music Guild of Nebraska Holds Meet

OMaha, Neb.—Howard N. Ellis, secretary-treasurer, Music Guild of Nebraska, reports that the organization's meeting at Norfolk was a success, with some thirty members in attendance. Randall Thies and Ralph Reeves were hosts.

It was announced that the Guild will hold its next meeting on August 27, in the Pavilion Hotel in Fremont.

Counting The Days

Chicago—"We have really been counting the days until this Monday (July 21) when the factory employees return from their vacation and we can get production going again," reports Herb Oettinger of United Manufacturing Co.

"I'm out of everything," says Herb, "but I'm feeling lighthearted, the store while the other boys are taking a well-deserved rest.

Bill DeSelm took off for Indiana to visit relatives for a few days.

"And from there wherever the road goes," said Bill.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Strange to the ears are Chicago’s big factories during vacation time. Vacationing plants are warily greeted by hostesses. Talk and action seems to be the same as it always was. During a bell in the conversation, the visitor senses the emptiness. He just can’t place his finger on it. Can’t think what it is. But he most defini-
tively knows something’s missing. The executives are all here with the plant. The talk flows on just like it always did. And—awakening brightness. It suddenly oc-
curs to him. The factory noise is missing. That’s what it’s like during vacation time. But it’s all over. Chicago’s factories are buzzing again. ... Mayco’s Ted Rahbstein and Estelle Weisbenzer have a big kick seeing younger George Nemeroff sporting about on the Nippersink C.K. golf course. Clayt was bushed just walking the course with-
his friends for a day. ... Bill Clayt in regards to golf, “I’d rather score on the road. Like selling 500 ‘Lucky Housekeepers’ a day.” ... Big Rock-Ola factory back in full swing this week. Top execs continued busy schedules and preparations in anticipation. Steve Rieck expected to take to the road. Kurt Kleeve will handle sales on the inside and also take phone calls. ... Haven’t heard from Henry Barmas of Standard Metal Trays. What you know of him? C. T. (Mac) McKey and Tom Herrick busy with one conference after the other. And getting things in order for his visit to the big Seeburg plant. The Seeburg Cigarette Vendor has taken strong hold and has become a very important addition to the famed Seeburg music line. ... The big United plants were worried over losses again this week. Bill DeSelm and his roadmen, Johnny solo, Al Theolle and Ralph Sheffeld plan to put on the biggest of big campaigns to show the United products all over the nation. This — a single spot — according to Bill. “And,” adds Bill, “you can tell the world the ‘kick’ it’ll get.” And I mean it. Everyone help! ... With the Gottlieb factory in full swing again, Nate Gottlieb back on the phone after a few weeks. Avron Gensburg a mighty busy man these days. Not only working ahead for Gensburg games, he is occupied with his many executive duties for Chi Dynamics. Avron is a young man who is constantly on the lookout for new ideas. Doesn’t jump up in a single good idea, but ... Fanny how everyone thinks alike at certain times. Men-
tion of Roy Gensburg’s name yesterday, brought a chorus of comments about that picture of Mr. Gensburg that appeared in The Cash Book sometime ago showing him in his brand new car, Model T Ford, getting ready to serve his route many years ago. Wonder if the readers of this popular thin-
ningly have had the pleasure of seeing it. ... Ed Raisiez is quite a swimmer. This might be called Ed’s hobby, but in fact, Ed was brought up by his father to become another Johnny Weissmuller. Ed feels that every youngster should know how to swim and want to. “Swimming does a lot of things for a lot of people,” Ed commented, “it even gets some guys swimming into good sales ideas and this helps a lot all concerned.” ... When Bally’s Art Garvey answers the phone for Bill Donnell, he identifies himself as “The King”. Says Art, in that rich and vibrant Irish tenor, “This is Art Garvey.” And then waits for either a click or another big order. Says Art, “It’s usually an order.” ... Bally’s Commando Guns show return orders for “Commando Guns” that are, to say the least, simply fabulous. Art adds, “That’s why, when you hear about our ‘Commando Machine Guns’ are the greatest of mone-
ymakers, few will dispute his statement.” ... Johnny Ford, Bally’s sales manager, tells us that it would surprise a great many to know how many orders he continues to receive for penny, nickel & ‘Catcher’, and “That business is just booming,” Johnny adds. “Sure, many orders these for nickel play, but, he adds, the majority still insist on penny play.” There’s millions of sales tax pennies around that can make penny play extremely profitable when set up right. ... Sam Lewis busier than ever on phones. Spreading the gospel of Williams’ newest game. Also advising Williams’ distrofs that the farm has opened a new market and is a most profitable one. ... Rumor has it that more games and music manufacturers will announce their entrance into the vending business prior to this forthcoming NAMA convention in November, taking advantage of this new vending age. Some of our out of town locations that have gone out of business. Some of our opsm reports were very good spots. A certain number of spots, they agree, are expected to close each year. But much more than the average number of vacuumed locations during this past recessive period. Once again more ops agree with The Cash Book: “BRING BACK DYNAMIC” is a great idea. ... Federal entertainment tax. This was strictly a wartime tax measure. Eliminating this tax would bring back dancing to juke box operators that would make locations out of a lot of present mediocre spots. It would also encourage businesses to re-open a great many new places. ... Steve Levin and Vince Shay both believe that business will pick up big all this will be calling for the roll. ... Many dollars at Atlas. ... Nate Feinseih also has a very revealing viewpoint to think about and, in both cases, reports are that business are just fine. ... Bob Burt won’t be keeping NAMA’s hands-busier than ever. ... Busier than ever.”

Bally • United Chico

**WE WANT TO BUY**

- United Triple Plays and Pixies
- All Brands Used Bowlers (both small ball and large ball models)

**R. F. Jones Co.**

240 Shuttwell Avenue San Francisco 10, Calif.

Phone Rkladine 2-3579

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**Genco’s**

**FLYING ACES**

**ROCKET 5 BALL CAM**

Reconditioned—**LIKE NEW**

**CALL—WIRE—OR WRITE NOW!**

$425.00

**Empire Coin Machine Exchange**

1012-14 Milwaukee Ave., Chicago 27, Ill. Phone: Everglade 2-4660

**DETROIT BRANCH**: 14344 Fennell Ave. (Tel.: Broadway 3-2150)

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**WANT!**

Bally BINGO

**WANT!**

Bally • United Chico

**SHUFFLE ALLEYS**

**International Scott Cross Company**

1423 Spring Garden Street, Philadelphia 30, Pa.

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**Howie**

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**Shuffle Alleys**

**Value 14 FT. BOULDING ALLEYS**

Of course, the usual values:

**Classic**

Reconditioned—**LIKE NEW**

**CALL—WIRE—OR WRITE NOW!**

$425.00

**SHUFFLE ALLEYS**

**International Scott Cross Company**

1423 Spring Garden Street, Philadelphia 30, Pa.

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**Detroit Branch**: 14344 Fennell Ave. (Tel.: Broadway 3-2150)

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Amusements Take Lead Over Music in Foreign Demand. Predict Amuse Equip Exports Will Surpass Record Busting '57

The vacation spirit is in high gear at distributors and one-stops along Pico Boulevard. The general topic of conversation is "where have you been, or are you planning to go?"

C. B. Laymon report Bally's "Big Inning" baseball game continues climbing on the sales charts. While most of the big "product lines," such as the "Spartan" and the "Dong," have used their mutual "39th" birthday with a large family gathering at Ed's home.

Jimmy Wilkens busy supervising the installation of the new Rock-Ola Music Vendor Machine at a local bowling alley, describes "Footoo" as a very popular piece of equipment in arcades and bowling alleys.

Bill Bradley, Covina operator, sporting a new Thunderbird along Coin Row, will be spending his birthday partying on the dance floor at City's Restaurant.

Yab Gabe Orland is spending the week at Catalina Island chaperoning a group of Rock-Ola Scouts. N. J. McGee of McGee Coin Company, who is always up front taking care of the equipment they are receiving for repairs and reconditioning.

Bill Lazzzy reports the "Easy View Title Holders" shipments are increasing daily to the point where he is considering whether or not to increase the "vacation time" delayed until early fall. John Nelson, Los Angeles operator, is the first to arrive in the D Concert area.

L. S. Dudley, sales manager for the "Rock-Ola" and "Nieto" machines, is now in Chicago & St. Louis busy looking into the possibility of obtaining more vending machines from that territory.

Martha Pelagado believes "My True Love" by Jack Scott on Carlton will take off with the operators.

His many friends were sorry to hear of the death of "Nels" Nelson, a veteran of the coin machine business for almost 30 years.

Chicagos—With the exception of the vending machine and amusements divisions of the industry, there was a slump in exports of new machine this past first quarter of 1958 as compared to the same period in 1957.

But exports of used equipment, distributor exporters of both music and games report, held up extremely well. Some claim even that they had a slump in the first quarter of '58 that has since been wiped out by the sales which have made in the second quarter of this year.

On an average, the majority of the distributors report that their exports held up well so far this year and that they foresee even better export business in the months ahead.

We haven't slumped dollarwise," reports one well known Chicago distributor, "because, as he puts it, "the prices of all used goods have gone up."

"This," he explains, "has even put up as far as dollar export sales are concerned."

"But," he agrees, "as far as the number of machines we have shipped, we have shown somewhat of a dropoff so far."

We don't believe that this will continue," he adds. "Because," he advises, "our exports already show an increase in the second quarter of 1958. The increase is becoming even greater as we enter into this third quarter of the year."

"At the same time," he says, "it is well to remember that the prices we are now getting for good used machines are much higher than what we were receiving back in 1957."

This exporting distributor, like many others, has found that there are cycles in the business of export. "There are certain seasons of the year," he says, "when we ship a lot of machines for export. Checking with other distributors around the country," he claims, "we find this to be true in their cases also."

It must also be remembered that, in view of the licenses granted by some manufacturers to produce their products in Europe and in Asia, there was bound to be a slump in the number of machines shipped for export from the U.S.

Another factor, he believes, is the more intensive push that is being put on, the hard-sell method that is being used, by manufacturers of machines in certain countries to compete with American made products.

Some countries, he adds, have increased the number of machines they are purchasing in the domestic market and have increased their exports of the machines that were purchased in the domestic market and have increased their exports of the machines. These people realize that the American made products are much better and will last longer. But they report that, to be able to continue in business at all, they must take whatever they can obtain, awaiting the time when they will, once again, be able to import machines from the U.S.

The year of 1958 will prove as great an export year as was 1957 is the general belief.

Robert Fiske noted exporter when this was brought to his attention, "The business we are doing all over the world is keeping us going at a very marvelous pace."

"We still believe," he optimistically concludes, "that when all the figures are in for 1958, the industry will have found that it did a greater export business for this year than it did in 1957."

Progress of Used Automatic Phonograph Exports

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

Wintsens Brussels Arcade Hit Peak Play

Philadelphia Filberts

Reports from shore and resort areas throughout are that business has been very good. Dave Rosen advises that owing to unforeseen circumstances he hasn't been able to make a formal opening of his record department at S.I.A.'s. However, he has had every reason to be busy by the end of this week. Harry Rosen of the record dept. left to attend the meeting of the ABC Paramount Record Company at the Concord Hotel in the Catskill Mountains. Harry leaves direct from there for Hollywood to be reunited with Irv Doofler back from his vacation. ... Fred Walters, Banner, returns from his vacation at the shore where he has been perusing some Northern Music Systems operating with a skeleton crew. Stella Halter, bookkeeper, one of the vacationers, Arnold Silverman's able assistant, Billy Jackson shammed a cold in his band and was not known by anyone during his vacation next week. ... Lennie Rudolph, Sparks Music, visits the wholetime employees of the Winton Company. Ansel Crocker, Int'l Sales Manager, related to the Brussels Fair is that their arcades have had their stride and collections are very good. Mike Chinchok says that ops of Eastern Penna., looking for new export, from Crescent City, states he's very pleased that the Gottlieb factory personnel is back from vacation so that he can get on with the job out on the road trip. "Put your Fool" Nate Browne, shipping dept., vacationing in Atlantic City. Frank O'Neil's wife expecting, Frank says this will number 2 of them they play on. Columbia's Harry Ascola went to the Columbia Convention, held from July 15th to 20th at Estes Park, Colorado. The Cash Box Page 70 June 26, 1958
Operators and Location Owners, throughout the world, are all talking about Gottlieb's Roto Pool. Test reports show players are drawn to this new, colorful game time after time. The action packed playfield holds players interest for extended repeat play. See your distributor—get Roto Pool on location right away!

- Lifting all balls in lite box scores special and hits center target and bottom railfor additional special score
- Rolling rate-targets live corresponding ball in lite box
- Running light railheads spot balls according to hit number
- Haldover feature allows balls to remain lifted from game to game
- 7 places to spin rate-targets
- High score to 7 million
- 4 pop bumpers
- Match feature
- Cross-board cyclonic kickers
- Super skill flippers

ATTENTION DISTRIBUTORS—OPERATORS

G-200 CONVERSION KIT
Eliminates inaccessible toggle shifter switches
Contains "Anti-jam switch" for transformer unit.
Plug in unit (no drilling).
Simple to install.
Location tested and proved.
Money back if not satisfied.
Total price $15.95.
Send check or money order with your order.

RUNYON SALES COMPANY

Factory Representatives for:
AMI, Inc. Bally Manufacturing Co.
Irving Kays Co., Perno, Inc.

ABT In Process Of Moving Plant To Rockford, Ill.

Chicago—One production line per day is now being moved from the old A.B.T. Manufacturing Company on Kedzie Avenue here to the big Atwood Plant in Rockford, Illinois.

The entire move should be completed by the end of July. All that will remain at the old address will be an engineering-development staff.

A service and sales department.

George Koz, Henry Schaub, and other executives are now shopping for homes in Rockford.


George reports that since the news of their new dollar-bill change-making machine, they have been flooded with inquiries from railroad companies, bus companies, local transportation systems, airports, terminals, etc.

WWW. AMERICAN-RADIOHISTORY.COM
WANT—Back Class for United’s Stardust, Bingo, New or used in good condition. Distributors put us on, get buy list, all games and phones, UNITED DISTRIBUTORS, 113 EAST MILLER, JEFFERSON CITY, MO. (Tel. 6-4096).

WANT—Late Model Phonographs for highest trades on new A.M.I. models 1200E, 1200M, 1290M. Also need late model Bally Bingos, CENTRAL DISTRIBUTORS, INC., 1231 N. 12TH STREET, PHILADELPHIA, PA.

WANT—Will accept 1 to 10 Games as trade against new Warlitter Phonos. SUNDAY NO. 39, 599 TENTH AVENUE, NEW YORK 36, N. Y.

WANT—Used Gigarette Vending Machine. Write stating make, model, condition and price. V. B. Distributors, 251 RIDGE BOX 33, STANLEY, ONTARIO, CANADA.

WANT—Will pay cash for late model Juke Boxes and late model Amusement Machines. Send Postcard or call, DAVE LOWY, 594 TENTH AVENUE, NEW YORK 36, N. Y. (Tel. Clicking 4-5100).

WANT—Used records, 45's or 78's. All types—Pop, Hillbilly. Buy, sell year round, any quantity. We carry large stock. Shipments can be made. Write if needed. Write or phone. JALEN AMUSEMENT CO., INC., 14 E. 21ST STREET, BALTIMORE 18, MD. (Tel. Belmont 2-5881).

WANT—Used 12' American Bank Shuffleboards; 22 American and Rock-Ola Shuffleboards and Overhead Score Units. Quote best resale price. STATE AMUSEMENT CO., 126 1/2 W. 14TH ST., CINCINNATI 2, OHIO. (Tel. Fultom 2-2822).


WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALANGY, 4135 W. ARMTEGE, CHICAGO 39, ILL. (Tel. Dekens 2-7660).

WANT—Your used or surplus records all speeds, 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% below. We pay freight. BEACON SHOPS, 2110 N. MAIN STREET, PROVIDENCE, R. I. (Tel. Union 1-7500).

WANT—Phoneograph Records—made before 1940, dealers or juke box stock or private collections. Will pay $150 to $300 per thousand. Some of the labels wanted are Broadway, Melograph, Gennett, Melodisc, Victor, etc. JACOB S. SCHNEIDER, 109 W. 23rd ST., NEW YORK, N. Y. (Tel. TR 7-9147).

WANT—Used Bally Bingos; Gottlieb and Williams Pins; Used Shuffle Alleys; Guns and Phonographs. Send cash immediately. Highest price paid. Representatives of Warlitter and Gottlieb Games. CARE FORMAN OR SANDY MOORE. SANDY MOORE DIST., 240 E. MERRICK RD., FREEPORT, L. I., N. Y.

WANT—Coins—Mutilated U. S. and good foreign coins, E best. $1.00 per pound. MARY JANE STUDIO, MT. VERNON, ILLINOIS.

WANT—WILL pay cash for late model Juke Boxes and late model Amusement Machines. Send Postcard or call, DAVE LOWY, 594 TENTH AVENUE, NEW YORK 36, N. Y. (Tel. Clicking 4-5100).

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FOR SALE — Keeny League Leader $299; Chicago Coin Barker Up $399; Genco Fun Fair $299; Chicago Coin Delux Barker $249; Surf Rider $199; Speakeasy $495; Seeburg HIF00R Hidden Unit $895; Wurlitzer 1917 Hidden Unit $616; Wurlitzer 1800 $475; AMI 1000-800 $850. DICKSON DISTRIBUTING, 109 E. 14TH ST., COLUMBUS, OHIO. (Tel. RE 6-3691).

FOR SALE — Paper Games; Super Cirus $125; Maze $125; Skee-Ball $125; World Champ $195; Steeple Chase $95; Easy Rider $75; Add-A-Line $145. Clean, checked and erased. UNIVERSITY COIN MAChINE COMPANY, 1015 E. HANCOCK RD., HIGH ST., COLUMBUS 8, OHIO. (Tel. AXminster 4-3529).

FOR SALE — Wurlitzer Model 2150 $800; 2000 $675; 1900 $650. WANT—Bally Jumbos and United Top Nots. NATIONAL NOVELTY CO., OKLAHOMA CITY, OKLA. BY LEY STREAM, L. L., N. Y. (Tel. LO 1-7764).

FOR SALE — It's very likely that your offer and quantity will be accepted! Call, wire, write. WANT—Bally Jumbos and other billiards. NORTHERN DISTRIBUTING CORP., 2633 N. MILWAUKEE AVE., CHICAGO 47, I11. (Tel. Alhambra 2-0455).

FOR SALE — Marble, Queen, Shaggin' Champ, Lovely Lucky, Keeney Club Bowler. 10 Player, Pool Tables 5 & 6 Player. WANT—Jumbos and other models. Will Strikes Deluxe Repairs. William L. Blake, 5231 N. W. 85, Hanging, Bingo, 5 Ball Novelty Games. NOBRO NOVELTY COMPANY, 142 DORE STREET, SAN FRANCISCO 3, CALIF. (Tel. Market 1-5438).

FOR SALE — Keeny's Super Big Ten $395; National Gig Machines 9 Locations. AMERICAN MUSIC CO., 703 MAIN ST., BRIDGEPORT, CONNECTICUT. (Tel. NE 5-1443).

FOR SALE — Brand New 54 Keyene Machine $125. Sounds old. used. $25.00. Has the rolls. 1/2 deposit. balance C.O.D. or S/F. KOEPPEL DISTRIBUTING, C. M. 707 TENTH AVE., NEW YORK 36, N. Y. (Tel. LO 4-0282).

FOR SALE — Used machines of all models; Trades considered. AUTOMATIC MUSIC DISTRIBUTORS, INC., 900 NORTH WEST, OKLAHOMA CITY 5, OKLA. (Tel. Forrest 3-5436).

FOR SALE — United Caravans $125; and Pixies @ $70; Wurlitzer 851 Wallabees @ $9. Write for a complete list of phonographs. LEW JONES DISTRIBUTING CO., INC., 1301 N. CAPITOL AVENUE, INDIANAPOLIS, INDIANA. (Tel. Melrose 5-1593).

FOR SALE — Bally Strike 11 ft., 14 ft.; Champion 11 ft., 14 ft.; Bumper Pools (new & used!); Genco Skill Ball 2 (player); AMI E-200, E-120, D-80; Wurlitzer 2000, 1800; Seeburg VL-200. Write or call: RIV-ON SALES CO. OF N. N. INC., 593 TENTH AVE., NEW YORK, N. Y. (Tel. L'Orange 4-1880).

FOR SALE — Bally Strike $145; Genco Fun Fair $249; Genco $299; Listentron $350; Jack-O-Lantern $429.50. Write; Bally Strike $145; Bally Bowling $125; Night Club $195; Big Show $275; Key West $325; Shelleen $295; World Class $375. Call: 1420 S. WHEELING LANE 14 (3 pc. model) $665; United Pixie $95; Caravan $135; Rambler $95. Write: Bally Strike $280; Genco 750 $95; Genco 1860. (Tel. L'Orange 4-1880).

FOR SALE — Or Trade—1.13 ft. National Shuffleboard with Coin Operated Scoring Unit will trade for music, pinball, bowlers or arcade equipment, or will sell outright. RELIABLE COIN MACHINE CO., 1825 COLUMBUS AVENUE, ST. LOUIS, MO. (Tel. Chiep 9-6565).

FOR SALE — Miss America $550; Key West $275; Big Show $245; Nite Club $190; Broadway $145; Ice Frolies $50; Bally Beauty $355; Terms One-Third Deposit, Balance sight paid. RIV-ON SALES CO. OF N. N. INC., 593 TENTH AVE., NEW YORK, N. Y. (Tel. L'Orange 4-1880).

FOR SALE — United and Chicago Coin shuffles, 10 Frame and later models: Wurlitzer 15000, 14000, 12500, 10150; all type Bingles; Coon Hunt, as is or shocked. CANYON STATES DISTR. CO., 201 E. 7th, TUCSON, ARIZONA. (Tel. 3-6888).

FOR SALE — We Are Leading Exporters of Arcade Machinery. Also Music, Vendors, Games and Parts For All Equipment. Write Us Your Needs. MIKE MUNVES, 777 TENTH AVE., NEW YORK 36, N. Y. (Tel. B'fyan 9-6677).

FOR SALE — While They Last — Showboat Ready for Delivery. Sun Valley $490; Miss America $480; ACE $225; Broadway $140; Big Time $85; Gay Time $75; Nite Club $160. Write—WIRE — WURLITZER COIN MACHINE DISTRIBUTING CO. 912 POYDERS ST., NEW ORLEANS 12, LA. (Tel. MA 3636).

ONLY $48! FOR $20 SECOND CLASSIFIED ADS OF 40 WORDS EACH PLUS $2 FREE CHECKING COPIES.

The Cash Box 1721 BROADWAY, NEW YORK 19, N. Y. Write For The Facts Today.

FOR SALE — Hi-Speed Super Fast Shuffle Board wax, 24 one-pound cans, $5.00; 20 one-pound cans, $6.00. BURKHARDT & CO., 2415 S. 9TH ST., DALLAS, TEXAS. (Tel. 8-4926).

FOR SALE — Specials — Bally: Miss America $125; Sun Valley $495; Genco Fun Fails $225; Williams: Kick Off $250; Jack-O-Lantern $250; Gottlieb: Rainbows $165; Bally: All Star Deluxe Bowlers $245, NEW ORLEANS NOVELTY COMPANY, 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. (Tel. Jack- son 2-5306).

FOR SALE — Specials — Games, Inc.: Rambler $325; Ice Frolies $325; Sheet Shot $325; Super Handsome $375; Double Shot; Write: Bally Bowling $165; Night Club $195; Big Show $275; Key West $325; Shelleen $195. Write: 1420 S. WHEELING LANE 14 (3 pcs. model) $665. United Pixie $95; Caravan $135; Rambler $95. Bally Strike $280; Genco 750 $95; Genco 1860.

FOR SALE — Complete line of used Phonographs, Shuffle Games, Cigarette Machines, & all other games and equipment. Lowest prices. Best merchandise. One level only. Please phone call 1-415 7. We are factory representatives for United, Bally, DeGrenier and Genco, TARRAN DISTRIBUTING, INC., 3401 N. W. 16TH ST., OKLAHOMA CITY, OKLA. (Tel. NEwton 5-2531).

FOR SALE — The best buy in used Bally Bingo Games. Just buy one and you will see why you paid a little more and be glad you did. Your money back if not completely satisfied with unit. 3/4 deposit required. Write or call: ALLAN SALES, 1420 S. WHEELING ST., WHEELING, W. VA. (Tel. Old 2-7600).

HOW TO GET A $4 CLASSIFIED AD HERE EACH WEEK FOR FULL YEAR FOR ONLY 35c Write today to: THE CASH BOX 1721 BROADWAY, NEW YORK 19, N.Y.

FOR SALE — C.C. Steam Shovel (Like New), $125; Wms. Ten Pins $325; Ball Skill Roll (Like New), $225; 20 United Bingo Games (clean), $25 each. BIOLITA EN- TERTAINMENT, INC., 224 NO. MAIN ST., NEWARK, NEW YORK. (Tel. D'Esterf 1-1855).

FOR SALE — We are one of America's Leading Distributors and Exporters of Arcade, Amusement and Vending Machines. It will pay you to do business with us. REDEEMER COIN MACHINE EXCHANGE, INC., 2029 PROSPECT, CLEVELAND, OHIO. (Tel. L-1615).

FOR SALE — Game—Extended Banquet Speakers And Baffles, Quality At Modest Prices. Engineered For Heavy Duty. Satisfaction Guaranteed or Money Will Be Refunded. Finished in Lined Oak, Natural or Mahogany. Packed Two in a Carton $11.95 Ea. COVEN MUSIC DISTRIBUTOR, 316-18 ST. OCTAVE AIRPORT, CHICAGO 18, ILLINOIS. (Tel. Independent 3-2210).

FOR SALE — Game—Coin Operated 6-player Caravan, $125; Multigame (Like New) $225, Target Relief $200; Genco Show Boat (Like New) $175; Wurlitzer (Like New) $350. WHEELING DISTRIBUTING CO., 1623 N. CALI- FORNIA AVE., CHICAGO 47, I11. (Tel. AMRadio 6-0780-4).

FOR SALE — Key West $300; Show Time $375; William Ten Strike Like New $325; Target Relief $200; Genco Show Boat (Like New) $175; Wurlitzer (Like New) $350. WHEELING DISTRIBUTING CO., 1623 N. CALIFORNIA AVE., CHICAGO 47, I11. (Tel. AMRadio 6-0780-4).

FOR SALE — Bally and United Bingos. Practically new. Write for prices. UNITED DISTRIBUTORS, INC., 920 W. SECOND STREET 12, KANSAS. (Tel. BO 4-611).
The Cash Box

"The Industry's Market Place"

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

WANT FOR SALE CHECK OFF WHICH YOU DESIRE

CLASSIFIED AD RATE 10 CENTS PER WORD Count every word including all words in firm names. Maximum ad accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with your classified ad, it will be held for following issue pending receipt of your check or cash.

NOTICE—$45 Special Classified Advertisers. You are entitled to a classified ad of 40 words each week's issue for a period of one full year, of consecutive weeks. You are allowed to change your Classified Ad each week if you so desire. All words over 40 will be billed at the rate of 10c per word. Please count words carefully. Be sure your Classified Ad is sent to reach New York publication office by Wednesday, noon, preceding your issue. Advertisements appearing in the following week's issue. If you are a $45 Special Classified Advertiser you are entitled to a free checking copy of "The Cash Box" each week.

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

Use This Convenient Form For Your Classified Ad

START HERE

FIRM

ADDRESS

CITY._ ZONE STATE

TELEPHONE NUMBER

ENCLOSE YOUR CHECK—ARMAIL TO:

THE CASH BOX

1721 BROADWAY, NEW YORK 19, N. Y.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Beach Clubs, checked and cleaned, new parts $60; Others in working order but not checked $40; Bally Beauty, Checked $50; as is $30; Yacht Club $50; as is $30; United Lightning Bowler $175; 11" H. $125; 9" H. $192; 8 3/4" H. $175. WALTER STREET, RINGLING, ILLINOIS. (Tel. 4-5763).

FOR SALE—Bally All Star Bowler $325; United Super Shugger $245; Genco Sweet "21" $225; Williams Roll-A-Ball $145. WANT—Williams 1957 Baseball & Bally ABC Champion. MO HAWK, SKILL GAMES CO., 67 SWAGGERSTOWN ROAD, SCHENECTADY, 2, NEW YORK. (Tel. Franklin 7-5459 or Union 4-5107).


FOR SALE—We have a large stock of reconditioned Shuffle Games and Bingo. Write for list. WESTER-HAUSE CORP., 3726 KESSEN AVE., CINCINNATI, OHIO. (Tel: Montana 1-5000).


FOR SALE—45 R.P.M. Phonograph Conversion Units for Seeburg M100A $69.50; Seeburg 114-147-145, $18.95. W. B. DISTRIBUTORS, INC., 1012 MARKET ST., ST. LOUIS, MO. (Tel. Central 1-9292).


ONLY $48.

FOR 52 CONSECUTIVE CLASSIFIED ADS AT $4 EACH IN PLUS $2 FREE CHECKING COPIES.

The Cash Box

1721 BROADWAY, NEW YORK 19, N.Y. Write For The Facts Today.

FOR SALE—Williams 57 Baseball De- luxe $325; Four Barger Deluxe $225; King Of Swat $135; United Super Shugger $149.50; United Shuffle Targetettes $65; Bally All-Star Bowler $250, GLOBE AUTOMATIC VENDING, 29 W. WATER STREET, QUINCY 69, MASS. (Tel. Mayflower 9-6010).

FOR SALE—100 Telequiz, with film. Reconditioned, refinished, ready for location. Se or 10c play. Special prices, $79.50. Write for quantity prices and lists of other equipment.

G O R SALES, 5216 NO. LE- CLAIR, AVE., CHICAGO, ILL. (Tel. Ayenue 3-6818).

FOR SALE—Route—Jutes, Pinballs, Guns and Shuffle Alleys. This route offers excellent year round income, 83 pieces, 20 locations. Located in recreational sections near Wayne Park. Prices $15,500, full price or half $7500. For further information write to: SONYORO SALES CO., 93 BARRETTA ST., SONORA, CALIF. (Tel. Jefferson 2-9790).

HOW TO GET A $4 AD IN THE CASH CASH BOX—MAKE A $15 CHECK PAYABLE TO THE CASH BOX, 1721 BROADWAY, NEW YORK, N. Y.

MISCELLANEOUS

NOTICE—It's your business to KNOW THE FACTS! How can operator-cooperatives help you? How can you get your locations' cooperation? How can "10c Play Plus" help you? What percentage of the nation's juke boxes feature 10c play? What percentage of U. S. amusement features 10c play? All of these questions and more appeared in The Cash Box. In addi- tion to "The Cash Box Price Lists" which, for over 18 years since their inception, have been internationally recognized and of prime importance, The Cash Box is the publication that conceived the idea for MOA (Music Operators of America). The Cash Box originated and has constantly crossed for: "National Public Re- lations Bureau," "Dime Play," "Na- tional Credit Bureau," "National Board of Trade," "National School for Mechanics," "2-Minute Record- ings," "Equalized Record Tone Level," "The Cash Box" "Quarterly Export Edition" has won world wide recognition and international ac- claim. The Cash Box Annual Ency- clopedic Edition plus its Anni- versary Issue is accepted as the "Book of the Industry." When you send $15 for a full year's (52 weeks) subscription to The Cash Box (just a about two bits a week) you are get- ting what has been acclaimed by all as: "The BIBLE of the Industry."

Send yours $15 check today to THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N. Y.

NOTICE—Manufacturers of Coin Oper- ating Equipment in need of a Southern Calif. Service Representa- tive contact: BOB YOUNG'S SER- VICE, 3427 REN. MONMOUTH PLACE, LOS ANGELES 27, CALIF. (Tel. Office NO 2-3851; Auto HO 7-7151; Car 342).

www.americanradiohistory.com
### Number of Each Machine Owned

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ami</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Rock-Ola</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Seeburg</strong></td>
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### Price List

#### Phonographs (Cont.)

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>M1000</td>
<td>49, 100 Sel., 78 RPM</td>
<td>80.00</td>
</tr>
<tr>
<td>M1002</td>
<td>51, 100 Sel., 45 RPM</td>
<td>165.00</td>
</tr>
<tr>
<td>M1008L</td>
<td>51, 100 Sel., 45 RPM</td>
<td>300.00</td>
</tr>
<tr>
<td>M1004C</td>
<td>51, 100 Sel., 45 RPM</td>
<td>363.00</td>
</tr>
<tr>
<td><strong>TOTAL NO.</strong></td>
<td><strong>TOTAL VALUE</strong></td>
<td></td>
</tr>
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#### Wurlitzer

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<tr>
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<th>Description</th>
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<tbody>
<tr>
<td>M1015</td>
<td>1015, 46, 24 Sel., 78 RPM</td>
<td>55.00</td>
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<tr>
<td>M1017</td>
<td>1017, 46, 24 Sel, 78</td>
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<tr>
<td>M1060</td>
<td>1060, 46, 24 Sel, 78</td>
<td>25.00</td>
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<tr>
<td><strong>TOTAL NO.</strong></td>
<td><strong>TOTAL VALUE</strong></td>
<td></td>
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### Foreword

**The Cash Box** is a publication that includes machine quotations based on market prices. The following information is relevant:

- **FOREWORD:**
  - Many times, differences appear in the quotation of high and low prices of certain equipment. It is essential to be aware of the market prices. The "Price Lists" can be used as a guide for making business deals.

- **METHOD:**
  - For the purpose of this publication, a "Price List" should be defined as follows: First, list the prices as quoted for the week and then list the highest next known price for the equipment.

### Rules

- **Extra High:**
  - 1952, 250.00

- **Arabian Knights**
  - Got 7/53

- **Arrow-Navy**
  - Got 10/53

- **Arrow-Head**
  - Hit 3/57

- **Atlantic**
  - Release 3/56

- **Auto Race**
  - Keeney<br>Release 3/55

- **Ball-A-Poppin**
  - Hit 10/57

- **Band Wagon**
  - Hit 10/57

- **Beach Beauty**
  - Hit 10/57

- **Beach Club**
  - Hit 10/57

- **Big Ben**
  - Hit 10/57

- **Big Hit**
  - Hit 10/57

- **Billiard**
  - Hit 10/57

- **Brazil**
  - Hit 10/57

- **Bright Lights**
  - Hit 10/57

- **Bright Spot**
  - Hit 10/57

- **British Star**
  - Hit 10/57

- **Broadway**
  - Hit 10/57

- **Cabana**
  - Hit 10/57

- **Capri**
  - Hit 10/57

- **Caravan**
  - Hit 10/57

- **Caravan (Wm 6/52)**
  - Hit 10/57

- **Chinatown**
  - Hit 10/57

- **Circus**
  - Hit 10/57

- **Circus (W 8/57)**
  - Hit 10/57

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

**Numbers and dates of machine listed.**
the I-200 plays records in rotation
side 1
side 2
side 3
side 4
in the same order as the music was heard in the original performance.
Another feature that makes the I-200 the jukebox locations want!

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
### SHUFFLES (Cont.)

<table>
<thead>
<tr>
<th>Model/Name</th>
<th>Description</th>
<th>Price</th>
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<td>DeLuxe 20.00</td>
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<td>35.00</td>
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<td>DeLuxe 30.00</td>
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<td>DeLuxe 30.00</td>
<td>DeLuxe 30.00</td>
<td>45.00</td>
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### KIDDIE RIDES (Cont.)

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<tr>
<th>Model/Name</th>
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<th>Price</th>
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<tbody>
<tr>
<td>Capitola Elkie</td>
<td>Capitola Elkie</td>
<td>250.00</td>
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<tr>
<td>Capitola Pony Horse</td>
<td>Capitola Pony Horse</td>
<td>75.00</td>
</tr>
<tr>
<td>Capitola See Saw</td>
<td>Capitola See Saw</td>
<td>125.00</td>
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<tr>
<td>Chicago Carnival Jet</td>
<td>Chicago Carnival Jet</td>
<td>125.00</td>
</tr>
<tr>
<td>Chico Gun Round The World Trainer</td>
<td>Chico Gun Round The World Trainer</td>
<td>250.00</td>
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<tr>
<td>Dreamer American Round</td>
<td>Dreamer American Round</td>
<td>75.00</td>
</tr>
<tr>
<td>Dreamer Space Ranger</td>
<td>Dreamer Space Ranger</td>
<td>125.00</td>
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<tr>
<td>Exhibt Big Bro</td>
<td>Exhibt Big Bro</td>
<td>250.00</td>
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<tr>
<td>Exhibit Mustang</td>
<td>Exhibit Mustang</td>
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<tr>
<td>Exhibit Sea Skates</td>
<td>Exhibit Sea Skates</td>
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<tr>
<td>Scientific Television</td>
<td>Scientific Television</td>
<td>195.00</td>
</tr>
<tr>
<td>Texas Merry-Go-Round</td>
<td>Texas Merry-Go-Round</td>
<td>250.00</td>
</tr>
</tbody>
</table>

**TOTAL NO. TOTAL VALUE**
Another WINNER...

chicago coin's NEW Shuffle EXPLORER

Every 4 in Line or Better "LIGHTS-UP"
A Letter in E-X-P-L-O-R-E-R . . . With Carryover Feature
TO BRING YOU THE HOTTEST PROFIT-MAKING
ADDED ATTRACTION IN A SHUFFLE GAME

Adjustable ALL BALL Launch Feature!
Exciting Captive Ball Scoring 3 in Row — 4 in Row — 5 in Row!
4 Corners Feature!
Available In Replay Or Novelty Models!
Diagonals 3-4-5 In Line Score Up To 400,000
Adjustable to 5 and 10 Shots Per Game!

Still Going Strong! chicago coin's
2-PLAYER ROCKET SHUFFLE

THE PROFIT SENSATION OF THE YEAR!
AVAILABLE IN REPLAY OR REGULAR MODELS . . .
REPLAYS AWARDED FOR HIGH SCORE!

SEE IT AT YOUR DISTRIBUTORS!

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

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

MEMO: From The Office of The President
TO: Operators
ROCKET SHUFFLE reports reaching us from operators have been fantastic. Even
now after months of an location opera-
tion this game continues to maintain un-
believably high profits.
For this reason we definitely believe
that this type of game is here to stay for
some time to come. Naturally we will con-
inue to incorporate new innovations and
features to attract even more play.
SHUFFLE EXPLORER follows this trend and
we urge all alert operators to visit their
distributors without delay.

CHICAGO DYNAMIC INDUSTRIES, INC.

Division of Chicago Dynamic Industries, Inc.

www.americanradiohistory.com
Manufacturers New Equipment

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

ARIKING KAYE CO., INC.
Super Hockey (6 ft) $39.95
Super Jumbo Hockey (8 ft) 499.00
Melon Ball Game (8 ft) 149.95
El Dorado-6 Pocket Pool 495.00
Competitor-Super Deluxe Hule Pool 395.00

J. H. KEENLEY & CO.
League Leader (Baseball Game)
Deluxe Big Boy (Upright Electronic Scoring F. P. Game)
Snack Vender
Soup Vender
DeLuxe Hot Coffee Vendor
DeLuxe Hot Coffee & Hot Chocolate Combo Vendor
Various models of above

ROCK-OLA MFG. CORP.
Model 1465, 200 Sect, Phonograph
Model 1450, 120 Sect, Phonograph
Model 1462, 50 Sect, Phonograph
Model 1164, 120 Sect, Wall Type Phonograph
Model 1917, Remote Volume Control for Model 1164 Phonograph
Model 1560, Player Piano, 120 Sect, Phonograph
Model 167, Hi-Fi Wall Speaker
Model 1957, 16 Player, 120 Sect, Phonograph
Cancel Button, 50¢ Coin Clute Available For All Models
Dual Crash Unit Available for 200 Sect., Model 1465

THE SEEBOURG CORP.
Model 201, 200 Sect, Phonograph
Model 161, 160 Sect, Phonograph
Model 101, 100 Sect, Phonograph
BOWA—Walling-Matic 200 Sect.
MRV-C—Master Remote Volume Control
HFC2-8—High Fidelity Wall Speaker
HFC2-8—High Fidelity Corner Speaker
HFC2-8—High Fidelity Fidelity Recessed Speaker
PS052—Power Supply
HAFA—Power Amplifier
Gigarette Vendor Model 2005-E

UNITED MFG. CO.
Shooting Star
Regular Model
$9.00
Luscombe Model
$5.00
Midget Bowling Alley, 6 Foot
900.00
Bonus Bowling Alley, 6-player
13 Foot
1,490.00
16 Foot
1,520.00
Bonus Bowling Alley available in 254 play. Also available, 2 plays-25¢ with credit unit. Prices on Request.

UNITED MUSIC CORP.
UP-100, 100 Sect, Phonograph
UPA-100, 100 Sect, Phonograph
Corner Speaker
Wall Speaker
Recessed Ceiling Speaker
(All speakers are 8" Super Perma-Magnetic with Switch:Volume Control)

WILLIAMS MFG. CO.
Short-Stop
4-Star (Single Player, 5-Game)

THE WULRITZER CO.
Model 2200, 200 Sect, Phonograph
Model 2280, 104 Sect, Phonograph
Model 2250, 200 Sect, Phonograph
Model 2550 Wall Box, 200 Sect
Model 3260 Wall Box, 164 Sel., 3-Wire
Model 3577 Stepper, 104 Sect.
Model 5115 Hi-Fi Corner Speaker, 4-5" Matched Comes
Model 5116 Hi-Fi Corner Speaker, 8" Heavy Duty with Extending Range
**UNITED'S NEW DELUXE**

**SHOOTING STAR**

**HI-SPEED PLAY**

MEANS MORE COINS PER HOUR

2 PLAYERS alternate only 5 times

**3 SHOTS PER FRAME**

**3 FRAMES PER GAME**

CAN BE OPERATED AS 2 OR 3 FRAME GAME

**RED LIGHT SIGNALS WHEN TO SHOOT**

**3-DIMENSIONAL SHUFFLE-TYPE GAME**

**LAUNCH-ALL-BALLS FEATURE**

**CAPTIVE-BALL IN-LINE SCORING**

**10¢ PLAY**

REGULAR AND DELUXE MODELS

**APPROXIMATE SIZE:**

7½ FT. LONG

2 FT. WIDE

MECHANISM IN BACK BOX FOR EASY SERVICING

DROP CHUTE COIN MECHANISM WITH NATIONAL REJECTOR ON PULL-OUT DRAWER

**SEE YOUR DISTRIBUTOR**

**United Manufacturing Company**

3401 N. California Avenue, Chicago 18, Illinois

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HAPPY DAYS are here again with sensational new

Bally U.S.A.

New BALL BUY-BACK insures top earning power
UP TO 4 COINS PER GAME

After shooting 5 balls, player may buy back up to 3 balls to improve score. One extra ball GUARANTEED for each extra coin played.

4 WAYS TO SCORE INCLUDING
HIGH SCORE and BONUS SCORE
New SKILL-SPOT ROLL-OVERS
ATOMIC-ACTION POP-BUMPERS

BUY-BACK feature alone easily doubles or triples earnings in average pinball spot. Fast, fascinating action, terrific "last-ball" suspense and plenty of "came-close" repeat-play appeal...all combine to insure fat collections, long life on location. Get going with U.S.A. today!

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