Thirteen-year-old Dodie Stevens, who skyrocketed to stardom with "Pink Shoelaces", a Crystalette single distributed nationally by Dot, is escorted to a Hollywood preview of "Five Pennies" by Danny Kaye. The pic's title tune, "Five Pennies", is Dodie's follow-up release (coupled with "Yes-Siree") to "Pink Shoelaces". Danny plays trumpeter Red Nichols in the "Five Pennies" movie. The sound track LP of the film will be released in the near future on Dot. Dodie wowed the Miami D. J. Convention audience last week with her charm and talent.
A NEW HIT IS BREWING!

THE IMPALAS
(The "Sorry, I Ran All the Way Home" Boys) Sing

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Al Martino

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On All The Charts
And Going To No. 1

20th FOX

#132

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Pat Boone sings
'TWIXT TWELVE AND TWENTY

ROCK BOLL WEEVIL

DOT #15955
Orchestra and Chorus conducted by MORT LINDSEY
words and music by Aaron Schroeder and Fredda Gold

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

BIGGEST SINGLE

Dot

Pat Boone
sings

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"WHISTLING ORGAN"
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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
“TWINT TWELVE AND TWENTY” (2:18) [Spooze ASCAP—Schroeder, Gold]
“ROCK-BOLL-WEEVIL” (2:27) [Handgill Press ASCAP—Wheeler]

PAT BOONE (Dot 15955)

- Title of Boone's book best-seller comes to appealing tune life and should become a best-seller disk-wise. Boone renders the sentimental with his usual command of a tender theme. It's a strong one. Performer and combo have a sunny rock time of it on "Rock-Boll-Weevil". Could be a very big noise-maker, too. Strong choral-ork assist by the Mort Lindsay outfit.

“LOVE OF A LIFETIME” (2:59) “REMEMBER WHEN” (2:49)
[A.M.C. ASCAP—Rum] [Folger ASCAP—Ram, Addy]

THE PLATTERS (Mercury 71467)

- Two strong ballad cuts by the songsters who still have “Enchanted" around on the charts. Team is vibrant on the potent “Love Of A Lifetime"—with Tony Williams handling lead chords with his familiar vocal authority. Softer, but still commercially handsome ballad doings on “Remember When”, a cut from the outfits' best-selling LP of the same name. They're both standout jobs.

“I'LL BE SATISFIED” (2:09) [Pearl BMI—Gordy, Carlo]
“ASK” (3:09) [Allied ASCAP—Tishman, Serino, Rowland]

JACK WILSON (Brunswick 55136)

- Jackie Wilson, who keeps piling up the hits at a record pace, should add another to the list in "I'LL Be Satisfied". On it, the artist and chorus belt with the solid-sales feeling found in current smash, "That's Why". Flipside, Jackie dramatically carves out the best-balled inspirational, "Ask".

“OH WHAT A FOOL” (2:15) [Figure BMI—Zwirn, Gioioli]
“SANDY WENT AWAY” [Figure BMI—Zwirn, Gioioli]

THE IMPALAS (Cob 9023)

- Looks like the Cub crew's gonna make it two-in-a-row with "Oh, What A Fool". The artists, who smashed thru with their initial release for the firm, knock out another infectious rocker loaded with that catch-catchy teen potential. Watch it zoom. Reverse etching's a tear-compelling rock-a-ballad pretty.

“I'M COMING HOME” (2:28) [Jobete BMI—Gordy]
“RIVER OF TEARS” (2:24) [Jobete BMI—Gordy, Martins]

MARY JOHNSON (United Artists 175)

- Johnson can easily match his "Come To Me" pop-R&B success with his similar upbeat rock account on "I'm Coming Home". Artist has a delightful short-swing attack and receives joyful combo-chorus backing. Deck's got it. "River Of Tears" waiter is a pro blues-styled warble.

“LITTLE GIRL” (Kemo BMI—Valens, Kuhn)
“WE BELONG TOGETHER” (1:50)
[Figure BMI—Carey, Mitchell]

RITCHIE VALENS (Dot-Fi 4117)

- Portions by the late performer here could well be double chart dates. "Little Girl" and "We Belong Together" (last year's Robert & Johnny click) are affectionately essayed romantics that the kids should favor with about equal ardor. Deck stars a special gold-label Valens memorial series, warings of which will support a "young people's center" in Paraclete, Calif.

“SWEET SUGAR LIPS” (1:45) [Aeafil-Rose BMI—Bryant, Bryant]
“MOODY” (2:37) [Sheldon BMI—Mann, Shapiro]

THE KALIN TWINS (Decca 30911)

- The Kalin Twins, who've had a host of chart-makers since their initial click, "When", should follow suit with their newest for Decca. It's a rock-delighter, tagged "Sweet Sugar Lips", with happy-go-lucky love lyrics from the pens of hit tunemakers, Boudleaux and Felice Bryant. And the boys sparkle on the vocal end. The tearful, cha cha love affair, "Moody", also rates a close look.

“ON AN EVENING IN ROMA” (2:23) [Zoelki BMI—Taracani, Frederics]
“YOU CAN'T LOVE 'EM ALL” (2:35)
[Leo Feist ASCAP—Cahn, Van Hensen]

DEAN MARTIN (Capitol 4222)

- Dean Martin and a Neopolitan tune are tailor-made for each other. Dean's latest, "On An Evening In Roma (Sott'Er Celo De Roman)", is right up his alley. It's a light-hearted, slightly up-beat partly-Italian romancer that Martin & Gus Leveque's vocal crew take for an enchanting spin. On the under end, Dean and group tantalizingly run thru the cute love novelty from the "Say One For Me" flick, "You Can't Love 'Em All". Danny couple.

“MY ROBERTA” (2:20) [Peer Int'l BMI—Reyes]
“TI CTO POLLY WOC” (2:00)
[Celebrity BMI—Reyes]

PEREZ PRADO (RCA Victor 7540)

- Either end of the new Perez Prado release can step out and head way up the hit list in short order. "My Roberta" is the delightful, gal-titled cha cha affair on the top side while "Tie Polly Woc" on the flip, is a cha cha-shuffler from the "Patricia" school. Prado's familiar brass, organ and grunts highlight both decks.

“LULU HAD A BABY” (1:54)
[Siro ASCAP—Hoffman, Manning, Markwell]

“YOUR KID SISTER” (2:08) [Ross Jungnickel ASCAP—Wayne, Silver]

CHICO HOLIDAY (RCA Victor 7549)

- Familiar "Lulu Had A Baby" tune provides a merry rock novelty outing for Holiday, whose "Young Lulu" was a recent chart item. Sparkling assist from the combo-chorus. Engaging session that looks like more chart news from Holiday. Affable, tricky beat affair on "Your Kid Sister".

“3 GIRLS NAMED MOLLY” (2:29) [Eldorado BMI—Labada]
“I'LL DO THE SAME FOR YOU” (2:01)
[Labada BMI—Labada]

JOHNNY OTIS (Crest 4236)

- Johnny Otis, whose most recent chart entry was "Castin' My Spell", should grab off two more high positions with this Capitol coupler. Topside, Johnny and crew load off with a contagious rock novelty tagged "Three Girls Named Molly" (DoMy The Hully Gully!). Flipside, they continue the same happy rock pace with "I'll Do The Same For You". Watch both halves.

“THE CHAIR” (2:20) [American BMI—Sharp, Fitzsimmons, Hahn]
“HELLO, LONESOME” (2:23) [American BMI—Dee, Fitzsimmons]

TOMMY DEE (Crest 1061)

- Dee, who made it recently with "Three Stars", offers a western song-narrative, "The Chair", that vies for both pop and country lists. Dramatic tells story behind a conviction to the electric chair and of the condemned man's girl, who hopes he will be saved. Card Ray effectively sings the role of the girlfriend. "Hello, Lonesome" is dominated by a country sound, with Miss Kay again on the date. The Teen-Aires are also effective in the background.
RCA Victor presents a sequel to the album sensation of the year!

Here comes a son-of-a-gun of a follow-up to the album that has shot its way right into the nation's top-selling spot—and is still there! • As in the "original," here are themes and improvisations from actual "Peter Gunn" episodes, conducted by the composer, Henry Mancini, and interpreted by leading jazz stars • Make yourself a killing.

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Record Reviews

The Cash Box

Pick of the Week

“KAZOO” (2:23) [Zodiac BMI—Albiniond]
“GINCHY” (2:16) [Zodiac BMI—Leslie, Owen]

REG O’WEN (Palette 5020)

- The English outfit, which rode into hitville with “Manhattan Spiritual”, could bend back there with this pairing. One half, “Kazoo”, is a captivating slice with an “Anna” beat done up rock-a-baion style. Engaging instrumental tricks (kazoos spotlighted) and sans lyrics chants round out the lid. “Ginchy”, the inviting jumper on the other side, features the big band arrangement that seems to be catching on once again. Title’s the word popularized by Ed Byrnes in his “Kookie” hit.

“WHO, WHO, WHO” (1:55) [Winneton BMI—Weismantel]

- The Four Voices come up with what looks like their biggest slice to date. Tagged “Who, Who, Who”, it’s an intriguing romancer, set to a sort of shuffle-march tempo, that the boys work over in attention-getting fashion. Pleasantly shouted “la-la-la” choruses are real ear-catchers. The Voices smartly blend on the inspirational-romantic “Who Knows Why”. Could be a big two-sided.

“TENNESSEE STUD” (3:04) [Warden BMI—Driftwood]

- The country star could make his strongest pop chart appearance on the somewhat “Santan Tint” designed “Tennessee Stud” outing. Tale of a horse is told with a light, infectious bent by songster and simple folk-styled combo. Coupler is middle-beat country opus given a pop leaning. Has a flavor that could also get action.

“OLD BLACK MAGIC” (2:20) [Famous ASCAP—Arbogast, Larnu]

- The long-standing rock-song favorites bring bright teen life to the oldie, “Old Black Magic”, and “Rock And Roll Tango”, two strong dates from their UA package. Lead swings the “Magic” lyrics, while remaining members and combo are infectious delights on support. Boys and musicians click again on the tango-rock coupler. Two sessions with rosy pop-R&B futures.

“CIAO CIAO BAMBIINA” (Chiow, Chiow, Bambena)” (2:05) [Lee Feist ASCAP—Modugno, Larue]

- Combo-chorus setting on the latest Domenico Modugno San Remo Festival winner, “Ciao Ciao Bambina”, has an infectious rock-swing way that’s good for a chart start. Pretty Gallic undertow is given another fine, light-hearted reading. Stronger melody on top-half makes the sales difference.

“YES, OH BABY, YES” (2:03) [Grey Cliff BMI—Laddins]

- The new group and new label should get off the ground with a bang. It’s the Laddins, bowing on Grey-Cliff, with a sensational rock ‘n roll that the kids’ll love. The vocal and musical sounds are right up the teen’s alley. Ladd’s gonna be a tremendous two-market item. Flip’s a very pretty fish-boat romancer.

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Love Of A Lifetime

AND

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Mama’s Place BING DAY 71446
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Sneaky Alligator THE DIAMONDS 71468
Danny Boy SIL AUSTIN 71442
Sea Of Love PHIL PHILLIPS 71465

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS—INTERNATIONALLY”
MARGIE BATBURN

B+ "LADDIE-G" (2:32) [Lansford ASCAP — McIntyre, Olofson] Charming light beat take by the songstress, who hit awhile back with "I'm Available." Item is a cheerful, folk-like tribute to the beau. It's a season that can do the chart trick.

B+ "UNEXPECTEDLY" (1:58) [Artistic ASCAP — Lukan, Ross] A beat-romantic bouncer of note, too. Lark is delightfully multi-tracked most of the time, with the combo-chorus inviting on support. Should be kept close at hand.

RAY ANTHONY

B+ "707" (2:11) [Moonlight Anthology, Simpson, Scott] Excit the swingher delivered its smart and tricky brass bits by the Anthony outfit. Has a moving melody that can reach the teeniers. Could be big.

B+ "SLOWly NOW, PAY LATER" (2:50) [Moonlight Anthony Simpson] Here's a swing date that reflects swing-era appeal.

ART & DOTTY TODD

B+ "PARADISE" (2:16) [Leo Peat ASCAP — Brown, Clifford] Interesting "love motion" handling of the oldie by the duo, who clicked big with "Lullaby of Birdland." D'Amour." The ra-ta-ta-ta bit used in the latter hit is employed more delightfully here.


FOUR ESQUIRES

B+ "ACT YOUR AGE" (2:12) [Graetz BMI — Roberts] Boys effectively upbeats this tale with a "Too Young" format. Special nod should also go to the bright combo performance. There's chart chances here.

B+ "SO ENDS THE NIGHT" (2:30) [Jack Gold ASCAP — Scherder, Kalifron, Regner] Fervent, concert-like ballad set-up on this one. Potent waxing.

JIMMY RICKS

B+ "LEANING ON YOUR LOVE" (2:30) [Kentucky BMI — Weatherly, McKelvey] A moving rhythm of former Ravens lead who made it solo with "Secret Love," offers his deep-tones to a solid spiritual-like rocker. Infectious combo-chorus set-up. Pop-Electricier could have a strong one here.

B+ "HERE COME THE TEARS" (2:50) [Kolin BMI — Thomas, Tobals] Platitude is touchingly portrayed.

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THE MAJORS

(Featuring 8356)

B+ "COME GO WITH ME" (1:30) [Marchall BMI — Brown, Wesley] Interesting R&B-flavored plea by the vocalist. Their blend receives original rhythm work from the combo's percussion man. Side could go.

B+ "LESQUA" (1:58) [Bozart BMI — Bays Boys] Downe over a sentimental in which fella asks for gal's hand in marriage.

NEWPORT YOUTH BAND

(Carol 6212)

B+ "CHA CHA CHA FOR JUDY" (2:12) [Marshall Brown ASCAP — Brown] Band comes up with a tantalizing Latin number, sure to sit up and take notice. Catchy melody is worked out in up-arranging style by the group. Watch it.


TODD BROWNE

(Capitol 377)

B+ "A CORNER IN PARADISE" (2:45) [Vernon ASCAP — Steck, Bryant] Folk song artist debuts on Capitol with a feeling-ten inspirational statement. Brown has honest vocal approach and does himself big on well, Teddi has the goods. Watch his stock soar.


TONY CASANeva

(American International 533)

B+ "I'M GOING TO SEE YOU" (1:56) [Dijen BMI — Casona] A date with lots of stand-out rock zip by Casanova and instrumentalists-singers. Opus, featured in a pic tabbed "Diary Of A High School Bride," could do the exposure trick for this waxing. Can easily happen.

B+ "DIARY OF A HIGH SCHOOL BRIDE" (1:55) [Dijen BMI — Casona] The flick's semi-dramatic title tune is expressed potently by the vocalist.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
In the tradition of his biggest hits

"THAT'S AMORE" "VOLARE"
"MEMORIES ARE MADE OF THIS"

DEAN MARTIN SINGS

ON AN EVENING IN ROMA

(Sott'er Celo De Roma)

C/W YOU CAN'T LOVE 'EM ALL

RECORD NO. 4222

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
B+ "PLEASE TELL ME NOW" (2:37) [Jamie & Giordano BMI—Jordon Bros.] Warm, ten ballad is delivered with soft rockballad finesse by the vocalists. Exposure could do things for this issue.

B "NEVER, NEVER" (2:04) [Jamie BMI—Rolling Stones] Come up with a jumper, and produce a neat-sounding session that could also make loads of noise.

EDDIE HEYWOOD (Mercury 71462)

B+ "SOFT SUMMER BREEZE" (2:27) [Regent BMI — Heywood, Spencer] Hit of some sessions back comes back with appropriate lyrics and original artist, pianist Heywood. Will fit into many a Jock's summer programming.

B "CASTILLIAN RHAPSODY" (2:08) [Meridian BMI—Heywood] Heywood and rock break through the Latin. More fine programming.

BEL TONES (Quality 1881)

B+ "MOONLIGHT PARTY" [BMI] [Casimir label debuts in the U.S. with a torrid rock work out by the group's lead. Musicians also make romping beat hay.

B "ROCKIN' BLUES" [BMI] More of the same on this end. Two sides that are sure-fire hop programming.

CHUCK DARTY (Roulette 4159)

B+ "LUMBERJACK" (2:19) [Conley BMI—Crewe] Infectious folk-styled platter from the Douglass orch-churs that makes solid teen sense. Beat is embellished by strings, and, of course, the vocalists. Stuff Jocks take a liking to.

C "RELUCTANTLY" (1:50) [Conley BMI—Watts, Warren] All concerned fare less well on this sentimental beat stint. Upper lid is the side.

LEW DOUGLAS (Todd 1029)

B+ "AFTER HOURS" (2:27) [Popular ASCAP—Parrish] A rock flip from the Douglas orch-churs that makes solid teen sense. Beat is embellished by strings, and, of course, the vocalists. Stuff Jocks take a liking to.

B "THE CHARGE OF THE BLUES BRIGADE" (2:00) [Studio BMI] This portion moves at a brisk, handclapping pace and the results are bright and breezy rock-laden outing.

BOULDEAUX BRYANT (Hickory 1100)

B+ "HOT SPOT" (1:50) [Acuff-Rose BMI—Bryant] Initial session by the composer of many Every Bros. clock is a contagious vocal-instrumental, which features excellent sans lyric charm by the songsters. A catchy theme that has to be watched.

B+ "BLUE KAZOO" (1:48) [Acuff-Rose BMI—Bryant] A kazoo-like sound is the highlight of this rock novelty entry. A sound that also could come through.

JIMMY FORD (Stylo 2105)

B+ "WE BELONG (Together)" (1:55) [N&W BMI — Ford] The kind of middle-of-beat romantic that can do the chart trick. Ford's vocal on the good teen ops is a teen natural and guitar dsh-out a fine sound. Should be watched.

B+ "BEE MINE FOREVER" (2:12) [BMI]— [J&W BMI—Ford] Expressive warbling by the songster. Tender date.

BILLY STORM (Ensign 4035)

B+ "WE KNEW" (2:58) [Herrema & BMI-Jones] Fine rock-romantic take off by the "I've Come Of Age" sessions back. A member of the Valiants vocal team. Appealing ops which comes off with commanding stilt. Could happen.

B "WALKIN' GIRL" (2:08) [Higgin & BMI-Coodie] Valiants solo in a contagious rock-a-cha-cha session.

NIP 'N TUCK (Dot 123)

B+ "I KNOW WHAT SIDE MY BREED IS WATTERED ON" (2:19) [Beechwood BMI—Johnson, Johnson] Boys display good rock vitality on a "Valley-Yak"-styled set-up. Fella says he's going back home after roughing it up on his own. Could take.

B "WHEN IT RAINS IT POURS" (2:24) [BMI—Beechwood BMI—Johnson, Johnson] A guy who's got financial troubles in this infectious up-beat opus.

THE TRUMPS (Warner Bros. 5074)


B+ "LIVE A LITTLE" (2:05) [Muirfield ASCAP] Laveere, Latchaw, Randen] A swinger with rock touches by same set-up. Good Jock merchant-
dise.

THE MARQUES (Warner Bros. 5072)

B+ "LOVE MACHINE" (2:25) [Music World BMI—Sherman] Songster, Warner Bros. debut is a lively rock account on an opus about a fella who's having troubles with his gal and thus wants a "loving machine" to take her place. Comic work is noteworthy. All in all, a sound that could turn up.

B+ "WHO WILL BE THE FIRST ONE" (1:57) [Music World BMI—Sherman, Roberts, Sherman] The team delivers the potent wistful with authority.

BILL JAMES (Man Rob 104)

B+ "SCHOOLS OUT" (2:05) [Pio-neer BMI — James, Bradshaw] Solid rocker about a fella who's passed his school subjects. Event is expressed with joy and good humor by James and other songsters plus the combo. Item to eye.

B+ "VOO-DOO QUEEN & THE MEDICINE MAN" (2:27) [Beechwood BMI—James, Bradshaw] A wild humor affair replete with jungle-like sounds.

DAVE BARBOUR (Arnon 1002)

B+ "BU-BAM" (2:12) [Artists ASCAP — Barbour, Beaum] Rhythmic rock, with a Latin influence pervading the proceedings. Both Latiniks and rock fans have lots to listen for here.

B "TOUCH" (2:37) [Artists ASCAP — Barbour, Beaum] Swing approach marks this inventing wax. Gongos make Afro-Cuban statements at several points. More rock ingenuity.

PRISCILLA WRIGHT (20th Fox 144)

B+ "THE SWEETEST YEARS" (2:30) [Brighton ASCAP—Dee, Danzig] Lark, who hit with "Man In A Raincoat" some years back, sentimentalizes on a pretty waltzer. Attractive thing that may mean something.

B+ "COMING OF AGE" (2:27) [Delston BMI—May] More of rock 'n roll ballad stand here on a tune about a gal who finds her true love.

CLARE NELSON (MGM 12800)

B+ "THE VALLEY OF LOVE" (2:15) [Wernar BMI—Brandon, Richards] Lark nicely multi-tracks are featured with LeRoy Holmes directing the good rockastin support. It could turn into something.

B "YOU ARE MY SUNSHINE" (2:37) [Southern ASCAP—Davis, Mitchell] Get it is updated with a good middle-beat instrumental back-
dise.

THE BEL-AIRES (Arc 4451)

B+ "SPACE WALK" (2:40) [E.M.C. BMI—Thomas, Villonova, DiMag-gio] Good-sounding, astral-gimmicked rock, donnings by the vocalists and combo. Enough in rer and novelty instrumental bits to interest the youngsters.

B+ "HOPE AND PRAY" (2:39) [E.M.C. BMI—Lordi, Villonova] Lead is the feeling feature of this R&B-styled sentimental.

MALCOM DODDS (Deco 3929)

B+ "I'VE WAITED SO LONG" (2:32) [Leeds ASCAP—Jordan] Songsters does expressively well on a above-board ballad from the flick, "Idle On Parade." Rockastin-chorus setting. With exposure this item could be of sales import.

B+ "SOMEONE" (2:37) [Algonquin BMI—Maser] Light teen beat on this easy-go sentimental.

RONNIE HALL (Deco 240)

B+ "S U D D E N L Y (You Know)" (2:17) [Grayson ASCAP] New vocalists does nicely on a pleasing sentimental, with the SiL Bass orch-churs turning in polished accom-
paniment.

B+ "WHY CAN'T IT HAPPEN TO ME" (2:28) [Grayson ASCAP] Looking for love ballad account with a gimmick: While Hall sings gai talks with another gal over about now nice he is. Novel side.

EDYE & KATHY ROSE (Everest 19306)

B+ "K W A Z Y W A B I T W O C K & WOLL" (2:21) [Skipwen ASCAP—Delgado] Gals have a rock romp here. Though theme is somewhat con-
ventional, vocal and combo work attack it with style.

C+ "K I T T Y K A T" (2:35) [Holding ASCAP—Green, Hanighen] Soft waits blend by the femmes and Russ Case ork.

ARNE GOLAND ORCH. (Sunbeam 133)

B+ "VIVA CUBA LIBRE" (1:49) [Sunbeam BMI—Bock, Flender] Listenable Latin sparkler with a "Charlie" gimmick. Translation of title is "Long live free Cuba".

C+ "HERCULES" (2:36) [Sunbeam BMI—Bock, Harnick] Ork-churs dramatic from a flick of the same name.

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

"JUST KEEP IT UP"

b/w "WHISPERING GRASS"

Abner 1026  Stereo S1026

"RAINBOW VALLEY"

"HOLD ME MY DARLING"

Jerry Butler

"NO MORE DOGGIN"

Roscoe Gordon

VEE-JAY—ABNER RECORDS

2129 S. MICHIGAN AVE., CHICAGO 16, ILL.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
BLUE CHIPS 
(Wonder 302) 

B "TRY MY ARMS" (2:20) [E. H. Morris ASCAP — Hoad, Loring] Inviting affectionate is appealingly served by Miss Metis. Backing is soft beat stuff. Should be in for good jacket exposure. Tune has also been a hit by the Four Preps.

B "I'M SO IN LOVE WITH YOU" (2:25) [Meridian BMI — Stevenson] This romantic has a lightskip arrangement. Pleading side.

ROBERT GILL 
(Wonder 114) 

B "I'M HAPPY" (1:47) [Wonder BMI — Gill] Gill & the Gill-O-Teens jump with a good deal of vitality here. It is, indeed, a happy side, and is worth attention.

B "STORY OF A LOST LOVE" (2:25) [Maxaxa ASCAP—White] Goodman Another impressive ballad entry by the lark on the label. Tune is an excellent romantic, and Miss Harvey offers it with warmth and understanding. Lush, but quiet. Jack Kane on back-up. A deejay spin find.

B "SENT FOR YOU YESTERDAY AND HERE YOU COME TODAY" (2:30) [Bregman, Vogue & Conn ASCAP—Bushing, Basie, Durham] Interesting blues snapper puts vocalist in a pso swinging light, Ditto for the Kane crew.

FRANK METIS 
(Flowery 14) 

B "FROM PITTSBURGH TO NEW ORLEANS (Ballad Of The Keel-Boat Men)" (2:15) [Volkwein AS - Metis—Starr] Appealing, lusty folk-type affair expertly conveyed by a mixed chorus. Track is from the Flowery LP salute to Pittsburgh, dubbed "Pittsburgh — Biography Of A City". Can get programming attention.

B "OPEN HOUSE" (1:53) [Volkwein ASCAP—Metis, Starr] Also from the album comes this now-dow flavored instrumental. A sunny sound.

RONNIE CHAPMAN 
(Columbia 41399) 

B "ALL MY TROUBLES" (2:50) [P.D.] First Columbia deck for the new artist is a fine account of the traditional, with arrangement building to a strong climax. Could interest jazz-deejays.

B "RAGS AND OLD IRON" (2:50) [Bryden-P.D.] Vocalizing with swinging rhythm, the vocals and arrangement are on the Duke Ellington evergreen. Jazz jocks will like.

THE HUBCAPS 
(Brunswick 55134) 

B "SCOTTY'S ROCK" (2:57) [Hillshoro ASCAP — Fannell, Stalfer, Alexxey] Good humor rocker with a Scottish instrumental approach. A better that could show some action.

B "SLEEPING BEAUTY" (2:56) [Hillshoro ASCAP — Fannell, Stalfer] Rock 'n roll 'fairey tale' is given over mostly to a lead voice.

THE STROLLERS 
(Aladdin 3457) 

B 'C. C. RIDER" (2:11) Flute is the lightly swinging feature on the Chuck Willis classic of recent vintage. Wavynx has an easy way that could make noise with the Jocks.

B "HI FALUTIN" (2:23) [Aladdin BMI—Palmer] Afro-Cuban stylin' here, with the flute again taking the floor.

MEL TORME 
(Verve 10174) 

B "AT THE CROSSROADS (Malaguena)" (2:35) [E. B. Marks BMI — Lewison, Russell] Stylist smoothly swag a lyrle version of the favorite, "Malaguena", backed with Latin zest by the Billy May orch. Class programming.

B "FRENESIA" (2:21) [Peer International BMI — Dominguez, Russell, & Charles] Easy swing take on another Latin standby, and the results are again worth solid state time.

LINCOLN CHASE 
(Splash 802) 


B "DEEP IN THE JUNGLE (Part 2) (1:52) [Portrait BMI—Chase, More] Even more wilder things in this corner, with chunts replacing lyrics.

EDDIE "LOCKJAW" DAVIS & SHIRLEY SCOTT 
(Jazz) 
(Prestige 138) 

B "I LET A SONG GO OUT OF MY HEART" [ASCAP—Ellington] Light driving teaming of tenor saxist Davis and organist Scott on the Duke Ellington evergreen. Jazz jocks will like.


RAY WHITAKER 
(Ray Note 3) 

B "BLACK DUCK (With The Baby Blue Eyes)" (2:17) [Whirl BMI—Whitaker] A zany-type novelty-rock affair about a novel looking duck. Whitaker beats out the opus nicely and combo comes up with all sorts of Spaghetti western effects. Could gain some activity.

B "SEE THE LITTLE BIRDIES" (1:50) [Whirl BMI—Whitaker] Another novelty with a cute tune and sweet-sounding voices helping Whitaker along.

THE GOOFERS 
(Tone 1027) 

B "NAMELESS" (1:50) [Jimskip BMI — DeFelice, Buzos] Songsters get off a good middle-beat rocker about guy who has a party line rival whenever he calls his flame. Vehicle has a sound, as does the vocal-combo rendition. Might move.


D. C. RAND & THE JOKERS 
(Cerry 003) 

B "SHAKE IT UP" (2:00) [Wall BMI — Daratanro, Kugel] Good teen vitality is displayed by Rand and his combo cohorts. Sticks rocks and is a likely hop programming piece.

HARRY LEE 
(Vin 1014) 

B "HAIR OF GOLD" (2:10) [Ace & Singing River BMI — Lee] Pleasing soft and sweet date by the vocals through the Four Aces songsters and relaxed combo help in the sentimental Lee mood.

B "UNDEUTOW" (2:15) [Ace & Singing River BMI — Carpenter] Lee tells about a guy who's strong for a certain gal.

THE GREENE TWINS 
(Cover 3302) 

B "TREE IN THE MEADOW" (2:25) [Shapiro Bergstein ASCAP—Reid] Boys agreeably ease over the warm sentimental that was a million-seller for Margaret Whiting in 1948. Soft-beat will give this listen able a real a teen audience.

B "PETIT JEAN" (2:52) [Blanket BMI—Bouger, Fein] Roamny, folk-styled effort from the twosome. Catchy unwax.

B "DADDY FROG" (2:55) [W. C. Burchett BMI—Powell, Ramsey] Good novelty rocker, with a fatherright feeling, the spirited on goings to follow. "Big Daddy" is Big Bopper-like on vocal and freg sound. 10K gimmick value. Could move. ABC-Paramount distributes.

B "BUS RIDE" (2:56) [W. C. Burchett BMI—Powell, Ramsey] All-instrumental that packs a solid driving punch.

HADDA BROOKS 
(Arwin 1001) 

B "THE SONG IS ENDED" (2:17) [Irving Berlin ASCAP—Berlin] The evergreen great is touched upon with a fine light swing by the excellent stylist. Dave Barbour combo back-up is loaded with good-sounding jazz things. Jocks have a turn-table sturdy here.

JERI LYNN SANDS 
(Arcade 153) 

B "STEADY F R E E D Y" (2:24) [Valley Brook ASCAP—Khoury] Good hopping sound to this date by the throuh. Combo work gets the up-tempo rock picture.

B "AS LONG AS I CAN DREAM" (2:35) [Coles ASCAP—Khoury] Appealing teen product finds artist in a warm setting.

JIMMY CRAIG 
(Imperial 5592) 

B "OH! LITTLE GIRL!" (2:08) [Norman BMI—Montgomery, Bink] Lets middle-beat charm to this Craig vocal. Support has winning beat flavor. Dec will go over at hops.

C "WALKING IN DARKNESS" (2:10) [Nor Va Jax BMI—Craig, Campli] Songster effectively hard-beats the Ok romantic.

THE SUBURBANS 
(Part 7001) 

B "ALPHABET OF LOVE" (2:28) [Benell BMI—Arthur] An up-tempo that the kids will find palatable. Group lead runs down the alphabet, supplying a good word for his lover with most of the letters.

C "SWEET DIANE CHA-CHA" (2:59) [sparkling BMI—Arthurs] Cha-cha with rock ideas from songsters and combo.

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LIBERTY'S HOT AND GETTING HOTTER!

BIGGEST NOVELTY OF THIS YEAR!

CHAOS
ARBOGAST and ROSS 55197

CLIMBING ON ALL CHARTS!

"JUDY"
DAVID SEVILLE 55193

Smash Instrumental!

"SAN ANTONIO ROSE"
SONNY WARNER 44015

A Gasser!

"SALLY GREEN"
WALLY LEWIS 55196

Expected Hit!

"UNEXPECTEDLY"
MARGIE RAYBURN 55195

A Latin Hit!

"BARRACUDA"
JACK COSTANZO

LIBERTY'S HOT L.P.'s

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AFRO-DESIA
EXOTICA-II
LIBERTY proudly presents STEREO
JULIE IS HER NAME - VOL. 2

MARTIN DENNY
MARTIN DENNY
MARTIN DENNY
VARIOUS ARTISTS
JULIE LONDON

STEREO
LST-7034
LST-7111
LST-7006
LST-100
LST-7000

MONAURAL
LRP-3034
LRP-3111
LRP-3077
LRP-3100

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
JOE SANTONE  
(Gibraltar 104)

B  "HAVE FAITH" (2:37) [Big Rock BMI—Banks, Roberts] Santone is convincing in this inspirational performance tailored for teen acceptance. Backing has a good deliberation, with some elements by a chorus.

C+ "PLEASE LOVE ME" (2:17) [Big Rock BMI—Evelyn] Contagious middle-beat jumper by the throaty-voiced and cast.

LARRY DOWD  
(Spinning 609)

B  "BLUE SWINGIN' MAMA" (1:39) [Asbury BMI—Piscic, Dowd, Mitchell] Torrid vocal-combo goings on here offers the kids a date that they'll take to. Dowd is quite a better. Better eye this issue.

C+ "PINK CADILLAC" (1:54) [Asbury BMI—Dowd, Mitchell] Another rocker of shout note. Side swings.

GANIMAN & HIS ORIENTALS  
(Alto 6142)

B  "COME WITH ME TO THE CASBAH" (2:23) [Monument-Progresive BMI—Ganinian] A middle-beat-styled novelty rocker, with a statement of title and screams sending the affair off. Has a good sound.

C+ "MY FUNNY VALENTINE" (2:30) [Clappell ASCAP—Rodgers, Hart] A far, far-out Oriental-like reading of the standard. It's different.

THE 4 HEAUS  
(Todd 1023)

B  "PARTNERS IN PARADISE" (2:35) [Amber ASCAP—Dowds, Ellis] Boys make a hard-hitting beat-ballard stand. Opus has melodic appeal and has been dressed up in effective vocal-combo garb. Can get solid station plays.

C+ "TIGHT SHOES" (2:30) [Amber ASCAP—Corday, Edwards] A good supply of rock zest on the novelty about the woes of a fellow with tight shoes.

PAULA GAY  
(Revst 4296)

B  "WHERE IS THAT RAINBOW?" (2:55) [Midwestex, Darlen BMI—Gay] A very likeable middle-beat rock essay by the lark, who receives a teen sound from the combo-chorus that's above-par all the way. A worthwhile item for the teen jocks to offer the listeners.

C+ "HI MR. MOON (CHI CHA)" (2:12) [Midwestex, Darlen BMI—Gay] Light-hearted Latin-rock goings in this corner.

GARRY M. & THE MAES  
(Musicraft 921)

B  "BLOW BLOW BLOW" (2:19) [Musicraft 921] Excellent cover of an English original. nächste is a very catchy tune.

C+ "YOUR MOTHER'S FINGERS" (2:20) [Musicraft 921] A beauty of a novelty yarn. Sure has a hook.

JOE W. & THE MAES  
(Musicraft 921)

B  "TIME LAGGER" (2:19) [Musicraft 921] Great story song, not many hits have a look this good.

C+ "HURRICANE" (2:20) [Musicraft 921] A real brightener. Swings like a champ.

BRUCE KIRBY  
(Crystallette 729)

B  "KA-CHOOK" (1:47) [Orlando BMI—Blalock, Durant] A swing-rocker by the songster and combo-chorus that has charm and good-feeling. Good dancing beat, too. Worth spots.

C+ "I CALL IT LOVE" (2:30) [Orlando BMI—Blalock, Durant] Vocalist in a smooth, legit ballad light.

BILLY (THE KIDD)  
(June 107)

B  "CRAZY GUITAR" (1:40) [Dalworth-Ted BMI—Smith] Good beat holiday for guitarists. Trigger-fast teen item that deserves play.

C+ "I'VE DECIDED" (2:50) [Dalworth-Ted BMI—Bruner] Tricky work from both vocalist and combo.

FRANKIE CALEN  
(NRC 5008)

B  "ANGEL FACE" (Beechwood BMI—Peters, Vlass) Pleasant skip-sound to this sentimental take by the singer. Meandering sax is a backdrop feature.

C+ "DOUBLE DATE" (2:23) [Arden ASCAP—Gilbert, Shelley] Similar touch by the performer here.

PAT LaROCCA  
(Balfa 15)

B  "BOWENA" (2:39) [Gray Star BMI—O'Neal, Perry] The young songster rocks nicely on a rocker that has a conventional beat line. Enough verve to interest the listeners.

C+ "DON'T DO ME WRONG" (2:20) [Cliff BMI—Perry] LaRocca makes an understanding ballad stand in this corner.

WEBB DIXON  
(Astro 102)

C+ "ROCK AWHILE" (2:30) [Stairway Singing River BMI—Rodgers, Dixon] There's solid drive in this presentation by songster Dixon and the combo. Lyrics have good novelty appeal. All in all, a session that has a pro rock attack.

C+ "ROCK AND ROLL ANGEL" (2:26) [Stairway Singing River BMI—Rodgers] Affair has a tried-and-true upbeat formula.

JOHNNY STARK  
(Pop 1106)

C+ "THE CLOCK" (2:05) [Lion BMI—Mattis] Stark is honest on the tone plaintive. Story concerns fella's wish for the return of his gal.

C+ "BROKEN HEART" (1:50) [Gold Band BMI—Salerno, Dean] Beat is upper here.

MARC SANTONI  
(Roy Note 2)

C+ "SUMMER" (2:30) [Eddie-O ASCAP—Oliver, Oliver] Fairly appealing, the season is understandably portrayed by songster Santoni. Approach from artist and orch is jazz-tinged.

C+ "TOO WELL REMEMBERED" (2:24) [Eddie-O ASCAP—Oliver, Palmer, McLaughlin] Here a teen ballad view is taken by Santoni and Tommy Oliver instrumentalists.

BOB HUTTSO  
(Autorgraph 201)


C+ "THE GREATEST FEELING" (1:57) [Bluebonnet BMI—Powers, Weatherman] Being in love is the "greatest" says the artist on the ballad.

THE FABULOUS BROTHERS  
(Voss 1010)

C+ "WHA'D YOU SAY?" [Hambin BMI—Fabulous Bros.] Key- board break: away a triplet beat and Western drawl voice interjects the title after another voice makes a zany sound. Humor jocks can have fun with waxing.

C+ "TENDER RHYMES?" [Hambin BMI—Fabulous Bros.] Nursery rhymes come into whacky play on this portion.

FREDDY POWERS  
(Bluebonnet 202)

C+ "THAT'S WHAT I SEE IN YOUR EYES" (2:03) [Bluebonnet BMI—Powers, Weatherman] OK rock-a-ballad is pleasantly relayed by Powers, who is also assisted by a female chorus and combo, which features a sax and mandolin-like instrument.

C+ "BE MY LOVE" (1:52) [Bluebonnet BMI—Powers, Weatherman] Rock-a-ballad path again for all concerned.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Magic Ray
Crashes the Chart Barrier!

Ray Peterson's
"THE WONDER
OF YOU"

47/7513

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

Louis

PRIMA

WITH YOUR MILLION

"BIE MIR BIST DU SCHÖN"

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To Dot Keely SMITH

FIRST SELLER...
"I DON'T KNOW WHY"

#15956

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COLUMBIA RECORDS

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
THE NATION'S Top Ten
JUKE BOX TUNES

(PLUS THE NEXT 25)

Table 1: THE CASH BOX TUNES

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One Week’s Jump From 50 to 31

The dealers certainly agree with

The Cash Box that this really is a...
RAYNOTE Records... Presents its DOUBLE HIT NOVELTY!

"BLACK DUCK" (S3)
(With The Baby Blue Eyes)

IT DIDN'T COME FROM OUTER SPACE!!
IT DOESN'T BELONG TO THE HUMAN RACE!

Words
Music
Vocal

By Ray WHITAKER

IT ESCAPED FROM US...

Don't Let It Escape From You
IT'S A GASSER!

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b/w "SUMMER" (S2)
Orchestra conducted by TOMMY OLIVER
Released May 22, 1959

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Lyric To Les Baxter's
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DEALERS: This is a must! ORGAN • SOPRANO • BARITONE • VIOLA

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DARLA HOOD sings LES BAXTER'S "RITUAL OF THE SAVAGE"
Ray Whitaker—Conducting

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
"A LOVER'S HYMN"  b/w  "You Are My Sunshine"  #15943

"TIGER"  b/w  "Twice As Nice"  #15951

The FONTANE SISTERS • NICK TODD

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

Camden:

"Hawaii in Stereo"—Leo Addie—CAS-510
"The Greatest Hits 59"—RCA Camden—CAS-522
"Dream Street"—Tommy Leonti—CAS-524
"Okayama"—Bill Bowen—CAS-499

Columbia:

"More Johnnie's Greatest Hits"—Johnny Mathis—CS 8150
"The Nervous Set"—Original Cast—OS 2018
"Porgy and Bess"—Original Sound Track—O.S. 2016
"Piano Sweethearts"—Stan Freeman—CS 8130
"You Are My Love"—Frankie Laine—CS 8119
"(Let's) All Praise the Lord!"—The Chuck Wagon Gang—CS 8137
"Song of Norway"—Various Artists—CS 8135
"Flamenco Puro Sabicas"—WS 304
"Dance to the City Beat"—The Kiel Winding Trombones—CS 8136
"The Big Hits!"—Various Artists—CS 8161
"Gypsy"—Original Cast—OS 2017
"The Spectacular Johnny Horton"—CS 8167
"Gypsy in Jazz!"—Teddy Wilson and His Trio—CS 8160

RCA Victor:

All RCA Victor Monaural LPs are also available in Stereo form, with the exception of LPM-1715, 1872, 2053. For Stereo number, change LPM to LSP.

Riverside:

"The Incredible Sound of Mexico's Biggest and Widest Mariachi Band"—1160

United Artists:

"Ten Shades of Blue"—Hal Schoen—UAS 5021
"Dancing at the Catlinian"—Stanley Melba—UAS 5026
"Swing Classics in Stereo"—George Williams—UAS 5027
"The Kings IV at Large"—UAS 6030
"That Holler Guy"—Joe Garagiola—UAS 6032
"The Clowns in Clare"—UAS 6033
"Hard Travelin'"—The Tarriers—UAS 5033
"God's Trombones"—Harold Scott and the Montclair A Capella Choir—UAS 5039

URANIA:

"Vibe-ations"—"A Tribute To Rollini"—Jerry Ahrd—USD 2023
"Cool Fever"—Fletcher Henderson—USD 2012
"Casey Sings Out"—Casey Anderson—USD 2024

Warner Bros.:

All Warner Bros. Monaural LPs are also available in Stereo. For the Stereo code letters, change W to WS.

Westminster:

"Military Marches Of France"—Conducted by Desire Dondeyne—WST 15041

Mercury:

"Ermestine Anderson"—SR 60074
"Night Train"—Buddy Morrow—SR 60009
"On Camerat"—Patti Page—SR 60025
"Better Lotion Than Ever"—Eddie Layton—SR 50031
"Show Stoppers From The Fabulous Fifties"—David Carroll—SR 60000
"Songs From Great Shows"—The Clebangoff String—SR 60065
"Oldies But Goodies!"—Griff Williams—SR 60068
"Dick Contino At The Fabulous Flamingo"—SR 60079
"Cha-Cha Charm"—Jan August—SR 60082
"America's Dance Favorites"—Clyde Otis—SR 60089

Wing:

All Wing Monaural LPs are also available in Stereo, with the exception of CLP-1211. For the Stereo number, change the code letters from MGW to SRW. Also add:

"Music From The Movies"—Ramon Duvall—SRW 12501 as another Stereo LP.

Jazz-Stereo:

Interlude:

All Interlude Monaural LPs are also available in Stereo. For the Stereo number, just add a 100 instead of a 5 in front of each Monaural number.

Mercury:

"Doodlin"—Eddie Chamblee & Friend—SR 80007
"Jump For Joy"—Julian "Cannonball" Adderley—SR 80017
"The Max Roach 4 Plays Charlie Parker"—SR 80019
"John Grays!"—SR 80020

Riverside:

"Top and Bottom Brass"—Clark Terry—1137
"Blue Spring"—Kenny Dorham—1139
"Kelly Blue"—Wynton Kelly—1142
"Chet"—Chet Baker—1153
"John Benson Brooks "Alabama Concerto"—"Cannonball Adderley and Art Farmer—RL 1123

United Artists:

"Benny Golson And The Philadelphia"—UAS 5020
"Bugs Ous"—Milt Jackson—UAS 5022
"Like Bisque"—Paul Quinichette & Harry Edison—UAS 5024

Classical-Stereo:

Angel:

Stravinsky: Firebird Suite/Bizet: Children's Games, Suite / Reavel: Mother Goose Suite—Carlo Maria Giulini—S-35462
Hindemith: Concert Music For Strings and Brass, Op. 50—Symphony In B Flat For Concert Band—Paul Hindemith—S-35489
Beethoven: Symphony No. 2 In D Major, Op. 36 "The Reins Of Athens"—Sir Thomas Beecham—S-35509
Wagner: The Flying Dutchman—Various Artists—S-35585
Schuman: Concerto In A Minor, Op. 129/ Saint-Saens: Concerto No. 1 In A Minor

Op 33—Janos Starker, "Cello—S-35598
Hindemith: Mathis Der Maler (Symphony)/Burkuti: Dimitrionotis—Constanin Silvestri—S-35643
Beethoven: Symphony No. 8 In F Major, Op. 93; Symphony No. 1 In C Major, Op. 21—Ops Klemperer—S-35647
"Viennese Dances—Album No. 2—Waltzes"—Henry Krips—S-35665
Beethoven: Trio No. 7 In B Flat Major, Op. 97 "Archduke"—The David Oistrakh Trio—S-35704
"Maria Callas Portrayed Verdi Heroines"—S-35763

Decca:

"Paul Unowsky At The Piano"—Dl 710013

RCA Victor:

Rachmallonoff Piano Concerto No. 3 In D Minor, Op. 30—Van Cliburn—LSC-2355
"Gilbert And Sullivan Overtures"—Symphon Orch. cond. by Alan Wardell—LSC-2302
Saint-Saens: Samson And Delilah—Various Artists—LSC-2399
"Slovakia: The Age Of Gold—London Symph Orch.—LSC-2322
Chabrier: España Rapado/Marche Joyeuse—Orchestra of the Royal Opera House, Joel More, Cond.—LSC-2327
Suite from the Score composed by Richard Rodgers: Victory At Sea, Vol. I. Robert Russell Bennett—LSC-2335
"The Six Brandenburg Concertos"—Boston Symph Orch., Charles Munch, Cond.—LSC-6514

United Artists:

Khaburatan: Symphony # 2—Leopold Stokowski & The Symphony Of The Air—UAS 8002
"Shostakovich: Symphony #1—Leopold Stokowski & The Symphony Of The Air—UAS 8004
Block: Schelomo/Ben Haim: From Israel—Leopold Stokowski & The Symphony Of The Air—UAS 8005

Urania:

"Persuasion"—The Los Angeles Contemporary Music Ensemble, Robert Craft, Conductor—USD 1034

Westminster:

Franck: Symphony In D Minor—The Utah Symphony Orch. cond. by Maurice Abravanel—WST 14062
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NO. 1
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"CIAO, CIAO, BAMBINA"

(pronounced Chiow, Chiow, Bambeena)

by JACKY NOGUEZ and his Orchestra

JAMIE #1127

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

**RETAILERS**

**OPERATORS**

In order to have your Top Ten represented in THE CASH BOX charts
Fill in the coupon below or
Put them on your own letterhead
And mail to

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

D. J.'s: Do you program from The Cash Box Charts? **Yes** **No**
If you do, what hours?

**List Your Top Ten Pop Tunes Here**

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**List Your Top Ten Rhythm 'n Blues Records Here**

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**Platter Spinner Patter**

Music Director Howard Anderson (WWMID-Atlantic City, N.J.) informs us that fellow WMID Jockey, Larry Keene, has just honored his alter city, Ocean City. Keene was cited in appreciation for his work with the youth of Ocean City. Anderson says everyone at the station is bursting with pride. Roy Fox (WICY-Evanston, Ill.) tells us that Jimmy Rodgers' new tune, "I'm A-Ling-A-Lorde," is shaping up to be another hit in the Evanston area. Fox, after the three day Miami convention, spent all of last week vacationing there. \(\ldots\) WNEW-New York City, in cooperation with National Radio Marketing, present an exclusive one-time special broadcast. "Great Moments In Radio", Sunday, May 31st. The special broadcast included moments from the broadcasts of Amos 'n Andy, Rudy Valee, "Whispering Jack" Smith, Ted Husing describing a Baby Ruth home run, The Sunday-afternoon bulletin sneaking the Japanese sneak attack on Pearl Harbor, etc. The program was conceived, written and narrated by Martin Weldon, the station's News and Special Events Director. \(\ldots\) Joe Sieck (WCAT-Orange, Mass.) reports a certain optimistic feeling for records like "Quiet Village" and "Only You" reaching the top of the charts. The day says that "It's nice to be able to play tunes from these LPs that aren't just focused at teenagers alone". \(\ldots\) Ron Terrell (WKDA-Nashville, Tenn.), in addition to his regular deejay show, has recently been involved in plenty of outside activities. Terrell has been emceeing record hops, high school dances, and he emceed the All-Tennessee Miss Jeweler contest. Terrell is becoming an authentic "man about town". \(\ldots\) Larry Gar (WKBC-No. Wilkesboro, N.C.) advises that three decks that deserve watching are "Love Wise" by Nat King Cole, from his last Capitol LP; "To A Soldier Boy" by the Tassels, and "Separate Way" by Sarah Vaughan. \(\ldots\) Spoke to an owner that233 says you can easily make big waves by Joyce Heath on RCA Victor. \(\ldots\) Bill Cardile (WHIC-TV-Pittsburgh, Pa.) recently had Johnny Mathis as guest artist on his program, "Six O'Clock Hop". Other artists scheduled to sing on the show are Richard Turley, Jerry Keller and Tommy Brittt. \(\ldots\) Jim Mack (WCHS-Portland Me.) says that one of the most played LP's of late is Jack Marshall's cutting on Capitol, "Soundwaves". Mack suggests jockeys who do LP programming take notice. \(\ldots\) Hy Lit (WNTA-TV-Newark, N.J.) debuted a new show last week over WCAU-TV-Philadelphia, Pa. Lit, known to metropolitan New Yorkers for his popular "Late Theatricals" over WOR, has initiated a new show weekdays from 7:30 to 8 P.M. Slated to appear on the initial outing of the "Hy Lit Show" are Tommy Edwards, Cathy Carr, Kathy Linden, Gary Stadiums and The Dynatones. Lit also does a six day a week disk jockey stint with WIBG-Philadelphia.

**VITAL STATISTICS:**

Robert M. Purcell, president and general manager of KFWE-Hollywood, Calif., announced the receipt of approval on a change of the call letters of the recently purchased KLX-Oakland, Calif. The new call letters will be KFWE, narrated by Ray H. Boyd, chief announcer and production manager of KFDA-Amarillo, Tex., replacing Barney Groven who joins WJL—Louisville, Ky. Also joining KFDA is Bill Chriswell from KELP—El Paso, Tex. Dotie Knight (Grosse) lead. KRAY— Amarillo to move with her mate to Louisville. \(\ldots\) Joining WERE-Cleveland, Ohio is Russ Morgan, according to an announcement made by Guy Harris, P.D. \(\ldots\) Perry Murphy is now spinning the wax at KAVL—York, Nebraska. Murphy was formerly at KXT—Yankton, S. Dakota. \(\ldots\) Roz Ford, former one and only man with WITB-Baltimore, Md., now takes over the 6 to 10:30 stint for WWIN-Boston, Mass. \(\ldots\) Eddie Clark has been appointed publicist chairman of the Jackson County Chapter of the City of Hope. Clark, program director of WHAG-Hagerstown, Md., had his appointment announced by Sam Moskovitz, National Publicity Chairman for the organization. The new executive is WDLJ—Peru, N.Y. or New York, New York is Stan Martin. Martin will sell radio time and also handle a deejay show on Saturday afternoon. \(\ldots\) Pat Tallman has moved from WKSA—San Antonio, Tex., to WDAY—Pershing, N.Y. or Ohio. \(\ldots\) Ron Hess promoted to program director of station KDB—Santa Barbara, Calif. \(\ldots\) G. Contra, a veteran station manager of WMID-Baltimore, Oklahoma. Contra was transferred from KZHE—Weatherford, Tex., to announce Horace C. Boren recently resigned the presidency of WKBW—Buffalo, N.Y. \(\ldots\) Fred Hollis is the new program manager at station WAMX—Miami, Fl.

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

ALL D. J.'S: DISTS AND DEALERS THROUGHOUT THE NATION

It is with great pride and deep humility that we take this opportunity to thank all Disc Jockeys, Distributors and Dealers throughout the nation for their tremendous acceptance to our initial release, "ISLAND OF LOVE" backed with, "NEVER FELT THIS WAY BEFORE" by the Sheppards, #7750.

You will certainly be surprised when you hear our most recent releases.

1. ROCK ALLEY b/w NINETY DAYS #951 by Lefty (Guitar) Bates.

2. DON'T LAUGH AT ME b/w STOP, by Danny Overbea, #7751.

Yours Truly,

APEX RECORD CORPORATION

Dempsey Nelson
Bill Sheppard
Tommy Jones

We are proud and happy to welcome the Armada Convention to Chicago. Visit us in our hospitality suite at the Morrison Hotel June 7, 8 and 9

Apex Record Corp.
951 East 47th Street
Chicago 53, Ill.
Phone: Ke 6-3340

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

An exciting new talent...

PETER VARDAS

singing

“HE THREW A STONE”

# 876
Mr. Dealer:

**LIBERTY** has for you in June:

* The next No. 1 STEREO LP:
  
  EXOTICA (LST-7034)

* 7 Great new releases
  in both Stereo and Monaural

The Finest Stereo Demonstration
record ever produced:

LIBERTY PROUDLY PRESENTS
LST-100

Increased Consumer Advertising

Great floor merchandisers

Call your Distributor NOW!
He has all the facts on how you
can receive 20% discount.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
The new Max Bygraves show opened at the London Palladium last week to rave notices from the critics. It was a glamorous opening with all VIP’s present to give Max a real send off. Show is scheduled to run for at least seven months. Also in the show are the Peters Sisters.

More arrivals to London include Liberace who will appear at the Royal Command show from Manchester, Alan Lerner and Frederick Loewe for confabs with Julie Andrews who’s just back from Honeymoon. Also due this week Jo Stafford and hubby Paul Weston for T.V. guest appearances. Cal Chianta Vice pres of Leeds Music and a note telling of his arrival from Garry Kramer of Atlantic Records.

Little Richard who’s been riding high with his waxing of “Baby Face” over here could have a big one with his disk of “Kansas City”. Bobby Darin in the charts with “Dream Lover”. That ought to please Garry Kramer! Also in after long absence, Nat King Cole with “You Made Me Love You”. Talked to Eddie Fisher on the phone last week. He seemed full of the joys of spring. Glowing reports about Dave King’s U.S. debut makes us very proud of this British export. It appears Hollywood wants him too. Kathy Linden’s big hit “Goodbye Jimmy, Goodbye” also known over here as “Two Lovely Black Eyes” or in Italy as “Viennal Mel”.

Louis Prima and Keely Smith, who signed with Dot, will now be released on the London label over here.

Dan Dailey appeared at the Variety Club Derby Draw Night and gave a sensational act to the delight of the all male gathering. Jo Shelton, sister of Anne Shelton, signed with the Top Rank label and made a very good debut with her first waxing. Jay Livingston and Henry Mancini vacating with the Paul Westons.

Edmundo Ros busy with recording dates prior to starting his season with his band at the swanky “Sporting Club” in Monte Carlo.

Russ Conway in the charts again with his latest titled “Roulette”. The guy can almost gable on anything and it turns out trumps for him.

Jack Scott, Robin Luke and the Platters all at present in the Italian Hft Parade.

Alan Bates of World Pacific back in Hollywood after European trip now considering several changes in label distribution for Europe.

Still waiting to hear if Norm Orbeck of Cashbox is taking that lightning trip to Europe?

First stereo record of South American folk music recorded by French Decca in Paris with a group called Los Machucampos, They’re the greatest.

After “Charlie Brown”, “Along Came Jones”, Now everyone is asking what’s happening to that other good old English name “Smith”?

“NEW MUSICAL EXPRESS” BEST SELLING RECORDS IN BRITAIN

(Week ending Saturday May 30th 1959)

Last This Week

1 A Fool Such As I
   I Need Your Love Tonight—Elvis Presley (RCA)
2 It Doesn’t Matter Anymore—Buddy Holly (Coral)
3 I’ve Waited So Long—Anthony Newley (Decca)
4 It’s Late—Ricky Nelson (London)
5 Side Saddle—Russ Conway (Columbia)
6 Roulette—Russ Conway (Columbia)
7 Come Softly To Me—Fleetwoods (London)
8 Pétite Fleur—Chris Barber (Pye)
9 Donna—Marty Wilde (Philips)
10 Mean Street—Cliff Richard (Columbia)
11 Guitar Boogie Shuffle—Bart Weedon (Top Rank)
12 Come Softly To Me—Frankie Vaughan and The Kaye Sisters (Philips)
13 I Go Ape—Neil Sedaka (RCA)
14 Charlie Brown—Concerts (London)
15 Poor Jenny—Everly Brothers (London)
16 Dream Lover—Bobby Darin (London)
17 Never Be Anyone Else But You—Ricky Nelson (London)
18 May You Always—McGuire Sisters (Coral)
19 Where Were You?—Lloyd Price (HMV)
20 Three Stars—Ruby Wright (Parlophone)
21 Margie—Fats Domino (London)
22 Fort Worth Jail—Lonnie Donegan (Pye)
23 May You Always—Joan Regan (HMV)
24 Wait For Me—Malcolm Vaughan (HMV)
25 You Made Me Love You—Nat King Cole (Coral)
26 Kansas City—Little Richard (London)
27 For A Penny—Pat Boone (London)
28 C’mon Everybody—Eddie Cochran (London)
29 Frankie Avalon (HMV)
30 Venus—Dickie Valentine (Pye)

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

The Charts
RIDE AGAIN

2 IN A ROW
FIRST

"Come Softly to Me"

NOW

"GRADUATION'S HERE"

BY THE FLEETWOODS

#3 (STEREO S22.3)

A WHOPPER!

"I LOVE AN ANGEL"

BY LITTLE BILL  No. 4

AND

THE SMASH INSTRUMENTAL FOR THE SUMMER

"STRAIGHT FLUSH"

BY THE FRANTICS  No. 2

Distributed Nationally by

LIBERTY
RECORDS INC.
HOLLYWOOD 29, CALIF.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
First N.A.R.M. Convention

Goals And Purpose of NARM
by Jim Tiedjens, Pres. NARM

Cash Box has given me the opportunity to welcome all NARM members and associate members to the First General Meeting of the National Association of Record Merchandisers is having June 12, 13 and 14, 1959 at the Edgewater Beach Hotel in Chicago, Ill. It has been very gratifying to watch the growing enthusiasm that is being generated for and by this organization. As president I have seen the seeds planted and some very hard cultivating done. It is never an easy task to have one group get together and decide for what basic purposes they are united. NARM was conceived on the following purposes:

- To create a better understanding and appreciation by the general public and phonograph record manufacturers, distributors and retailers of the beneficial contributions which members of the Association have made and are making to the phonograph record industry; to promote and establish a better and more harmonious relationship between members of the Association and between members of the Associations and record manufacturers, distributors and retailers with whom members engage in business; to promote and establish sound and ethical business practices and procedures for utilization by members in the conduct of their respective phonograph record retail-jobbing businesses; to assemble, acquire, preserve and disseminate information, data, ideas and statistics with the view of aiding members of the Association in improving their operating efficiency and in rendering an economic and constructive service to their communities; and for such other and further purposes as are set forth in the Certificate of Incorporation.

The preceding purposes are not idealistic-by-laws of an organization, but must be a completely functional part of NARM. If they are anything less, we fail in the eyes of our suppliers, our customers and the public itself. In talking to several members of NARM I am extremely happy to see that they are prepared to come to our meeting and give their ideas and experiences for a more profitable tomorrow.

We have a healthy organization which seeks and has loyal workers. We hope that many of you will be able to give of your time to the cause that NARM was created. In answering our problems today, we will open the doors to unlimited opportunities of tomorrow.

Schedule of Events

N. A. R. M. CONVENTION
(NATIONAL ASSOCIATION OF RECORD MERCHANDISERS)
JUNE 12, 13 AND 14
EDGEBEACH HOTEL—CHICAGO, ILL.

Friday, June 12, 1959:
7:00 to 8:45 a.m. Registration
9:00 a.m. Welcome message
Start of Workshop of Racks, Accessories, Warehousing, Service and Delivery, Inventory control, Buying, Discounts, Stereo, Selection of Hits, Billing and Accounting, Promotions, Special Services.
12:00 p.m. Luncheon
1:45 p.m. Meeting resumed
5:00 p.m. Meeting closed

Saturday, June 13, 1959:
8:30 a.m. Breakfast for all concerned—get acquainted.
10:00 a.m. Panel discussion—Record industries.
Two speeches—20 minutes, 5 minutes questions.
12:00 p.m. Luncheon for all concerned.
1:45 p.m. Meeting resumes for face to face conferences in the manufacturers rooms.
4:00 p.m. Meeting adjourned.

Sunday, June 14, 1959:
9:00 a.m. Meeting opened
1.) Convention discussions for next year
2.) Election of Board Members
10:00 a.m. Meeting adjourned
10:15 a.m. Meeting resumed.
1.) Members of Board elect officers.
2.) Announcement of new officers for next term.
12:00 p.m. Meeting adjourned.

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

Famous Names, Outstanding Selections... Unsurpassed Quality!

Mercury WING
A PRODUCT OF MERCURY RECORD CORPORATION

Now also available in Authentic Stereo

- A complete economy line of long play records—unmatched in quality and performance.
- Designed for attractive rack display, impulse appeal, fast sale! Pre-priced, polyethylene-bagged.

The MERCURY-WING CATALOG is made up of Famous Recording Artists—Many Exclusive on Mercury and not available on ANY OTHER LABEL.

WRITE TODAY FOR FULL DETAILS

MERCURY RECORD CORP. Dept. W
35 E. Wacker Drive • Chicago, Ill.

FIRM NAME ________________________________
BUYER ________________________________
ADDRESS _____________________________ CITY _______ STATE ________

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
At the second annual session of the Programming Seminar, and Disk Jockey Convention in Miami last week, what you might have suspected, as many varying opinions about the music business were aired, was also the hallmark of the proceedings. Everyone seemed to have specific ideas about the future of the business, a film, in publishing and disk spinning. The panel scenes came upon nothing in the way of order and were the perfect change of ideas old-fashioned, it was a fine seminar.

The reason for subject on which all were agreed, I think, was the one which applied to the effective use of trade papers. There was unanimity on the floor that no other source available to publishers, radio men and jockeys was a better tool of the trade.

This is particularly true in respect to the music rack. Lively, price, display, racks and other necessities of the trade are physical parts of our and we accept the cost data, indirect tool of our trade—and one that costs nothing—is how we use the trade papers.

As trade publication representative of the NARM, and as an individual who has been closely associated with one as a carnival Barker, disk jockey, retailer, and radio personality, I believe that I am in a position to know.

I freely exchange ideas with the publishers and writers of all of our trade papers, and in this instance, The Cash Box, I wish to acknowledge the request to pass on information to you.

In a number of speeches which I have written for the Governor of Pennsylvania, I have had to write on the subject which is important to government.

In such discussion, it is my practice to point out that William Penn, who was the Governor of the Commonwealth, pointed out most effectively that "Governor's run on the notion that men make.

This is not only true of governments, it is an axiom which should apply to the business of rack jockeying. "Rack jockeying," we might say, "is effective only when there is notion."

And motion can only be provided by those of us who are in this business, who know there is an effective method of guidance.

The motion of the music business is engendered by the motion of the hits and misses. And only by using the trade paper lists can we be aware of just what is going on.

There, on page after page are listings which were not gathered without effort. The editors did not throw darts at numbers on a board to determine which ones would show up first, eighteenth or ninety-seventh. In those lists of 100 tunes, went the blood, the tears, the sweat, the sweat correlating it and then rushing it into print. And from every corner of the nation, the energy from those of us, retailers and rack jockeys. Putting them together we make up a job which is the work of our trade and the world in which we work.

But how do they get those lists, and just how true are they? The first bit of action on a tune is suggested by recommendation from jockeys. They are a method of screening material for us—then publish their "Picks of the Week" or "Sleepers of the Week" or "Spotlight Tunes"—call them what you will.

The rack jockey, assiduously fol-

lowing these suggestions will screen the material offered (noting that a suggested artist had never sold in his area, etc.) and come up with his own picks for the racks. The first action on a tune, following its suggestion, comes by way of the rack jockey, who buys his big. This concerted effort by men in a business which is regional in its collective effort brings the first listed action for a tune. Once on the list—and it can be put there first by the rack jockey—then the action from the retailer follows. The wise retailer has seen the action and has made his purchases.

Meanwhile, the astute disk jockey has screened the mass of material which has come to his desk and, he too has seen the suggested "sure shots" in the trade papers, and has given those tunes the first spins. If the trade paper men have been correct, the public recognition begins with the desires of radio listeners. They begin buying. And that's the cycle.

Now comes the most effective use of the trade papers. As the cycle continues, the tunes move up the charts. If there is motion, the tune's rise will be meteoric, and once that happens, the wise retailer and shop operator continues his buying cycle every week. In the next week's issue of a trade paper, this will also show. For when the tune reaches the point where it will no longer rise—it might have shown 85-67-32—and on the fourth week shows 31.

This is the signal for the wise rack jobber to stop buying. If his buyers, like his rack jockey, picks, and he does not produce a constant rise (32 to 31 is static) the tune has stopped. (It must be remembered that lists are from two to three weeks old when they appear in print. Don't think that they are current, because they have been supplied by you or someone from the time that the publisher and are printed, it's two weeks later.)

Some tunes will go right up to the ultimate number one, but this is a rarity. However, it is your buying that has put it there, and once there, the only place it can go is down. You know long before the tune hits the magical top tune that it will not get there—and similarly, you'll know once there that a tune is already on the way down. You sense this by action on your own racks.

Three weeks ago, I sat with Norm Orleck, Kingston Box, and we agreed to the notion that Johnny Horton's "Battle of New Orleans" was #6 in the nation. "It's been number one in my territory for weeks," Norm said. "The Only one in the nation," and it must be number one in Cash Box next week.

"Let's see," he said—as the fellows are on the last leg of next week's reports. "The "New Orleans" was number one. There is no question about the fact that their surveys are correct, or that their lists are accurate. And no matter what the trade paper you might use (and my firm uses all of them) a comparison will show that they are almost identical. This is conclusive proof to me that the trade papers can be an effective bible to all of us.

Following the red dots or stars or "signal tunes" to denote motion of a tune can be the effect manner which we can all use as a guide to our buying. And because the cycle is continuing, the effective harbinger of lack of motion, and that's the time to get the disks off the racks and return them quickly.

The down-grade of a tune is the blur rapid motion which we can tell when that is left in a tune. He can still sell to retailers what we return, and get that inventory off his floors. And knowing that we are faithful in returning them quickly, because we have watched the rise and fall through the medium so well, we have to do—one of those trade papers—we won't reorder and the tune will go to the natural destin

It won't go off the lists right away, but the moment it becomes static, that is the non-n伪装 death knell which signals the time to return. Meanwhile, your rack men and your customers—should like it as long as it can be at a season of the year like this, and your customers are geared to the fact that even though sales are high in the holidays, every day—their merchandise is as hot as it can possibly be under the seasonal circumstances.

And every single bit of information has come to you—and through you to your customers— futures of your use of the trade papers.

Remember, when a tune becomes #1 or #2—you've done the job. First, you get it to some spot on that list, and the retailer will do the rest of the way. But it is your job to get it to the top. The return is as fast as you can. If your customers do not buy the record, then it is up to you to return it. You can only have one #1 spot, and the more tunes that make it, the more motion we shall have in the record business.

The worst time of the year is right now—when there is a lack of interest in music because people are going to hell games, golf courses, and the beach. That's the time to get those records cleaned, records back faster, and new records into the racks. And the more changes we have in the lists—the more hits we have in those "top tens"—the more motion we make through the motion that makes music. And the lists are made through you, by you—but mostly for you.
The service operators of record racks, commonly known as Record Rack Jobbers, have come a long way since their inception. Their struggle hasn't always been in a straight line—sometimes they have faltered or succeeded during their periods of failures and successes. They have contributed greatly to the record industry. It's a sad operator indeed, whether it be manufacturer, distributor, or dealer, who has learned much from the Rack Jobber. The manufacturer learned of the new field and developed specialized packages and promote to an extent never realized before; the distributor learned of the new outlet where he can greatly increase his total billings. The jobber has learned that there was a great potential market not being reached. The intelligent dealer knows the surface has barely been scratched and realizes the Rack Jobber opens up many new customers for him.

To best show how much information the jobber has provided for the industry, let's go back and trace the events. The Rack Jobbers ventured through the first four periods of his growth. Although these periods do not take place entirely, the time most all merchandisers have grown through the first three and are now approaching the fourth period.

**Phase 1—The Golden Goose:** This phase was very beginning and the most outstanding factor of the time was incomplete knowledge. This lack of knowledge was abundant everywhere. The distributor knew nothing of service operations in supermarke where the service operators knew nothing of records; the manufacturer knew nothing of sales, intensively guaranteed return. Together they plunged headlong into the unknown—can you blame them? For a while everyone was happy. . . . The Rack Jobbers made new installations as fast as he could build racks. He sold all the super, the seconds, then the duplicates, then a lot of surplus appliances stores, TV shops, and anyone else who had a few hundred dollars and six feet of space. Soon he had his territory loaded; it was loaded with whatever he was told to carry. The various labels were represented on his racks, not by current demand for that label, but in a different manner. The independent local distributor of the label. Purchases by the Rack Jobber began to slow down when the new channel of distribution was filled up. The manufacturer and distributor could see no reason for a slowdown and so continued to push to maintain this new level of sales. These of them were very successful in this.

**Phase 2—The Ruhe Awakening:** It was about this time the Rack Merchandisers realized they were not selling records as fast as they were buying them. This could only mean they were building inventory both for themselves and their customers. They then took full advantage of the 100% record, and the distributors realized that a record on a rack is not necessarily necessary. The Rack Jobbers, therefore, developed their own merchandising ideas. Shelves of very meager inventory systems; when a release came out, he bought it and displayed it until the item was dead. When it died they picked up every one of the racks, added the warehouse stock, and returned it. Obviously this system did not work to anyone's satisfaction. The labor involved in packaging, picking it up, and returning the Rack Jobber as much as the actual return hurt the distributor. It was then they passed into the next phase.

**Phase 3—Organization & Planning:** The period was a period of complete and running efficiencies of all stock. The Rack Merchandiser who sold Health & Beauty Aids would not consider operating without a stock control system, and finally realized this was the answer to his Record Department. Generally the more complete the inventory control system is, the more successful it is. To successfully buy records for a rack operation doesn't demand any supernatural facilities; it demands complete and accurate stock control. Through judicial use of inventory control systems the Rack Merchandiser is able to intelligently direct his organization. As new phases of the record industry develop he knows exactly what extent he should invest in that phase.

Within the same week we have been told to different directions and where most total stock package sales were. With different dealers they varied from 10% to 60% of the total sales. Without accurate inventories how can he possibly decide what percentage of his records should be devoted to stereo? The very nature of his business dictates that he follow the trends. He cannot be the leader who develops new phases, but he must be able to recognize these changes and change with them. If he doesn't change and grow, the other alternative is to wither and die. Merchandiser can never make a hit—it can only increase the total sales of one. He doesn't need to buy any unknown quantities but he does need to know how much and how fast he is selling what he already bought. When the Rack Jobber reaches this stage he is ready for the fourth and final period.

**Phase 4—The Golden Egg:** The merchandiser now has what he thought he had in the first place. He has developed—through trial and error, success and failure—his own position in the record industry. He is a permanent factor in this industry and his position is growing, as is the whole industry. He has proven, through past performance, that he can greatly increase the sale of a given record and he now stands ready to prove that his records need not be any greater than those of a dealer. The service operation by nature is an aggressive individual; he not only intends to maintain his level of success in the record industry, but intends to increase it. He doesn't intend to do this by competing among others who sell records, such as the direct selling labels or the independents; he realizes that his actions only stimulate his business. He intends to grow, and by developing new and better methods of merchandising; the public still wants to buy records, and the service merchandiser intends to give it every opportunity to do so.

It is time the whole record industry realized that the more records are pushed and promoted, the better they are displayed, regardless of who does it—that each of us is going to benefit by it to the exact same extent which we are willing to energetically and intelligently participate in it.
NARM Names Publicity Committee

MILWAUKEE—Jim Tiedjens, President of the National Association of Retail Merchants (NARM), has named a new committee to take the place of the Publicity Committee of the organization.

Tiedjens will head the committee on Publicity, with Ed Snider, National Secretary of NARM, as his Assistant. The committee is made up of representatives of the manufacturer, the jobber, the distributor, the retailer, the national magazine, and the local newspaper. The new committee will be known as the Publicity Committee of the organization.

Tiedjens named Pete Wambach, Wambach Distributors, of Minneapolis, Minnesota, as Chairman of the new committee. Wambach, who has been active in the music business for many years, will be assisted by Robert Tiedjens, also of Wambach Distributors, owner of Wambach's Waxworks (retail) and a radio disc jockey and political reporter for radio.

Ember Formulates Rack Sales Plan

NEW YORK—For some time, Ember Distributors, Inc., has been testing various plans to appeal to the jobber, the distributor, and the retailer. The results of these tests have been encouraging, and Ember has now formulated a new plan to be put into operation starting next week.

The plan is designed to increase the volume of sales of Ember products by making the jobber and the distributor more interested in the products. The plan includes a number of new features, such as a new line of products, a new advertising campaign, and a new system of sales promotion.

The new line of products includes a number of new styles and colors, as well as a new range of prices. The advertising campaign will feature a new approach, with a new slogan and new images. The sales promotion will include a new system of incentives for jobbers and distributors.

The plan is expected to result in a significant increase in sales, and Ember is confident that it will be successful.

Lion Jazz “Victory At Sea”

NEW YORK—The Album Review of the Week is “Victory At Sea” by Lion Jazz. This is a well-recorded album, with excellent performance and good engineering.

The album features a number of popular standards, as well as some lesser-known songs. The arrangement is well done, with good balance and good dynamics.

The performance is excellent, with good solos and good interaction between the musicians. The engineering is well done, with good clarity and good separation.

Overall, this is a very good album, and it is highly recommended for all jazz fans.
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- $2.98
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**FREE RACKS**

GREAT "POP" ARTISTS

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**EP Reviews**

"THE HAPPY ORGAN" Dave "Baby" Cortez RCA Victor EPA-3342

Cortez' current chartbuster "Happy Organ" has met with tremendous sales. The title tune is accompanied by a rock-n-roll style Cortez vocal that's smooth ("Love Me As I Love You"). another "Happy Organ" style organ recital (Dave's Special) and a wind-up vocal ("You're The Girl") that cries of love. Good foursome that's made for records with a stand-up photo of the idol alongside an action organ-playing shot.

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

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**Kiddie Album Reviews**

- "DENNIS DAY NARRATES AND SINGS JOHNNY APPLESEED" (Crickettone Chorus & Orch. and Playhour Players. Cricket CR-11, $1.98)
- "DAVID WAYNE NARRATES TUBBY THE TUBA" (John L. Eastman conducts Cricket Symphony. Cricket CR-13, $1.98)
- "RINGLING BROS. and BARNUM & BAILEY CIRCUS" (Don Forbes, Ringmaster and Vocalist. Cricket CR-14, $1.98)

**EP Reviews**

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**Album Reviews**

($1.49 thru $2.98)

- "BEETHOVEN SYMPHONY NO. 5 IN C MINOR, OP. 67—SCHUBERT SYMPHONY NO. 8 IN B MINOR (THE UNFINISHED)" Arthur Winograd Conducting The Philharmonia Orchestra of Hamburg. Leon CL-0011, $1.98

**Content:** Each of the two symphonies occupies one side of the classical disc. Cover: Dramatic natural color scene depicts the crackling of lightning in a deep blue sky. Topped with title lettering. Reflects contents in eye-catching form. **Performance:** The Hamburg orch. gives a concert hall performance of the two more popular composers' efforts managing the intense and dramatic feeling quite well. **Commercial Value:** A classic lover's delight and a bargain buy. A rack "must" for classical categories.


**Content:** "Beautiful Blue Danube", "Artist's Life", "Swan Lake", and others. Cover: Viennese couples swirl to the waltz in a modern day ballroom scene. **Performance:** Full orch. sound captures waltz-time in Vienna from selections that are fresh and far from overplayed. **Commercial Value:** D'Artega and the orch. are known far and wide while the waltz is a standard package for music lovers. Good rack pick plus strong price offer. **Name Value:** Very good.

- "FLAMENCO FESTIVAL IN HI-FI" Nino Di Alicante and Troupe. Design DLP-88, $1.19

**Content:** "Danza Oriental", "Fiesta del Rocio", "Fantasies Espanol", etc. Cover: Flamenco dancing scene in color. **Performance:** Strong guitar work, clicking heels and shouts of joy all accompany the exciting music of Spain performed in this country for the first time. **Commercial Value:** Wide TV exposure to this type dance and music have, of late, stimulated interest in this field of endeavor. Might be a sales getter. **Name Value of Performers:** None.
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CORONET RECORDS

The NEWEST, HARD-HITTING, MONEY ALBUM LINE in the low-priced field. Striking 4 color covers with built-in sales. Sensational music, from pops to the classics, done by great artists.

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

Harmony Releases Six LP’s For June

NEW YORK—Harmony Records, Columbia’s low-priced sublabel, last week released the six Stereo Fidelity LP's for June. They are: “The Animals Sing”—Jim Pappas; “Songbird”—Kathy Nield; “Pearl Bailey Sings”; “Dancing With Samantha” and her band; “Hi Fi”; “Hi Fi Holiday Banjo”; “The Harmony Album Of Wedding Music”.

Design Into Singles

NEW YORK—Cy Leslie, president of Pickwick Sales, merchandising arm for Design, Stereo Spectrum, Cricket, Off Broadway and “Instant” Learning Records, announced last week that the Design “singles mill” will be “greatly accelerated by September and will become a much more important factor for us in the future than it has in the past.”

Singles Abound, who was hired in March, was originally given the post of promotion manager and disk jockey contact man at Design. The company considers that a “helpful part of his duties will be to beef up the singles picture at Design.”

“Singles artists make hit LP’s. There’s no way of getting around that; look at the chart success of Frank Sinatra, Kingston Trio, Mitch Miller, Johnny Mathis, Fabian, Buddy Holly, Brenda Lee, Phillies’ own Ralph McTell, Jimmie Rodgers, Mantovani, Billy Vaughn and Nat Cole.” These are all names in the “top 25” of the list of best selling albums and all of their singles made their reputations on single hits.

“We have been able to inject a tremendous amount of ‘name value’ into our own label. However, we have had to buy our stars when they were at all record. Out of this has come a new array of singles.

“We are now in a position to develop our own artists via hit singles and no matter how much it costs us, it’s still cheaper than paying to buy them after they’ve mad.”

“For this reason, as well as the obvious one of price, we are more and more concentrating on singles and we are now preparing our program and will kick it off in the fall.”

Stereo Fidelity Offers 4 New Stereo Singles

SWARTHMORE, PA.—Continuing its policy of regular monthly releases, Stereo Fidelity Records, one of the Miller International Company labels, this week released four new stereo LP’s. Two of the four albums have been designated as special push albums and will be heavily promoted with national advertising, display materials and other sales aids.

Key items in the release are “Gold

age Of The Dance Bands,” recorded in New York with members of the original Jimmy Dorsey Band; Benny Goodman, Tommy Dorsey, Artie Shaw, Glenn Miller and Harry James Bands. The disk features 12 tunes, each of which was a big hit disk by one of the featured artists. The new stereo recordings are not-for-note versions of the original hit arrangements and include titles such as “Sing, Sing, Sing”; “Getting Sentimental Over You”, “Jesi

Boone” “Green Eyes”, “Stardust”, “Two O ‘Clock Jump” and others.

The second push LP is the music of the bull ring LP titled “Torero” and recorded in Mexico City by the World Wide Theatre Orchestra. The singles are being reissued on the monaural Somerset label.

Meanwhile diskjockeys have prepared a June-July release and sales program with a special two-week meeting held Wednesday June 3, when the labels’ present Dave Miller returned from a six-weeks recording tour of Europe. Plans will be formulated by Miller, George Phillips, partner in the two labels, sales veep Joe Martin and other key sales managers Jules Mah

mad.

Diskjockeys are attending the ARMA meeting in Chicago this week and will be at the National Association of Record Merchandisers Convention this weekend.

Urania Releases Singles

NEW YORK—Urania Records continues its recent program of expansion with the release of two pop singles this week.

“Draper Prison,” b/w “The Gallows Pole,” introduces Urania’s new recording artist, Casey Anderson, singing two tunes selected by a majority of New York DJ’s from his forthcoming LP as the most likely contender to spot on the national best seller lists.

The single features an exciting new Latin group, Los Canceleres, associated with the current popular hallmark, “Ve

nus.” “Venus Cha Cha,” b/w “Alegre Cha Cha,” is the band’s first exposure in the field.

Urania, known for its classical and, more recently, pop and jazz LP’s will now be issuing several singles each month, according to Don Nielsen, Director of Sales. Disksky will also continue its policy of increasing activity in the popular album field, along with continued releases of top classical artists.

She’s “Hip”

CLEVELAND, OHIO.—“Play it or

e else,” is what cowboy Mary Ann Ackerman hastened, B.B. referring to the album by her side, “Themes From The Hip” a new Roulette release of jazz interpretations of the themes of radio and television westerns. Arranged by radio station WFBX’s music director Bud Wattles, the album also features his orchestra and was produced by Bob Ancel, former WFBX deejay, now with WGBS in Miami.

Camden Issues Gershwin Supplied “Porgy & Bess”

NEW YORK—As part of its June release, RCA Camden is issuing the only recording of Porgy & Bess which Gershwin himself supervised, it was announced by Frank O’Donnell, Ad

ministrator, Camden Records merchandising. The record, a famous best-seller from the Victor vaults, features Lawrence Tibbett and Helen Donavan. It has been re-engineered to bring it up to today’s sound standards.

Complete contents include: “Sum

ertime And Crap Game”; “A Woman Is A Sometime Thing”; “My Man’s Gone Now”; “I Got Plenty O’Noth


Other albums in RCA Camden’s June release include Hill Bowen and Bill Isley in a new presentation of Rodgers and Hammerstein’s longest-running musical, “Oklahoma!”. The album is available in stereo only.

Especially created for RCA Camden is “The One”. In HiFi and “Hawaii In Stereo”. Addes, long associated with such outstanding orchestras as Hugo Winterhalter, Gene Krupa, Larry Clinton, and Frankie Carle, makes his solo debut with this authentic collection of Hawaiian tunes.


ding Song”; “It’s Late.”

Concluding the release is Tommy Leonetti’s album debut on the Camden label, “Dream Street”. Marion Evans provides orchestra backing. Among the ten tunes are “Deep Purple” and “Lettie.”

“IT’S WHAT’S IN THE CASHEX BOX THAT COUNTS—INTERNATIONALLY.”
NEW YORK:
The music biz currently rolling along at a "convention-a-week" clip. Last week's Miami-deejay affair to be followed by this week's ARMADA—indepedent record manufacturer-distributor confab in Chicago, which, in turn, will be followed by the NARJ-Rack jockeys confab to be held in the same city at the end of the week. ... Columbia's Peter Frend reports that the label's hottest single artist will be heard on a soon-due LP, "The Spectacular Johnny Horton." Pete also notes that Columbia has a real swinger in the Teddy Wilson Trio's upcoming package, "Gypsy In Jazz." Accompanying Wilson's piano are Bert Dollender's drums and Arvil Shaw's bass. ... Ampar has taken over distribution in the U.S. and Canada, with the Rank organization handling the rest of the wax world, of Terri Dea's "Pin Confining." ... Does Carmen Basilio's withdrawal from a Ray Robinson match have any connection with Juggie Gayle's recent tune-up in Miami? ... Jerry Moss, Cool's national promo director, phones in that the Cretas are set to do their latest chart threat, "Power Of Love" on the 6/9 Dick Clarker. ... Miss Lorez Alexandra, the King thrust from Chi with the voice in 'boid, has inked a personal mgmt. pact with John Levy Enterprises, whose roster includes George Shearing, Dakota Staton and Ahmad Jamal among others. ... The Tasses have been doing practically every major TV bandstand show in the east, plugging their "To A Soldier Boy" pressing. The national chart-climber is the reason for Madison proxy, Larry Utta's wide grin. ... Songstress Nancy Steele, who has appeared at many of the country's leading supper clubs for the past few years, out with her first single for the Celebrity folks, tagged "I Just Couldn't Believe It." ... Triumph's sales mgr. Al Spina advises that the label has added Potem in New York, Trutone in Miami and Solo in Buffalo to its distro set-up. In addition, promo man Morty Wax has been assigned to work on the just released pairings by Varetta Dillard, "Scorched" and "Good Gnavy, Baby" and Jimmy "Night Train" Forrest's "Cocktails For Two." ... Decca's Felicia Sanders returns to the Bon Soir 6/9. Irving Phillips, Felicia's hubby, will be around piano-wise. Another Decca-ite, Carl Dobbins, Jr., climaxes his east coast-mid-west promo tour in 20 cities of his "My Heart Is An Open Book" click, with a 6/12 Dick Clark shot. ... Gibraltar's William Roberts very high on the new inspirational ballad release by Joe Santone. Tune, tagged "Have Faith" has "Please Love Me" as its deck companion. ... Clobber Larry "Blueberry Hill" Stock, who's leaving for a European visit 6/17 with the Mrs., won't be able to be on hand for the release, this week, of his newest tune, "Corner In Paradise," which is Ted Brown's Capitol bow. ... Happy Goday items that Todd's new distrih for the Arizona, New Mexico and El Paso, Texas area is the Eyekay Co. of Phoenix. ... Lee Farley, national promo mgr. Struth, production-co-ordinator and the large delegation from Quality Records Co. of Canada want the folks to know that they made the Miami scene last week. MGM's Clyde McPhatter to headline at Wimstubs in Boston, 6/15-6/17; Atlantic, his former employer has a chart item in Clyde's recently released "Since You've Been Gone." ... Ray Passman, looking to hook up with either a diskery or pubbery, can be reached at JU-8129. Ray was formerly with the George Paxton and Ivan Mogull publishing firms. ... Connie Francis does a June 3rd to 14th stint at Queen's Boul-levard. ... Bill Bertenshaw, WBBR-WNNJ deejay, has been named A&R chief by Vanity Records of Patterson, N.J. The label's newest release is Jimmy Nash's "Romance" and "Cool Sixteen." Bill also produces the "Radio, U.S.A." syndicated program.

CHICAGO:
With such tremendous attendance at the recent 2nd Annual Deejay convention we can't help wonder that so many of the constituents were still around the Windy City. The phones have been buzzing steadily with the query by most asking how things went in plush Miami Beach. The answer to all is, "Cool, man, cool-o!!" Lennie Chess, busy head of Chess Records, tells us he is very excited about Chuck Berry's new smash disk "Back In The U.S.A." on the 5th. With the label, this exciting album, according to Chess, looks like it can go all the way up the charts. The flip is "Pine Tree overseas." Meanwhile, Bo Didley's "Crackin' Up" is moving up. Phil Chess and Max Cooperstein made the rounds at the Americana Hotel in Miami Beach meeting and greeting all of their friends there for the Deejay convention. ... Dickie Bill Ferrell hustles the news to us from Milwaukee that his fantastic (Continued on page 47)

THE WAILERS
APPEARING
DICK CLARK
SHOW
JUNE 11TH

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GOLDEN CREST CR518

MANAGEMENT: DIRECTIONAL ENTERPRISES, 200 W. 57 ST., N. Y.

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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"Thunder Wagon", featuring The Nobelsmen, is already bursting out all over the U.S.A.—which, incidentally, happens to be the name of the label....

At [segmentation point], Bobby Breen made the scene in Chi last week plugging his new Lyric deck "Valley Of Romance." The record is handled locally by MIL Salson's U.S. Distribs.— Sandy Harbin, back in town, after a hectic whirl in Miami Beach with Randy Wood and Jerry Thomas, asks us to listen for Pat Boone's new hit, "Twist Twenty Two," and "A Lover's Hymn" by The Fontane Sisters. Another Dot waxing tabbed by Sandy is The Mills Brother's "Lullaby In Ragniture"... Congrats to Ralph Cox, veteran promo man, who recently joined the happy Roulette family as their local promo man. This links him with Morris Price, Sid Finkel, and the Grossman at V.I.P. Records Distribs. Henry informs that the new Jimmie Rodgers disk is clanging the charts everywhere. Another Roulette deck to watch is "40 Days" by Bonnie Hawkins. "Little Dipper" by The Mickey Mozart Quintet. All the techniques according to Morris Price, are "driving" "Pink Cadillac." This one is by Larry Dowd, on the Splomming label.... It was swell hearing from Cadence's Jeff Colby, who tells us lovely Genevieve enjoyed meeting us in Chi. And Ben Bartel, who made the trek east to assume sales directorship of Warner Bros. Records.... In Cali, to Kevin of Miami's huge Music Mart phoned to tell us he is building the largest super record store in the U.S. He hopes to be ready by June 14 for his Grand Opening celebration. Coral's Joe Mos tells us Charlie Gracie is due in to plug his "Angel Of Love." Joe urges us to lend an ear to The McGuire Sisters' "Summer Dreams" and Jackie Wilson's "I'll Be Satisfied." A very throaty Maceo Tou to free lance Jerry Ferber, who became the daddy of twins last week. Devin (boy) weighed in at 4 lbs. 13 ounces and little lass, Devora, scaled in at 5 lbs. 5 ounces. The happy mommy is Mavene Ferber.... Publicist Jack Quinlan advised us in Miami Beach that his Near North "Gold Coast" informer celebrated its 4th birthday recently. Belated congrats, Jack....

Jerry Allan, Allan Records, asserts proudly that his new vocal find, Harold "Thunderbird" Ward, recently guested on hill Burt Bardone's WCLM-FM jazz show; and that Burt was so impressed with the youngster he kept him on the air for 45 minutes. Harold's new deck is "How Wild Can A Woman Be." — Phoebe Frank Holstein is all smiles this week. The reason, of course, is that his favorites—The Dukes Of Dixieland—are on stage at Frank's swing palace, the Blue Note. 4/5 All Hif moved into the Empire Room of the Palmer House. — Joel Rothman, WRIT's district director, is flexing his muscles these days, since he bowled a big 690 series. Lee walked off with a grand trophy; and, with tongue in cheek, challenges all disk jockeys. — WRIT's Woody Welsh writes to tell us he's getting much action from teenagers on "Hill Hill Hill" by Mickey Hawks & The Night Raiders. Woody looks forward to our next trip into Cream City. — M. Sig Saksowicz observed military maneuvers in North Carolina recently with Lt. General Clark Rufler, Commanding General of the Third Army.

LOS ANGELES: Irving Mills, veep of Mills Music Co., has pacted TV personality Sandra Stark, to an exclusive writers and recording contract. First album out on the Mills label is "Kidsookin'... — Capitol Records' singing group The Four Freshmen, along with satirist Mort Sahl, concluding a successful concert 6/5 at the Pasadena Civic Auditorium. Gene Norman reports a near sell-out for the show.... Crystalette recording artist Clessa Williams, opening at the Capistrano Beachcrook's Club 6/12 for the entire summer season. — Brad Atwood, Transcontinental Recsirca exes, reports young vocal trio The Bow Ribbons (ages 6, 7 & 8), may have the hottest sub-teen record of the year in "Hey Diddle Diddle." — Margie Rayburn expects to return to "chartsville" with her current Liberty pairing "Laddle-O" b/w "Unexpectedly." — Chatton Distributing reports lots of action in The Bay Area on Sam Cook's latest teen effort "Only Sixteen." — Nat "King" Cole, following his six-week tour of South America, currently appearing at the Sands, Las Vegas, thru 6/16. — Selring Records 1st release, "My First Love" featuring Frankie & Johnny, tabbed pick-hit-of-the-week on Herman Grifith's Record Caravan over KGFJ. — Orbit Records reports immediate reaction to Scott Engel's new outing, "Comic Home" how "I Don't Wanna Know." — Raynote Records planning a big push for "The Beatle Valley" with "Blackie" Wachtel and "The Black Duck With The Baby Blue Eyes." — Ed Townsend, Capitol disk artist, writing new material and doing the musical arrangements for Gale Robbins, which she will record and use in her new night club engagement.

More Of The Nation's Stations Give It The "PICK HIT OF THE SEASON"!!!

Alberts singing
(MET THE ONE THAT I LOVE IN)

"HIGH SCHOOL"

with Jack Pleis and his Orchestra

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Record Ramblings

(Continued from page 47)

County Fair, starting 7/6. . . . Don Gerson announces Carlton Records now being distributed by Sun State Distributors, and Sun State reporting strong decay reaction to Jack Scott's latest, "The Way I Walk". . . . Liberty Records expediting big things from Jack "Mr. Bongo" Costanzo's current offering, "I Got A Bongo". . . . The Kingston Trio, headlining the bill at The Hungry i in San Francisco, also busy promoting their new Capitol disk, "M.T.A.". . . . Jimmie Macdonald of American International Records, informs Tony Casanova's "Diary of a High School Bride" has been picked by Art La Boe as his Personal Pick Of The Week on KFRC. . . . Gracie Fields, Melaki recording artist, currently appearing at the Largo in Hollywood. . . . Al Salomon all excited about the way the new Dinah Washington waxing, "What A Difference A Day Makes," is taking off with the deejays in Southern California. . . . "Chilly Winds" b/w "Soleitaire," initial release of Nina Simone, new Colpix recording pactee, already starting to show up on local charts. . . . Bobby Poore making the rounds of TV Dance Parties in Northern California to enhance sales on "Heartbreak of Love" on Beta. . . . Spike Jones, recently linked to a Liberty Records contract, cut with his initial waxing "The Late, Late Show". . . . Dotty Vance, of Dot Records, predicting that Pat Boone's new waxing "Twist, Twirl, & Twenty," could be one of his biggest disks to date. . . . George Duning recording several tunes, penned by Mitchell Parrish, with Jimmy Darren for the Colpix label. . . . Cathy Carr's "I'M Gonna Change Him," and "Little Dipper" by Mickey Mozart, two new ones on Elektra, are making lots of noise and beginning to move fast on the coast, according to Abe Glazer, Roulette's West Coast rep. . . . Flick Mel Bly on the road promoting Huelva Duval's "Little Boy Blue," on the Challenge label, informing it's getting lots of spins from the deejays in several areas.

Del Fi Records set to release a disk by new group The Fantastics. . . . Everyone at Dot Records really excited about Louis Prim and Keely Smith's initial waxing for the label, "I Don't Know Why" and "Be My Biscuit Blues," . . . Vocalist Jan Howard waltzing, "Make An Honest Woman Out Of Me" b/w "Weeping Willow," on the Jackpot label. . . . Didn't know that? Warner Bros. "Troye Key," whose newest couple "She's Strong, He's Smart, They're Both Black," is a direct descendent of Francis Scott Key (the one-shot duffer who couldn't follow up on his "Star Spangled Banner" click). Another W.B. artist, Tab Hunter, did his latest, "There's No Fool Like A Young Fool," on the 6/1 NBC-TV'er, "Summer On Ice". Tab, a former champ skater, also displayed his ice talents on the show. Still another W.B. er, Roger Smith, following his "77 Sunset Strip" colleague, Edd "Kookie" Byrnes, onto the charts with "Beach Time".

Here and There:

HOU STON—News from Don Robey's outfit to the effect that: steadily moving up the nations' lists are Bobby "Blue" Blinds' "I'm Not Ashamed," Little Jr. Parker's "I'm Holding On" and "Five Long Years," Joe Hinton's "Pretty Little Mama" and Ted Taylor's "Be Ever Wonderful" and "Since You've Come Home". New Dick excitement centers around Miss LaVell's "Stop These Teardrops" and "Yes, I've Been Crying," Big LP sales are reported on the Dixie Hummingbird's "Traditional Spirituals." The Backbeat promotion-production team, Larry Kast andummy Duncan, chime in that they're readying their 2nd effort for the label, Jim's "Our Song Of Love," which is set for a 6/10 release. Hinton, whose "Pretty Little Mama" was the duo's initial production, currently touring the east and mid-west TV shows. . . . BILLINGS—Jodie Sands postcards from the Montana city that she's doing 2 weeks at the Club Rucial and then will move into the Manor Hotel in Wildwood, N.J. for a one-weeker starting 7/16.

CINCINNATI—Deb topper, Julius Dixon, pens from the recently sampled 10 new sides in Detroit while there on an extensive mid-west promo trip. Dixon has high hopes for John Lester and the Mellow-Queens "Getting Nearer" on C&M and "Doe Doe" by the Drivers on Dalton. . . . Also from Cincy comes a Harry Carlson (Fraternity proxy) note telling us that songster John Gary so impressed Jack Paar on a recent show that he was immediately invited back for a return appearance.

BAYTOWN—Elsie Wilks, boss-lady of the Texas firm, Hilt Brothers, plugging away on the new "Laund" sound (Ballad of Louisiana Bayous) to be heard on the up-coming release by Gene Dunlap and his Jokers. Gene's band, currently playing niche spots in Houston, will be backing up on Hilt's forthcoming issues by Nick Harrington and Jimmy Dart. . . . HARTFORD—Trinity Records distribu Mundt announces the appointment of Edward DiNallo to promo work for the firm's ". . . . scoring for us under the supervision of Gene Gotthelf, who recently added Joe Spence to his sales staff. . . . PHILADELPHIA—Dave Stolnick, Mgr. of Conti Distributors, switched to new offices at 1543 W. Cumberland St. Shirley Rubin, of the firm, inform us that the DeLuxe's "Here Goes My Baby", Laverne Baker's "I Waited Too Long" and Ruth Brown's "Jack O'Diamonds", all on Atlantic, Bobby Freeman's "Am I A Thomas" on Joe Arthur Lyman's "Taboo" on Hi, Dodie Stevens' "Five Pennies" on Crystalate, the Fontane Sisters' "A Lover's Hymn" and Skip & Flip's "It Was I" on Brent. . . . Over at Lehrs, promo man Barry Abrams reports that his miserable cold last week was put to use as an added gimmick in plugging away on Huey Smith's "Would You Believe It, I Have A Cold" Ace deck.

Chuck Berry

Now It's Gone 'Pop'

Swingin' on the Cash Box Top 100
Swingin' on the Billboard Hot 100
Swingin' on the Music Vender Top 50
Swingin' on the Music Reporter Big 50
Swingin' on All Regional Pop Charts

"Something On Your Mind"- 7" Vinyl 45 RPM 45s

Big Jay McNeely

Vocal by Little Sonny

Swingin' #614

Released through ARDCO - 1041 N. Las Palmas, Hollywood, Calif.

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

NEW YORK—Robert Thiele, president of Hanover-Signature Records, last week announced the appointment of John M. VanderVoort as vice president and secretary. He will serve as financial manager and administration coordinator.

Well experienced in the record business, he served in a similar capacity with Thiele, at Signature Records. President VanderVoort was executive assistant treasurer at Schenley Distillers and assistant treasurer at Seagram Distillers.

Elektra Offers Incentive Plan For Salesmen

NEW YORK—Elektra Records will offer its first “Bonus Prize” incentive program to distributors’ salesmen throughout the country during the months of June, July and August. Announced company president Harry Holzman last week. Valuable merchandise will be awarded for sales and window displays.

The plan is organized on a point system, whereby a salesman receives 10 points for each Elektra album sold and 150 points for every dealer window display placed. Twenty-seven prize selections range from RCA Portable 17” TV sets (32,000 points) and Omega 8 Diamond Ladies Watches ($25,000 points) to Kodak Brownie Star Flash Outfits (2,000 points) and English Morocco Wallets (900 points).

“The Elektra ‘Bonus Prize’ program is not a competition among salesmen,” according to Holzman. “No one comes out ‘first’. Each man comes out being a ‘winner’ based on his own achievement. The more records he sells, the more displays he places, the more points—and prizes—he can earn.”

Prize points will be redeemed as soon as received. Salesmen must file monthly reports with their employers or sales managers. These in turn are approved and sent to Elektra.

A special Bonus Prize booklet, showing and describing all prizes, has been printed. Among the other prizes are RCA clock radios, electric train sets, imported English bicycles, Olivetti portable typewriters, Bell & Howell movie cameras and projectors, and infra-red rotisserie broilers.

Further information about the program may be obtained by contacting Holzman or Dawn Allen at Elektra Records, 116 West 14th Street, New York 11, N.Y.

Danny Boy” Promo Disk

CHICAGO—Sales reaction to the Mercury “Danny Boy” waxing by Sil Austin has prompted the diskery to produce a special deejay promo version timed at 1:56, the consumer timing being 3:50. This, Mercury says, will get more station exposure. Effort is in the 77 spot on this week’s Top 100.

Cooke Named To Barrel

TORONTO, CANADA—Harry Maslow, president of Barrel Records here, last week announced the appointment of Ralph K. Cooke as assistant to the president. Cooke’s duties will include sales and promotion.

Rene Bows On Imperial

BEVERLY HILLS, CALIF.—Imperial Records has released the first album by Henri Rene, recently signed as A & R head of the label, marking Rene’s bow as a recording artist, it was announced recently by label prez Lou Chudd.

The album is titled “White Heat,” a big band instrumental available in both stereo and monaural. The title is taken from one of the tunes in the LP penned by Rene.

“White Heat” kicks off Imperial’s new plans for stepped up album production. Other artists already set for album release before the end of the year include, Fats Domino, Zsa Zsa Gabor, Tony Randall, Peggy King, Jules Farmer, Jimmie Haskell, Petula Clark and Ralph Flanagan.

Chudd plans an extensive promotion campaign for “White Heat” in newspapers, radio, and the point of sale pieces. Rene personally introduced it at the disk jockey convention in Miami.

Form Dynasty Label

HOLLYWOOD—Irving Moss, president, in association with Lee T. Palmier, executive vice president, and general manager, last week announced the formation of Dynasty Records, located in this city.

Moss, a newcomer to the record industry, has a background in the food and supermarket business and investments.

Palmier, with 16 years experience in the record field, started in 1941 when he distributed Al Jarvis’ label, Make Believe Ballroom. This led to his joining Capitol Records in 1942 and staying with them until 1949, at which time he moved to Mercury. Palmier joined ABC-Paramount Records 2 years ago, being associated with them until the formation of Dynasty.

Moss reports there will be forthcoming announcements as to the distributing organization, and artists to be featured on the first release.

Epic Issues Four LP’s

NEW YORK—Four LP’s for June were announced by Epic Records last week. One, “That Latin Beat”—Trio Avileno and orch., is available in both monaural and stereo.

The others are: “Hit The Deck Excerpts”,”The Cat And The Fiddle” Excerpts—various artists; “This Is Yugoslavia!”—Ivan Goran Kovacic folk dance and song group; “The 12 Greatest Hits From 1950 San Remo Festival”—various artists.

“Jazz” At The Philharmonic

NEW YORK—Maynard Ferguson (left), jazz trumpeter and Roulette recording artist, recently found himself in the distinguished company of Leonard Bernstein (center) and violinist Isaac Stern.

The three were the principals, with the New York Philharmonic, in the introduction of Bill Russo’s “The Titans” at Carnegie Hall.
...new feathers in our Kapp

JANE MORGAN
with a 2-sided smash

"I CAN'T BEGIN TO TEL YOU"
and
"WITH OPEN ARMS"

K284

Kapp's new rising star JERRY KELLER breaking in all markets with

"HERE COMES SUMMER"

KAPP RECORDS

“Only those records best suited for commercial use are reviewed by THE CASH BOX"
Sincere thanks to the D.J.’s of America...to the featured panelists and speakers to the record company hosts...and to the many others whose ability and cooperation made this year’s D.J. convention in Miami Beach an outstanding success...our deepest appreciation to all who participated.

First American Release
The Misters

“Why Don’t We Do This More Often”

b/w
“Too Many Girls”

Record Company
624 South Michigan Avenue
Chicago 5, Illinois

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

ATTENTION DEJAYs, PROGRAM DIRECTORS, LIBRARIANS:
Please keep us constantly informed of any changes in call letters or title.
The Cash Box, Music

The Records
Disk Jockeys
Played Most

A SUMMARY OF REPORTS RECEIVED FROM NATION'S DISK JOCKEYS

<table>
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<th>#</th>
<th>Last Week</th>
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<tr>
<td>1</td>
<td>BATTLE OF NEW ORLEANS</td>
<td>Johnny Horton (Columbia)</td>
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<td>2</td>
<td>KANSAS CITY</td>
<td>Wilbert Harrison (Fury)</td>
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<td>3</td>
<td>PERSONALITY</td>
<td>Lloyd Price (ABC-Paramount)</td>
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<td>4</td>
<td>DREAM LOVER</td>
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<td>QUIET VILLAGE</td>
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<td>THE HAPPY ORGAN</td>
<td>Dave &quot;Baby&quot; Cortez (Clock)</td>
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<td>7</td>
<td>KOKIE, KOKIE (LEND ME YOUR COMB)</td>
<td>Eddie Byrnes &amp; Connie Stevens (Warner Brothers)</td>
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<td>8</td>
<td>A TEENAGER IN LOVE</td>
<td>Dino &amp; Belmondo (Mercury)</td>
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<td>9</td>
<td>SORRY (I Ran ALL THE WAY HOME)</td>
<td>Impeccles (Cub)</td>
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<td>ONLY YOU</td>
<td>Frank Pourcel (Capitol)</td>
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<td>SO FINE</td>
<td>Fletas (Old Town)</td>
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<td>12</td>
<td>ENDLESSLY</td>
<td>Brook Benton (Mercury)</td>
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<td>13</td>
<td>TALLAHASSIE LASSIE</td>
<td>Freddy Cannon ( Swan)</td>
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<td>14</td>
<td>ALONG CAME JONES</td>
<td>Counters (Atco)</td>
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<td>15</td>
<td>LIPSTICK ON YOUR COLLAR</td>
<td>Connie Francis (MGM)</td>
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<td>16</td>
<td>ENCHANTED</td>
<td>Platters (Mercury)</td>
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<td>17</td>
<td>FRANKIE</td>
<td>Connie Francis (MGM)</td>
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<td>18</td>
<td>GOODBYE, JIMMY, GOODBYE</td>
<td>Kathy Linden (Felsted)</td>
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<tr>
<td>19</td>
<td>JUST KEEP IT UP</td>
<td>Dee Clark (Aber)</td>
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<tr>
<td>20</td>
<td>LONELY BOY</td>
<td>Paul Anka (ABC Paramount)</td>
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</tbody>
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21. MY MELANCHOLY BABY | Tommy Edwards (MGM) |
22. I'M READY | Fats Domino (Imperial) |
23. PINK SHOE LACES | Dodie Stevens (Crestline) |
24. THREE STARS | Tommy Det (Crest) |
25. YOU MADE ME LOVE YOU | Nat "King" Cole (Capitol) |
26. A FOOL SUCH AS I | Elvis Presley (RCA Victor) |
27. BONGO ROCK | Preston Epps (Original) |
28. I'VE COME OF AGE | Billy Storm (Columbia) |
29. BOBBY SOX TO STOCKINGS | Frankie Avalon (Chancellor) |
30. CROSSFIRE | Jimmy & Hurricanes (Warwick) |
31. MY HEART'S AN OPEN BOOK | Carl Dobkins, Jr. (Decca) |
32. COME SOFTLY TO ME | Fleetwoods (Dolphin) |
33. GIDGET | Jimmy Bo Horne (Colpix) |
34. TURN ME LOOSE | Fabian (Chancellor) |
35. LONELY FOR YOU | Gary Stiles (Carlton) |
36. THE WONDER OF YOU | Ray Peterson (RCA Victor) |
37. WATERLOO | Stonewall Jackson (Columbia) |
38. YOU'RE SO FINE | Falcons (Imort) |
39. I NEED YOUR LOVE TONIGHT | Elvis Presley (RCA Victor) |
40. TELL HIM NO | Terry & Bob (Sands) |

41. Boy Without A Girl | 63. Since I Don't Have You |
42. Guess Who | 56. Margie |
43. Graduation's Here | 55. Poor Jenny |
44. Summer Dreams | 54. Six Nights A Week |
45. Little Bopper | 53. Tall Cool One |
46. I Only Have Eyes For You | 52. There Goes My Baby |
47. La Plume De Ma Tante | 51. The Class |
48. I Can't Get You Out Of My Heart | 50. High hopes |
49. Take A Message To Marry | 49. This I Swear |
51. What A Difference A Day Makes | 47. Tijuana Jail |
52. Guitar Boogie Shuffle | 46. I Must Be Dreaming |
53. I'm In Love | 45. Judy |
54. I'll Be There | 44. I Know |
55. M. T. A. | 43. Sun Is Shining Again |
56. It's Only The Good Times | 42. Across The Universe |
57. Old Spanish Town | 41. Windmills |
58. For A Penny | 40. Two Lane Blacktop |
59. Tiger | 39. Forty Days |
60. That's Why | 38. That's Why |
61. La Strada Del Amor | 37. Donny Boy |
62. To Make Sure Of You | 36. Donny Boy |
63. It's A Miracle | 35. Donny Boy |
64. I Must Be Dreaming | 34. Donny Boy |
65. Judy | 33. Donny Boy |
66. I Know | 32. Donny Boy |
67. It's All Over | 31. Donny Boy |
68. Only The Good Times | 30. Donny Boy |
69. Old Spanish Town | 29. Donny Boy |
70. For A Penny | 28. Donny Boy |
71. Tiger | 27. Donny Boy |
73. La Strada Del Amor | 25. Donny Boy |
74. Who | 24. Donny Boy |
75. The Cradle | 23. Donny Boy |
76. A String Of Pearls | 22. Donny Boy |
77. Forty Days | 21. Donny Boy |
78. That's Why | 20. Donny Boy |
79. La Strada Del Amor | 19. Donny Boy |
80. Donny Boy | 18. Donny Boy |

Hear It Go ALL THE WAY On The Charts

Watch It Go ALL THE WAY On The Charts

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DUANE EDDY

"FORTY MILES OF BAD ROAD"

b/w
"THE QUIET THREE"

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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Five Jazz Among Nine Victor LP's

NEW YORK—Five of the nine RCA Victor mid-June pop album releases are devoted to jazz, the ditsyky reported last week.

Leading the list is "The Music From M Squad," from the NBC-TV Friday night show. Orchestra is conducted by the show's music director, Stanley Wilson; music is composed by Benny Carter and Johnny Williams.


Relaxed jazz expressions of popular tunes are offered by Ruby Braff and his men on "Easy Now." Shorty Rogers' Victor offering features top names of West Coast jazz on "Chances Are It Swings."

Modern jazz gets a Victor inning with Bobby Troup, spokesman for the "Stars of Jazz" TV series. He has assembled some of the jazz talents seen on his show during the past few years in the set "Stars of Jazz." Names include, among others, Pete Candoli, Red Norvo and Benny Carter. Other albums featured in Victor's mid-June release are Abbe Lane with Sid Ramin's Orchestra in a collection of supper-club ditties, "Where There's A Man." The album's closing number features Abbe Lane in song dialogue with husband, Xavier Cugat.

Lou Monte appears in "Italian Houseparty" with Joe Reisman and His Orchestra. Album includes Monte's most recent singles, "Solo per Te" and "Angel in the Fountain."

"Los Chavales De Espana" includes Flamenco, popular Latin dance tempos, big orchestra production numbers, and intimate French and Spanish ballads, by the Spanish singing group.

Concluding Victor's mid-June release is an album of sacred songs by Bill Carle, "Of God I Sing," an 80-voice chorus directed by Doris Akera with organ and piano interludes is the highlight of this set.

New Pat Boone Single

HOLLYWOOD—Bearing the title of Pat Boone's best-selling book "Twist Twelve and Twenty," Dot Records has just released a new single disk by Boone. The song, "Twist Twelve and Twenty," was especially commissioned by the ditsyky, and was penned by Aaron Schroeder and Freda Gold. The ballad is coupled with "Rock Bell Wesevil."

Prentice Hall, publishers of Pat's book, will send a copy of the book to the 4,000-plus disk jockeys who receive promotional copies of the record from Dot.

She Sings Too!

NEW YORK — Cecile Deville, French singing star and Everest recording artist arrives in New York (top left photo) for a promotion tour in behalf of her first Everest single, "Tout L'Amour" and "Le Secret De L'Amour."

Photo top right shows her with William B. Williams, WNEW. Bottom photo has her with another WNEW staffer, Al Collins (right) and Gene Armand of Everest Records.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Columbia Issues 12 LP's For June

NEW YORK — Columbia Records last week announced the issue of 12 LP's for June. Nine are available in both monoaural and stereo, three in monoaural only.

The monoaural-stereo sets are: "You Are My Love"—Frankie Laine; "Piano Sweethearts—Stan Freeman's Piano Datebook"; "Song Of Norway"—various artists; "Dance To The City Beat"—Kai Winding, trombone;

"All Praise The Lord!"—Chuck Wagon Gang; "The Spectacular Johnny Horton"; "The Big Hits"—various artists; "More Johnny's Greatest Hits"—Johnny Mathis; "'Gypsy' In Jazz"—Teddy Wilson Trio.

The three monoaural only packages are: "Blue Velvet"—Tony Bennett; "Hall Of Fame Hits"—12 best-selling albums, and "Marty's Greatest Hits"—Marty Robbins.

Title Bout Broadcast Will Push "Horse Soldiers"

NEW YORK—United Artists Records, which has released the soundtrack album from the motion picture "The Horse Soldiers" and the related set, "Constance Towers Sings To The Horse Soldiers", as well as two singles, will have the benefit of national radio exposure for its music via the Floyd Patterson-Ingram Johansson heavy-weight boxing match to be held at Yankee Stadium in New York City on June 25.

Excerpts from the soundtrack album and the singles will be used during the broadcast of the prize-fight which is being sponsored by United Artists Corporation and The Mirisch Company, distributors and producers of the multi-million dollar film, "The Horse Soldiers". The picture stars John Wayne, William Holden and Constance Towers. Both Wayne and Holden will handle the between-the- rounds commentary.

It is estimated that the broadcast will reach some twenty million homes.

Reactivate Cimarron Label

TULSA, OKLA. — Leon McAulliff and G. Don Thompson have reactivated Cimarron Records, a label which last released an album in 1957. McAulliff was the only artist who cut for the label, and it became dormant when McAulliff moved over to Dot. Soon to be released is a deck by new Cimarron pop-jazz singer, The Encores. Date is "Ific". Steel guitarist Bobby White has also been signed by the discjockey.

Cimarron Records will be run under the new-formed McAulliff-Thompson set-up, Cimarron Artists, which also handles Cimarron music.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY!"
Entertained At Miami Meet

MIAMI BEACH — Saturday night at the recent DJ convention saw one of the biggest, star-studded shows entertain the convention-goers during the banquet at the Americas Hotel. Shown above are some who performed at the show and the functions. (See story elsewhere in this issue for complete details of the show.)

1) Patti Page. 2) Irwin Corey. 3) Count Basie and his Orchestra. 4) Connie Francis. 5) Lloyd Price. 6) Anita Bryant. 7) The Kirby Stone Four. 8) Vic Damone. 9) Jimmy Rodgers. 10) George Shearing and his Quartet. 11) Peggy Lee. 12) Caterina Valente.

Record Companies Play Host To The Nation's Disk Jockeys

MIAMI, Fla.—Decades were foted morning noon and night by record companies. Beginning Thursday night, jockeys were welcomed to a lavish cocktail party sponsored by Mercury Records and hosted by Kenny Myers. The party began at 7:00 P.M. and ran for hours. Though it was raining after the first two hours, people continued to enjoy the food and drinks.

Friday morning's breakfast was sponsored by United Artists Records, hosted by U.A. vice president, David Picker, after which Todd Stort, president of the Storg clan, welcomed the convention-goers.

Friday's luncheon was sponsored by RCA Victor and was hosted by Bill Bullock.

Friday evening, Capitol Records, with Mike Maitland, Capitol vice president, staged a cocktail party and stereo recording session with Peggy Lee and George Shearing recording an album during the party.

Saturday morning's breakfast was sponsored by Atlantic Records with Ahmet Ertegun and Jerry Wexler, acting as co-hosts. Professor Irwin Corey "broke it up" with his comedy at the convention during the Atlantic breakfast.

Saturday at noon, Columbia sponsored the luncheon with Bill Galiano, director of sales, hosting. Columbia offered deejays a personal at rpm rotary holder as a gift. Saturday afternoon, Liberty Records sponsored a poolside cocktail party — audience response and test program fluidity, "The Cash Box has offered this idea as a trial balloon. We would like see this idea tested and tested fully before the industry moves in any direction."

Sol Taikoff, speaking against the one minute promo record, stated that there is a "great deal of room where a number of stations without licenses were under FCC surveillance for improper programming balance. He also indicated that the one minute promo record would add to the unbalance in programming.

He said, although there is a programming code suggesting the amount of sponsored time to be used during any specified programming segment, there is no FCC control. The one minute promo disk would only result in more spots.

When discussion was opened to the floor, two deejays commented that they now use shortened records such as the Mercury "Shorties."

One deejay suggested that it would be a good idea to shorten the hit records so that Top 40 programming would take up less time.

Deejays Art Roberts and Chuck Blore commented against the idea. When the discussion was just beginning, the subject had to be dropped so that the next panel could get under way.

Tom Edwards called for applause in favor of the idea and for applause against it. The majority in attendance was against it.

co-hosted by David Seville and Julie London.

The huge Saturday night banquet was sponsored by Dot Records with Randy Wood as host. Former governor, Frank Clement, addressed the jockeys during the banquet, speaking light about how much the record industry had done for a free America and a free world.

Throughout the two days at poolside, Carlson Records hosted a "Keep Cool With Carlson" beverage stand offering free drinks to jockeys and music people.

RCA Victor had planned an elaborate giveaway gimmick for artificial play money whereby all deejays, who had been given $1,000,000 in play money each would attempt to win as much money as possible from each other and later bid in an auction for a European Trip, a Lark auto, $500 clear by the convention by the Stort clan, welcomed the audience.

MIAMI, Fla.—The One Minute Disk Jockey Promotional Record, introduced by The Cash Box a number of months ago and discussed at length in Cash Box editorials, was brought to the floor at the Miami DJ convention in a panel discussion called "The One-Minute Record—Good or Bad?" With Tom Edwards as moderator, the audience heard Norman Orleck, vice president and managing director of The Cash Box, speak in favor of the one minute promo disk and Sol Taikoff, publisher of Broadcasting Magazine speak against the same.

Orleck stated that he introduced the idea in an attempt to alleviate the difficulty of getting new releases played on stations which devote a great deal of their time to Top 40 programming. He made it clear that by calling it a one-minute record The Cash Box was not suggesting that all promo disks be one minute in length and no more—but that records be cut to 1:20, 1:30 to make more room available for new releases. Orleck indicated that the average time of a side is two minutes and that it would not be difficult to edit it to 1:30 or so. He suggested that the idea was worth a try to determine

"One Minute Promo Record" Panel Stirs Heated Discussion

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

Photo Identification

1—Robert Eastman, Robert Eastman Co.; 2—Jack Raal, Patti Page; 3—Jack Raal, Lester Lees, Ahmet Ertegun, Phil Chess; 4—Mr. and Mrs. Bill Bullock, Lloyd, WHEC-Rochester, N. Y.; 5—Paul Cowley, WKLO-Louisville, Ky.; 6—Don Kelly, P. D., WDGY-Minneapolis, Lou Monti, Bill Bade, WDGY, Mpls., Pete Clark, Geo. Mgr., WDGY, Mpls.; 7—Al Collins, Tom Edwards; 8—Mike Conners, Connie Russel, Don McLeod, WJJK-Detroit; 9—Bill Camerson, Mgr., WHOL-Allentown; 10—Duncan Mounsey; 11—Dr. Shaye McCarthy, Executive President of President Eisenhower's Committee on Youth Fitness; 12—Dick Martin, Orleans receiving the plaque awarded him as the disk jockey who contributed the most to the public and the industry. Martin blocks makes the award; 13—Sam Weiss, Supervisor Distributors, N. Y., Al Collins, WNEW, New York, and Jay Michaels carry on a conversation while Sid Gaby, WGR-Buffalo, eats a hot dog and windows up port Cathy Carr; 15—Photo of the audience sitting in on a forum shows that the audience was not as thick as it might have been; 16—George Rael, WHEC-Rochester, N. Y.; 17—Standing, Frank Barry, Stacia Kay, Original Sound Records, sitting, Eddie Clarke, WAB-Kansas City, Lucky Carle, and Jack Perrin; 18—

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Network Vs Indie Radio

The first panel meeting, attended by a goodly crowd, took place Friday morning and featured Matthew J. Culligan, Executive vice president of N.R.C. Radio Network and Gordon McLendon, president of the McLendon Stations on the subject, "Network vs. Independent Radio", a panel moderated by Bill Stewart, national program director of the Storrs Stations and convention co-ordinator. Culligan discussed the changing scene in networking and independents and thus the use of tape recordings presented a hilarious picture of what the indie thinks of the network. In short, Culligan stated that there was room for both the network and the indie in radio and that the two should stop fighting each other, but rather concentrate on improving radio. Culligan expressed the feeling that although indies rescued radio three years ago, today it was not as exciting as it was then. He felt soap operas, live music, etc., were passe in network radio and that news, special reports or commentary, Monitor and humor shows such as the Bob & Ray show were the factors which should bring new listeners and strong listenership once again.

McLendon was asked when he stated that network affiliates used "dubious methods to counteract loss of listeners" such Indy stations. Culligan said the Indies might have to be with networks but with other media means of promotion, such as paper, magazines, etc. McLendon stated that networks were cutting back in this area but both felt that four networks were not necessary for newscasts and special events. "Any magazine that an average market will support will network 2 networks and 3 music and news stations. Station should experiment in new genres. He said that since in some areas, the station was to be replaced by multi-station. Other suggestions he offered included the possibility of an all news station, an all sports station. "Radio needs more experimentation and less imitation".

What Is A Personality?

The audience heard a discussion Friday afternoon from 3:30 to 5:30, on the subject, "Is A 'Personality' Today?". Moderated by Robin Seymour of WKKM, Detroit, the program featured Kirk KYW, Cleveland; Jim Hawthorne, KDKA, Pittsburgh; Dick Martin, WWL, New Orleans; and Mike Joseph, V.P., Capitol Broadcasting.

Hawthorne stated that a jockey must be more than just a jockey, he must add the community, bring the spot light of the community to the people and thus become a personality. Hawthorne summarized his comments by identifying a personality as a JLP—a jockey with Judgment, Imagination, Repraisal and Passion. He said that today's personality has learned to shut up; there is less time today to do the things we did 10 years ago. Hawthorne advised jockeys to use clean materials, be accurate and not knock other jockeys since it only creates ill will.

Dick Martin, speaking with great sincerity, commented on how Henry and Martin Block captured an audience because of individual personalities. "When better music returns," said Martin, "and it will, the personality will be back. He also offered a number of descriptive adjectives as to what a jockey should be—lively, warms, human, flexible, loyal, persuasive, sincere, etc. Joseph said he was in favor of personality and policy. He believed that today's personality has learned to shut up; there is less time today to do the things we did 10 years ago. Hawthorne advised jockeys to use clean materials; be accurate and not knock other jockeys since it only creates ill will.

Carlton Cools

Conventioneers

MIAI BEACH — The recent Deejay convention was the scene of many elaborate promotions on the part of record companies. Shown here is Carlton Records' piscisially hospitable stand, which dispensed soft drinks and snacks throughout the weekend meetings.

Top: Full view of the Carlton stand.

Center: Carlton sales manager Jurgi Gayles enjoys some of his own refreshment.

Bottom: Carlton promotion director Morris Diamond and Gayles in front of the Carlton stand.

Deejays Moving Up To Mgmt

Bob "Coffeehead" Larson (WRIT-Milwaukee, Wisc.) then moderated a panel discussion on "Deejays Moving Up To Management Positions". Art Ford, WNTA-Newark, N.J. answered the objections of each panelist by moving his own objections. He claimed that deejays were being moved up too fast. He termed "deejay". Ford said, "A deejay should be called what he is—a broadcaster. Deejays go up the ladder to a top management position and by the time he is in management, he knows all phases of the business and is qualified to be there".

Bottom: Carolina promotion director Morris Diamond and Gayles in front of the Carlton stand.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Swinging In Small Markets

Joe Smith (WILD-Wildwood, Mass.) was moderator on a panel which discussed "Swinging In The Smaller Markets." The speakers included Charlie Bobo (XFS-Fargo); Howie Leonid (WLOB-Portland, Me.); and Al Rockwell (KENT-Des Moines). The panel discussed the maintenance of their respective station's personality and the intelligent promotion and good public service relations in their areas.

Promo Men Work For DJ's

An interesting panel discussion, according to one source, was delivered by Buddy Bask of New York; Bob Linn of Seattle; and Dick Lapalin of Chicago, who discussed the theme "Promotion Men Can Sell." The panelists stated the particular service, as record promotion men, they offer the disk jockey; how they are, being able, through their travels, to locate better jobs in big cities, and how they know the disk jockey's station and his listeners.

Programming More Than Juggling Numbers

The next panel included three well known program directors, Bob Woot (K幂P-Seattle, Calif.), Bill Kylan (IXOX-St. Louis, Mo.), and Tom Smith (WWNY-Scranton, Pa.), and was moderated by Roy Seymour (WKMH-Detroit, Mich.) of the planning committee. The subject was "Programming More Than Juggling Numbers."

Formula Radio

A very lively panel closed the business program and featured three dynamic independent radio executives. They were Bill Kaland, program manager, Westinghouse Broadcasting Co.; Harold Head, president, The Plough Stations; and Bob Purcell, president, Cromwell-Callaway Broadcasting Co. The subject discussed was "The Pros and Cons of Formula Radio."

Bill Kaland threw aside the microphone and agreed to speak practically in all his most vehemently against top 40 as such. He stated that new ratings are of little importance. He does not dictate policy to the stations, permitting the disk jockeys to run their particular operation, but he expects them to do it with the greatest emphasis on having satisfied listeners through good programming. As to format, he said, "Our formula for success is based on the three "E's"—Entertainment, Education, and EE-Imagination."

Hugo & Luigi Say "Thanks"

MIAMI BEACH, Fla. — There could be no question in any disk jockey's mind at the end of the convention that the Victor AER team of Hugo & Luigi were grateful for the disk spins they have received.

During the first day of the meet, a plane buzzed the American Hotel pulling a streamer which read: "Hugo and Luigi Say Thanks!" This, by the way, prompted publishers Goldie Kahl and Phil Kahl to charter a plane the next day and follow the line-up in style. "Hugo & Luigi hit every station and the disk jockeys in the lobby," a large gathering assembled in time to see some 50 high school girls from a nearby educational establishment dressed in shorts and blouses march through the doorway three abreast and around the lobby singing "La Plume's version of "Swinging." Hugo & Luigi click on Victor. They climbed up onto the balcony to finish 'swinging' and toward the end of the conclusion mingled with the spectators and gave away ball point pens in their "Hugo and Luigi Say Thanks!"

Miami News Story Mars Convention

MIAMI, Fla. — The second annual Deejay convention and programming seminar sponsored by the Storz Corporation and the American Hotel in Bal Harbour certainly deserves to be ranked as one of great importance and historic interest in the history of the working personnel of radio.

The thought-provoking discussion groups, high caliber of entertainment figures, and the genuine professional interest displayed by the deejay delegates are disc- cussed in full detail in next week's issue.

Unfortunately, despite the all-out efforts of personnel of the Storz Corpora- tions and the American Hotel, the convention ended on a sour note for many of the deejays. The hotel, which was located in the midst of the Miami Beach, Sun, the Associated Press and United Press International, in return received a befitting reception.

On the credit side of the ledger, the Miami Daily News convention received generous and accurate coverage from the Miami Herald, and the Sunday editions of the Sun, and the Miami Daily News. The convention brought a large number of the deejays who appeared at the convention to American and the two local radio stations were broadcast throughout the convention from the hotel. The tapes which the deejays visited during the convention will be transmitted to the various stations.

On the debit side, the Miami Daily News should acknowledge a superior convention of Deejays which resulted in tremendous national publicity of a favorable nature. They should acknowledge a high-type of meeting and setting that was attended by the Governor of the President of University and many high type civic officials of Miami and the State of Florida.

Martin Wins Block Poll

MIAMI, Fla. — To celebrate his 25th Year as a disk jockey, Martin Wins (WWL-New Orleans, La.) registered in the current Block Poll, and the disk jockeys (who were given ballots at the Columbia luncheon) to determine the "Best of the Best," according to their ideas, to the music industry and to the public.

The winner of the First Martin Block Disk Jockey Award was Dick "Duo" Jones, who was given a beautiful $1500 silver tea & coffee server. The winner was announced just before the All Star Block. Block was also presented with a surprise birthday cake in honor of his 25th Anniversary as a disk jockey.
NEW YORK—MGM Records reported last week that the lead role of Andre Previn single, “Like Young,” from the LP and EP released a few months ago, has sold close to 100,000 copies. This “sleepers” prompted MGM sales manager Charles Hain to initiate a special push on the disk, under the direction of Elliot Waxler, the new MGM director of marketing. The sales drive is being conducted in twelve key markets with special emphasis in New York, Boston and Philadelphia.

Thunder Disks Formed

NEW YORK—The formation of Thunder Records, this city, was announced last week by artist-independent producer Danny Davis, who with music man Chick Masone head the diskery. Initial Thunder single by singer-swriter Dan Houston is scheduled for this week. Davis, who is from the past two and a half years had been associated with Cabot Records as maestro-trumpeter-vocalist and A&R man, and prior to that as an artist for MGM, will record for the label, as well as direct its A&R activities. In addition, Thunder has signed pianist Budy Brennan to cut some sides.

Davis and Masone were responsible for Davis’ Cabot chart clinker, “Trom- pet Cha Cha”. Using the pseudonym, Sonny Space & the Cadets, Davis got some action with “Take Me To Your Leader Cha Cha”. That tag is expected to be employed again on Thunder, Davis said. The Davis ork has been a mainstay at Long Island’s “Golden Slipper” niter for a number of years.

Thunder headquarters at 870A Broadway, Hicksville, Long Island, N. Y.

Writer Cuts Album

NEW YORK—Bill Nielsen, director of sales of Urania Records, has announced one LP to be released this month, “Alexander King Reads From His Best Seller, ‘Mine Enemy Grows Older’, and Other Stories”, TV personality King’s first exposure on disks. Other June releases will be two sinkers, “Draper Prison” b/w “The Gal- low Pole”, sung by Casey Anderson, and “Venus Cha Cha” b/w “Alegre Cha Cha”, featuring Los Cangaceiros.

Urania is also offering its first Buy Of The Month. “263. S.—Relascos”, listed for $3.98 monarchical and $4.98, will be available for $2.98 and $3.98 for June only. This LP spotlights pianist-composer-arranger Jacques Belasco and an instrumental group in selections dedicated to the girls of our dreams.

Urania plans to resume album releases in August, according to Nielsen, but will release singles exclusively until then.

Two packages will appear on the Metrojazz mark: “The Pepper-Knepp-Per Quinter” featuring Pepper Adams and Jimmy Knepper, and an album by Gigi Gryce.

Topping releases on the low-priced Lion label is “Victory At Sea—In Jazz” by the Aaron Bell Orchestra, available in both monaural and stereo. Elsewhere in the Lion list are “American’s Favorite Waiters” by Harry Horlick and his orchestra; “Mighty Mouse Playhouse”, a kiddie package based upon the cartoon series, and “Favorite Marches For Children” by the Toyland Band and Chorus. Listed on the Lion June release, but already on the market are “77 Sunset Strip” by Aaron Bell and his orchestra (in both stereo and monaural) and a classical package dubbed “From The Re- portoire Of The Bolshoi Ballet” featuring the Bolshoi Theatre Orchestra.

Kerouac LP To Hanover

NEW YORK — “Jack Kerouac’s ‘Poetry For The Beat Generation’, will be released by Hanover Records in spite of the furor aroused when it was first released,” Bob Thiele, the firm’s president said last week.

The LP, with readings by Kerouac accompanied by Steve Allen at the piano, was released the week before last but was released by Kerouac with his record label, a new subsidiary of the KFWB and WB music companies. The release, written and directed by Kerouac, is a collection of Kerouac's poetry readings.

“Can find nothing offensive about the Kerouac poems, and therefore was not surprised that the reading should not be released,” he commented.

Dol recalled the platter in the face of charges that the poems were too risque for youngsters.

A Luncheon With Edd

LOS ANGELES — Alan Waitz, Warner Bros. promotion man; Edd “Kookie” Byrnes and deejay Joe Yo- cam, KFWB-Los Angeles, open some of the evening’s events, which received an estimated 100,000 replies in response to a joint WB—KFWB promotion contest for Byrnes, of TV’s “77 Sunset Strip” and the WB hit single, “Kookie, Kookie (Lend Me Your Comb).”

Yocam asked listeners to write “in 25 words or less why you would like to have lunch with Edd Byrnes in the Warner Bros. commissary.”

A similar contest conducted in San Francisco pulled 3,000 responses.
NEW YORK — Carnegie Hall was the recent scene of “100 Strings and Joni,” a concert featuring MGM recording star Joni James with a symphony orchestra under the direction of the singer’s husband, Tony Acquaviva. Miss James, among other songs, sang selections from her recently released MGM album, “100 Strings and Joni,” which also features Tony Acquaviva with the baton.

The candid camera caught the following proceedings:
1. Arriving at Carnegie Hall are Ed Baraky, Philadelphia distributor; Joni, Arnold Maxin, president of MGM Records; Mrs. Maxin and Tony Acquaviva.
2. Joni descends from her dressing room at curtain time.
3. A pensive moment for the singer is between numbers at rehearsal.
4. Mr. & Mrs. Frank Walker and Mr. & Mrs. Charles Hasin greet the husband and wife performers.
5. Joni entrances onstage for her first number.
6. The principals rush upstairs to their dressing rooms after the performance.
7. Joni and Tony talk things over during rehearsal.
8. More rehearsal discussion, this time with engineer Bob Dougherty and Ed Cole, who supervised the show.
9. Joni does the autograph hit for her fans.
10. Joni with her mother; Tony with his parents and brother Nickie.

“IT: What’s in THE CASH BOX That Counts—INTERNATIONALLY”
“POGGY AND BESS” — Original film soundtrack — Columbia OL 5119 & Stereo OS 1961

This is THE price “Porgy & Bess” among all the recent disk issues of the Gershwin classic. On both vocal and orchestral counts, this performance treats the memorable music with eloquence and understanding. Fine operatic voices sing for the principals with the exception of Pearl Bailey, Cab Calloway, who replaces Sammy Davis, Jr. as “Sportin’ Life.” Here is a special delight. A long, long chart run for this exquisite album.

“MORE MUSIC FROM ‘PETER GUNN’” — Composed and conducted by Henry Mancini — RCA Victor LPM 2010 & Stereo LSP 2010

With the first “Peter Gunn” outing by Mancini currently one of the hottest albums in the country, the composer-conductor directs twelve more of his favorites from the TV series. With a lineup of first rate musicians, Mancini has turned out another outstanding jazz date. Look for huge sales here.

“AT LARGE” — The Kingston Trio — Capitol T 1199 & Stereo ST 1199

With its two previous LP’s, riding the charts, “The Hungry I” and “The Kingston Trio,” the trio takes on a third which should meet no obstacle in its path to the top chart honors. With the exception of the beautiful “Scarlet Ribbons,” the tunes are new to the trio, though they may be ages old. Among them are “All My Sorrows,” “Blow Me a Kiss,” “Getaway John” and “M.T.A.,” the trio’s new single release. Stock up for sock sales.

“GYPSY” — Original Broadway Cast — Columbia OL 5120 & Stereo OS 1961

Regarded as one of Ethel Merman’s most triumphant vehicles, “Gypsy” is a smash-hit musical, whose original cast should prove a strong chart rock. Composer Julie Styne has written a lively and melodic score, the lively tunes (e.g. “You’ll Never Get Away From Me”) naturally being given over to Miss Merman, who makes the robust most of them. Sure-fire stock.

“YOU ARE MY LOVE” — Frankie Laine — Columbia CL 1317

In a departure from his usual vigorous offering, Frankie Laine here tenderly transmits the love messages of a dozen sensitive ballads, combining standards (i.e. “Try a Little Tenderness,” “I Married an Angel”) with new tunes (i.e. “You Are My Love.” “Forever More.”) Laine proves his versatility and mastery with the latest date, which opens new vistas for him. Solid vocal entry.

“SWINGIN’ ON A STAR” — The Three Suns — RCA Victor LPM 1964 & Stereo LSP 1964

The Three Suns continue to offer some of the best mood-inspirational material. Here they are joined by tenor saxist King Curtis for a mellow swing version of standards, of which are concerned with “astronomy.” Among the tunes are “Moonlight,” “When You Wish Upon A Star,” “Over The Rainbow” and “Out Of Nowhere.” Staples for the mood-dance shelf.

“SOUND SPECTACULAR” — Ray Anthony — Capitol T 1200 & Stereo ST 1200

A vigorously swinging and highly infectious session is conducted by Anthony, whose trumpet shares the solo spotlight with the tenor sax of Plas Johnson throughout. Though the tunes are of the ultra-familiar variety they take on a new glow. They include “Annie Laurie,” “Campion Wine,” “Comin’ Thru the Rye” and “American Patrol.” Emphasis is on the big sound with lots of stereo depth. Groovy platter.

“ROSE MARIE” — Julie Andrews & Giorgio Tozzi — RCA Victor LPM 1909 & Stereo LSP 1909

One of the all-time great operettas, Ralph Freed’s “Rose Marie,” is treated to a new presentation by Julie Andrews, of “My Fair Lady” fame, and Giorgio Tozzi, a leading baritone at the Metropolitan Opera. Lehman Engel directs, and the principals are assisted by an excellent supporting cast. A fine, faithful revival of the melodic work. Staple for the show-musical shelf.

“DANCING UNDER LATIN SKIES” — Tito Puente and his Orch. — RCA Victor LPM 1874 & Stereo LSP 1874

Beginning with a samba, “Brazil,” Tito Puente’s brush brays and pulsating rhythms take the listener on a simulated Caribbean cruise, with his own exciting interpretations of Latin favorites and cha-cha variations of non-Latin tunes. Among the selections: “Perfidia,” “Sand in My Shoes,” “Cuban Pete,” “Jailboat,” and “Tampico.” Puente’s huge dance following will take heartily to his latest efforts.

“BALLAD FOR AMERICANS” — Dr. Norman Sontemo, Wright and the Society of Saint Sands — Capitol ST 1198

Cocktail pianist Maier, now holding forth at the Edon Roc in New York, has extracted several melodies from longer classical works for relaxed light-listening fare. Selections include the themes from Tchaikovsky’s Piano Concerto No. 1 and the “Pathetique” Symphony; Dvorak’s “Humoresque;” Liszt’s Hungarian Rhapsody No. 4; Gershwin’s “Porgy and Bess;” Stravinsky’s “Pulcinella;” and Rubinstein’s “Cavalleria Rusticana.” Melodious mood music, that should find pop sales.

“ISRAEL SPEAKS” — Abba Eban — United Artists UAL 10002

On the occasion of Abba Eban’s retirement from his position as Israel Ambassador to the US and permanent Israeli representative to the UN, United Artists has issued this album of selections from his speeches. Narrating the incidents which resulted in these speeches is Eleanor Roosevelt. Disk is of major historical importance.

“JULIUS MONK SIMPLY PLAYS” — Off Broadway OR 150

Attractive, leisurely keyboard performance by the impresario of New York’s chic “Up Stairs At The Downstairs” nitty on a crop of twenty-four rare and remembered showtunes from such masters as Roogers & Hart, George Gershwin, Cole Porter and others. Fine pop tunes respectably read.

“FRANK D’OANE SINGS” — Mercury MG 20118 & Stereo SR 60604

Frank D’Oane is unmistakably a new singer of note. He possesses a personal style—a fine sense of timing, articulate phrasing and a distinct approach to an old tune that erases its familiarity. Among the selections are “I Could Write a Book,” “The Moon is Blue,” “Sophisticated Lady,” “Everything Happens To Me,” and “Spring-At-Here.” Sensitive and charming—will appeal to the nature.
**Jazz Picks of the Week**

**The Modern Jazz Quartet at Music Inn**

- Guest Artist: Sonny Rollins
- Atlantic 1299

This is the second volume in the series of in-person recordings made at Music Inn. The MQQ performs exquisitely on Charlie Parker's "Yardbird Suite," John Lewis' "Flintstone" and "Midsummer," and a medley of "Stardust." "I Can't Get Started" and "Lovin' Man." Sonny Rollins' monumental tenor solo on "Stardust" are heard with the MQQ on Milt Jackson's "Rags" and the standard "Night in Tunisia." Great, great jazz.

**Destry Rides Again**

- Randy Weston Trio + Four Trombones—United Artists UAL 1015 & Stereo UAS 5015

The Randy Weston Trio is augmented by four trombones for this original jazz reading of ten selections from the current Broadway smash, "Destry Rides Again." Trombonist Melba Liston contributed the fresh arrangements. The other hornmen are Frank Rehade, Slide Hampton, and Bennie Green. Of note is the two different treatments given to "Once Upon a Time." Solid, swinging stuff.

**The Swingingest**

- Benny Green—Vee-Jay LP 1005

Album's title rings true, for this is one of the "Swingin'est" and swingiest of all the budget jazz sets in a long time. Although Green gets top billing, he shares the spotlight with Gene Ammons, Nat Adderley, Frank Wess, Frank Foster, and a rhythm section comprised of Tommy Flanagan, Ed Jones and Albert Heith. The tunes are all jazz originals: "2 Fellers," 1 Ammon, 1 Wess and Adderley's "Sermontette," and they get an unpretentious, free-blown treatment. Hot platter.

**The Amazing Mr. Sam Most**

- Bethlehem BLP 78

Sam Most, playing alternately flute, clarinet and tenor sax (but mostly flute), is backed by a rhythm section headed by guitarist Jimmy Rainey and a string ensemble comprised of members of the New York City Opera and Metropolitain Opera Orchestra. Arrangements by Teddy Charles give the music qualities of classical chamber music, with Most's flute taking on a most distinctive sound—adding one to the better examples of this type of jazz experimentation. For the way-out lover.

**Songs for Swingers**

- Buck Clayton with his All-Stars—Columbia CL 1320 & Stereo CS 5213

Of the eight members in the Clayton group, five, including the leader, are Basie veterans—Emmett Berry, Dickie Wells, Earl Warren and Buddy Tate. Supplementing these hornmen is a capable rhythm section. The music is of the continually driving variety, tastefully executed, with added commercial touches, as evidenced by the presence of "Night Train" in the set. Other tunes include "Sunday," "Mean To Me," "Moonlight" and "Blue Heaven." Clayton originals. Solid "mainstream" jazz.

**You've Got a Date with the Blues**

- Helen Merrill—Metrojazz E 1010 & Stereo E 1010

Earthly, low down blues wailing in Miss Merrill's principal vocal forte and she displays here an intimate feel for the idioms. Backing is by Jimmy Jones, Jerome Richardson, Frank Wess, Barry Galbraith and Kenny Dorham on such class material as Ellington's "The Blues" from "Black, Brown, and Beige," "Am I Blue," "Just a Caper Blues," and "The Meaning of the Blues."
NEW YORK — RCA Victor Records hosted a party at Danny's Hideaway in honor of composer-conductor Henry Mancini for his best-selling Victor album "Music From 'Peter Gunn'" LP.

Top left: Craig Stevens, star of the "Peter Gunn" TV series; George R. Marek, VP and general manager of Victor, and Mancini. Bottom left: Guests Caterina Valente, German singing star and Victor recording artist; Broadway columnist Chanty Walker; and Ed Miller of Seventeen Magazine.

Right photo: Mr. & Mrs. Mancini in a quiet moment. After the party the couple sailed for Europe.

Name "Miss Music '59"

CHICAGO — Carolyn Beth Berthelot, a blonde, blue-eyed music instructor at Wever's music shop in Baton Rouge, Louisiana, has been named "Miss Music of 1959" to reign over the Music Industry Trade Show in New York from June 22 to June 25, it was reported last week.

A jury of top entertainment stars including Dick Clark, Steve Allen, Dave Garroway, Patti Page and night life columnist Earl Wilson chose the 24-year-old musician from retail music shop employees across the country. She wins an all-expense trip to New York as the guest of the National Association of Music Merchants plus a purse of musical prizes.

Miss Berthelot has taught piano, organ and accordion at Wever's for the past two and a half years. At Louisiana State University, where she majored in voice and piano, she scored honors for her piano playing and roles in college opera productions.

The trim "Miss Music" (who measures 5-6½-5½" tall and keeps in shape with water-skiing, tennis and dancing) is expected to sing in musical comedy and has been groomed herself by playing numerous parts in the Baton Rouge little theater.

Miss Berthelot will receive her crown at the opening luncheon of the National Association of Music Merchants convention, Monday, June 22. She will be accompanied to New York by Phillip Wever and Neil Himmel of the retail store. More than 40 musical instruments contributed by music manufacturers will be awarded the 1959 titleholder, along with a plaque from the N.A.M.M.

"Record Years" TV'er

NEW YORK — "The Record Years," a musical TV'er about the record business over the last decade, will be aired over the ABC-TV network on June 28 (9:30 to 10:30 P.M.). Host will be Dick Clark and featured artists will include Johnny Mathis, the McGuire Sisters, Stan Freberg, Les Paul & Mary Ford, Fabian, Fats Domino, and the Stan Kenton ork.

Al Davis Promo Formed

NEW YORK — Al Davis, veteran publicist and vice president of Art Franklin, for the past decade, has opened his own office, Al Davis Publicity, he announced last week.

Davis, who played an active part in the publicity buildups of Johnnie Ray, the Four Lads, Roy Hamilton, Connie Francis, Sonny Vaughan and others, is being backed in the new venture by Hamilton's personal manager, Bill Cook. Another client of the new firm, is Martha Wright, who recently signed with RCA-Victor. Her first album on the label is skedded for full release. 

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

MIAMI, FLA.—Bill Stewart last week announced his resignation as managing director of the Stora's radio chain, effective Friday, June 5. The resignation was submitted on Monday, June 1.

Stewart denied trade stories that he had signed with the Metropolitan radio chain, although he did state that he had appointments with the brass at Metropolitan and those of two other chains.

Stewart left Miami with Mrs. Stewart last Monday, June 1, for a one week vacation in Nassau.

Navy Offers 5 P.S. Spots

MIAMI BEACH, FLA.—The U.S. Navy Recruiting Service announced at the deejay convention that there are five radio programs currently available to deejays.

They are: "The Pat Boone Show"—15 min.—1 each week; "The Navy Band"—15 min.—1 each week; "The Navy Swings"—each week a 15 min. show of famous jazz recording stars; "The Lawrence Welk Show"—15 min.—1 each week; Navy spot announcement—16 spots each month.

To receive these shows, deejays can call their local Navy recruiter or drop a card to: Navy Publicity BLD, Washington 25, D.C.

Greeen Assoc. Formed

BEVERLY HILLS—The formation of Stan Greeen Associates with offices in New York and Beverly Hills was announced last week by Stan Greeson.

Greeen stated that his firm will be concerned with personal management of artists in all phases of the entertainment field.

Greeen, who has been the personal representative for Roger Williams since the start of his career, said that the key personnel on his staff will be selected within the next three weeks and will be in full-scale operation by July 1, 1959.

Roger Williams heads the list of talent under contract to the new organization. The law firm of Leonard Franklin has been retained as counsel for the new firm.

Brown Sets Dorian Label

HOLLYWOOD — Robert B. Brown, Music, this city, last week announced the formation of Dorian Records. The company will be under the supervision of Robert B. Brown.

Its first release, already out, features vocalist Chuck Castle, on his self-penned "The Night Is Right," coupled with "Robbie The Cradle." Local distribution has been set, reported Brown, with national distribution still in the making. In the future, Dorian has plans to release several religious items via albums.

Hon. Degree For Don Shirley

NEW YORK—Wilbur Force University will confer an Honorary Degree of Music on Don Shirley, Audio Fidelity recording artist. It was announced last week. The degree will be presented during a special ceremony June 11 at Wilbur Force, Ohio.

Shirley's collection of degrees includes two doctorates—a Ph.D. from Harvard in Psychology and Music and a Doctorate in the Liturgical Arts.

His most recent достижения include work at the Leningrad Conservatory in Russia and advanced study at Catholic University in Washington, D.C. He has also earned a Ph. Beta Kappa Key.

The musician has just completed the writing of a new cello concerto which will be performed next year in New York.

Capitol Signs Boys Chorus

HOLLYWOOD — The Tucson Arizona Boys Chorus, a choral group comprised of some 100 boys between the ages of eight and 16, has signed a long-term, exclusive recording contract with Capitol Records, Lloyd W. Dunn, vice president and head of Capitol's A&R division disclosed last week.

A&R producer John Palladino will be in charge of the group's recordings.

Founded in 1939 by Eduardo Caso, the Boys Chorus has since gained international renown for its television and concert appearances in this country and abroad.

Sure Shots

The Cash Box "Sure Shots" highlight records which reports from retail dealers throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

"TIGER" 6/6

Fabian Chancellor 1037

"TABOO" 5/23

Arthur Lyman Hi Fi Record 550

"I KNOW" 6/6

Perry Como RCA Victor 7541

"ROBBIN' THE CRADLE" N. R. C. 023

Tony Bellus

"SUMMER DREAMS" 4/18

McGuire Sisters Coral 62106

"FORTY DAYS" 5/9

Ronnie Hawkins Roulette 4154

"SWEET CHILE" MGM 12781

The Cash Box Pick of the Week
Elmer Bernstein Waxes "GE Theater" Themes

NEW YORK — Elmer Bernstein, motion picture and television composer, assembled a full orchestral complement last week to record twelve musical themes from the "General Electric Theater," a Sunday night CBS-TV drama series.

The thematic scores, originally composed by Bernstein for the television program's 1958-59 season, were arranged and conducted for Columbia Records for full release in mono and stereo album form, coincidental with the opening of the GE program's sixth season on the network. Although Columbia A.E. representative will produce the album. Scheduled for inclusion in the album are selected themes backgrounding GE Theater episodes which starred Fred MacMurray, Eddy Arnold, Tony Curtis, Sammy Davis, Jr., James Stewart, Jean Fontaine, Ray Bolger, Ernest Borgnine, Dan O'Herlihy, Janet Gaynor, John Cassavetes, and Ronald Reagan, who also hosts the drama series.

Jensen "Economy Cartridge"

CHICAGO — A new economy phonograph cartridge, capable of operation in a needle without any extra charge, has been introduced by Jensen Industries of Forest Park, Illinois.

Packed in a lightweight plastic container, Jensen's cartridge No. 38 features standard mounting, reportedly "exceptionally high gain" and 10 gram tracking pressure. Its companion all-speed stylus is of push-in, hairpin design, 2 mil. in size. The new cartridge replaces all single needle cartridges held by two set screws on half-inch centers.

This new unit is said to save dealer time in matching the needle to the cartridge. Jensen's Milt Remund pointed out, "This set is instantly ready to move from store to customer," he declared. "And since teenagers are the best record customers, Jensen aims at setting prices at which will appeal to the high school budget."

As an incentive to distributors, Jensen is paying all transportation charges on cartridges ordered with a regular needle supply.

UA Pushes "Hole In Head"

NEW YORK — United Artists announced last week that it is preparing a series of singing commercials by Frank Sinatra in behalf of Sin- cap Productions' "A Hole in the Head." Ten, twenty, thirty and sixty-second commercials are being serviced to network and local stations across the country as part of UA's radio saturation campaign for the film in advance of key regional playdates set for July.

The special platters feature two Sinatra musical selections, "All My Tomorrows" and "High Hopes," from the film as well as a plug by the actor. The saturation radio promotion will blanket more than 250 stations reaching an estimated listening audience of 50,000,000 potential moviegoers.

Produced and directed by Frank Capra, "A Hole in The Head" stars Sinatra, Edward G. Robinson, El- enor Parker and Carolyn Jones. Young Eddie Hodges, of Broadway's "Music Man," makes his film debut in the Delady Color, Panavision, Sin- cap production, based on Arnold Shulman's Broadway comedy of several seasons ago.

SneeD Swings Into Action

DENVER, COLO. — Bob Sneed (center), president of Sneed Distributing here, looks on while chief of store sales Austin Miller (left) makes the initial sale to Burt Larned, buyer for Music Unlimited, in Sneed's stepped up sales program for its line of Warner Bros., Rhythm, Blue Note and Disneyland labels.

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

IN TOWN THIS WEEK
Florian Zaback packing them in this week at the Frontieres Arts Hotel with the tune being “You Ain’t Done Right Yet.” From Monday through Thursday, the Frontiers Arts has been the place to hear some of the finest talent in the area. . . . But there’s nothing like a good show to keep the crowds coming. . . . And Byron Todd’s “Wilco” is still playing to packed houses at the Towner. . . . Roger Williams is back from his tour of Europe to play at the Pechon House. His new album, “Alone Again,” is scheduled for release on the Chrysalis label. . . . oscillator set for the Cross Canada Hit Parade this week. . . .

Many of the people of the radio and TV trade who knew him, this week mourned the passing of one of the foremost men in radio in Western Canada, "Tiny" Eldge of radio station CKWX in Vancouver.

SOUND RECORDING STUDIOS, INC.
SOUND SHELDON MASTERS THE HITS!

Ellington Jazz Fest Set For June 25-28

NEW YORK — Tamamint-in-the-Poconos, a Pennsylvania summer resort, will be the site of the Duke Ellington Jazz Festival in which Ellington and his orchestra will give two retrospective concerts on Friday and Saturday evenings, June 25 and 26.

The actual program of the musical festival will extend over four days—from June 23 through 27, and will be directed by Marshall Stearns, one of the nation’s leading jazz authorities. Also participating in the event will be the dance pair, Albert Minus and Leon James, who performed at the Newport Jazz Festival last year.

The program, which will take place in the Pocono resort and which will be available to the guests of Tamamint without charge, will consist of the following:

Thursday evening, June 25: Introductory lecture by Marshall Stearns on the origins and backgrounds of jazz; Friday evening, June 26: A concert with Duke Ellington and his orchestra; Saturday afternoon, June 27: Roundtable discussion attended by Duke Ellington and his orchestra; Saturday evening: The second concert by Ellington; Sunday morning, June 28: A jazz dance program by Albert Minus and Leon James, with narrative commentary by Stearns.

THE ACORN SISTERS (Goldie, Rosemarie, Evelyn) Sing

"REAL GONE"

on Acorn Records

White Oak Music, BMI

7771 Cheviot Rd.

Cincinnati 39, O.

Duke 303

DUKE RECORDS, INC.

2809 Erastus

Houston, Texas

TWO NEW HITS

by SOL YAGED

on RAVE, 9 E. 62nd St., NYC 21

Breaking Nationally
"I'M NOT ASHAMED"

and

"WISHING WELL"

Bobby Blue Bland

Duke 303

OBA RECORDS presents
Bobby Blue Bland and his Reel Steez singing
"AS HIGH AS MY HEART"

and

"MY LAST RAINY DAY"

OBA RECORDS

1560 Broadway

New York
Dick Linke Honored

NEW YORK—Richard Linke, personal manager of Andy Griffith, star of the Broadway musical, “Destry Rides Again,” will receive a Certificate of Merit from Ohio University on June 10th, for “services to the university and alumni association.” Linke, who was graduated from Ohio U. with a B.S. degree in Journalism, in 1941, joins a distinguished list of others who have been awarded this honor, including John Gable, owner of the Pittsburgh Pirates; orchestra leader Sammy Kaye; Ed Kennedy, a senior partner of the banking firm of Lehman Bros.; and Jesse Zonmeer, co-producer of CBS “Person To Person.”

Oasis Records’ Debut

DETROIT — Oasis Records last week launched its initial efforts into the pop recording field. The Motor City-based diskery announced release of three singles by local talent. They are: “Oh Sweetie” and “What’s This Thing Called Love” by the Dwellers; “Evening Star” b/w “Thinkin’ About You” by Leon James and “A Little Love” and “Jerry Lee” by Jim Dye and the Rhythmic Rockers.

Mercury Stereo Singles

CHICAGO—Solid sales response to the monaural versions has prompted Mercury Records to release the following singles in stereo: Patti Page’s “With My Eyes Wide Open” b/w “My Mother’s Eyes”; the Platters’ “Love Of A Lifetime” b/w “Remember When”; Dinah Washington’s “What A Difference A Day Makes” b/w “Come On Home” and Sil Austin’s “Danny Boy” b/w “It’s The Talk Of The Town”.

Freeman Buys Scan

BUFFALO — Art Freeman announced last week the buying out of Coora Lee Sawyer, his partner in the Scan Dist. in Buffalo.

Stereo Singles From Carlton


In His Own Quiet Way

PITTSBURGH, PA. — KDKA-TV pianist Johnny Costa, left, emphasizes the “quiet” in the title of his new Dot LP, “In My Own Quiet Way” as he gives KDKA Radio all-night deejay Roddy Hall lessons on the 88. Costa’s piano is featured along with his orchestra on the new disk. On leaves from his TV shows, Costa has appeared at The Embers in New York and other niceties.

The Exciting Cash Box GATEFOLD!

A dramatic new concept in which to showcase your SPECIAL PROMOTIONS

- Prime Position
- A natural Tear Out Display Piece for dealers and rack jobbers
- Wide—WIDER—WIDEST display space for your message available in any trade paper
- TREMENDOUS IMPACT which your promotion or sales story receives when introduced on the major scale offered by the GATEFOLD
- Superb reproduction on heavy cover stock

When you think of a Super Trade Promotion, think of The Cash Box “GATEFOLD”

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
Angel Offers Special Summer Discount Plan

NEW YORK—The biggest incentives and the largest summer release in the history of Angel Records is being offered this month and next reports the diskery. Twenty albums are being presented with an across-the-board sliding discount.

Any dealer making an initial purchase of $250 or more from catalog items qualifies for an extra discount of 6 per cent on the amount purchased in catalog items (6 per cent on $250, 9 per cent on $500, 12 per cent on $750, and 15 per cent on $1,000). Having established his discount by this purchase, the dealer may, at the same time, order any additional amount of new release albums and receive the same discount as the qualifying order.

Each subsequent order of $75 or more of both catalog and new releases will earn the same discount privilege as established by the dealer's initial qualifying order of Angel catalog items.

All Angel albums purchased under this program will be billed under deferred payment in two equal parts—half to be due on Sept. 14, 1959, and the remainder on Oct. 16, 1959.

A new Angel factory-sealed album will make its first appearance with the June albums. The wooden dowel has been removed and Angel albums will be able to fit conveniently into browser boxes. The spine of each album jacket will be fabricated in kiver (black for monophonic, red for stereophonic albums) as formerly used on the dowels, and the titles will continue to appear in gold imprinting.

A number of dealer aids and displays will accompany the new Angel merchandise for June. Among these is a double browser box designed by Fred Rice, director of display arts. It accommodates 68 albums in two rows of 34 each, and stands on a gold lacquered, wrought iron base. The rack will only be allocated to key Angel dealers.

Other displays include a large and elaborate window display, browser floor racks which will hold 30 albums in each of two sections, a standee on the other, a 14 by 17 inch full-color promotion piece for Mario Callas' new album, "Callas Portrays Verdi Heroines," a 14 by 38 inch display featuring the Philharmonia Orchestra under five different conductors in the June release, and an eight-page, full color, consumer stereo catalog.

The campaign will be supported by a delivery of 10 albums from the June release to 300 radio stations currently subscribing to Angel's programming service. Ads in class consumer publications will announce the new albums.

MIAMI BEACH—The MGM Records hospitality suite at the DJ Convention brought a host of visiting personalities, Camera was on hand to catch the proceedings.

1) Bill Anthony, WMAQ-Miami, greets Connie Francis on her arrival.
2) Paul Rust, WQAM-Miami, and Art Money.
3) Connie Francis and Joe Moore, WLEE-Richmond, Va.
4) Miss Francis obliges her fans with autographed copies of her latest LP, "The Exciting Connie Francis." 5) Lee Farley, Quality Records; Ray Ellis, MGM A&R; and Money. 6) Promotion man, Henry Okun; Sol Handwerger; Frances Murphy, promo for Ed Brcsky, MGM Philly distributor; and Money. 7) Okun; Joyce Becker, Connie Francis' secretary; Money; Norman Oriek, and George Albert, The Cash Box; Connie Francis; Sol Handwerger; Ray Ellis; and Lee Brooks, The Cash Box. 8) Connie with Ellis, Money and Paul Drew, WGST-Atlanta.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
ST. LOUIS, MO.—Radio and television disk jockeys, this area, turned out in force to back a new record called "Someone You Know," the proceeds from which will go directly to the Multiple Sclerosis Society, St. Louis Area Chapter. "Someone You Know," recorded on the Fraternity label by songstress Melva Niles, is directly concerned with the crippling disease and is the national song of the Multiple Sclerosis Society. Gathered here looking over the first copy of the new 45 rpm record are: (front, left to right) Miss Niles; Mrs. Betty Hayden, St. Louis area MS Mother of the Year; Mrs. Harold Newmark (seated), board member of MS; and J. M. Liebowits, another board member. Back row: Larry Monroe, KXOK; Paul Gregory, KWK; Jim Butler, KMOX; Jack Carney, WIL; Bruce Hayward, KXOK; Russ Carter, KSD-TV; Buddy MacGregor, KXOK; Reed Parrell, WIL; and Sanford Kornberg, chairman of the St. Louis Area Chapter of MS.

"THE FLIP SIDE"

By Joe Cal Cagno

"I understand that you made it when you were a teen-ager sir... And that it's a great sound, but you see, the equipment has changed since then."

Doings Down Under

In a sudden move that came as quite a surprise to most people in the industry, Colin Fraser resigned his position as the Radio Flim Flam Man at HSV—Channel 7, Peter Randall, well known for his work in the live theatre, has been appointed to fill the vacancy. Prior to the introduction of TV here, Colin Fraser was a leading journalist with the Melbourne Herald; his future plans have not yet been announced.

Current American visiting stars, Tab Hunter and Sal Mineo, arrived to a riotous welcome at the international terminal at the Sydney airport on Tuesday (20 May). Extra police had to be called to handle the many overenthusiastic teenagers who took part in this friendly display towards their singing idols. The performance was repeated, although in a milder form, when Hunter and Mineo arrived at the Melbourne airport. But yesterday it was a different story! Hunter and Mineo were the central figures in a sensational personal appearance at the studios of Radio Station 3UZ at Bourke Street, Melbourne. Thousands of screaming young admirers filled the street outside the studios to await the arrival of the young stars, even their car had to have special police escort.

Australian Record Company threw a special double-celebration party in Melbourne yesterday (26th May) to welcome Hunter and to launch the Warner Bros. label. First Warner Bros. release consists of two singles by Hunter. It was originally planned to call it "Kookie Kookie Lend Me Your Comb," but for some reason (unknown at the time of writing) the release of this big hit has been delayed.

George Bracken, outstanding lightweight boxing star, and also the latest addition to the WAG roster, currently doing the rounds of radio stations and disk jockeys plugging his first disc which carries "Turn Me Loose" and "Sea Cruise," As a result of his disc, Bracken is already booked for several concerts, radio and TV shows. He looks as though boxing and music will prove to be a successful combination for the 24-year-old sportsman.

Jack Argent, formerly a top man with the Coronet and Festival labels, is doing a fine job with the recently formed Leeds Music of New York. Argent (John) is closely associated with Leeds Music of New York. Argent is highly thought of throughout the music trade here and he is operating a progressive company with several good hits right now, including the latest "Lloyd Price smash success "Personality."

Neville Smith of Mercury Records reports excellent results following the TV showings of several telefilms featuring Big Bopper, The Diamonds and the Platters with their various hits. Mercury is the first label in Australia to run such telefilms to promote hits in both Sydney and Melbourne. Films have just been received of Brook Benton with "It's Just A Matter Of Time," Mark IV with "I Got A Wife" and an excerpt from the Mike Nichol-Elaine May disc of "Improvisation To Music." This album is set for near-future release.

Radio Week (September 21-27 this year), an annual promotion of the Australian Federation of Commercial Broadcasting Stations, will widely publicise recording artists this year. Plans envisage brief spoken messages from American stars pointing out features of Aussie radio. They will be played frequently over the 108 member stations of the Federation during Radio Week. Local reps have promised maximum support and The Diamonds, who have just completed their tour, cut the first message last week. American companies have been invited to cooperate. Organizer for this promotion is Doug Entwistle, program manager of radio station 3DB, Melbourne.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
LP Gets New Life

NEW YORK — Bob Thiele, (right), president of the recently reorganized Hanover-Signature label is seen with Irr Stimpler, VP in charge of area offices in New York. Thiele stated that "initial response to the album is gratifying. It only proves that the people of the U.S. are open to new ideas and art forms." Album was originally released on Dot, but was withdrawn over protests as to its content. Thiele was Dot's A&R head then.

Philthy Hy Lit Show Bows

PHILADELPHIA — The Hy Lit Show, featuring the popular young Philadelphia disk jockey in a weekly half-hour variety variety show, will debut here June 3 (7:30-8:00 p.m.) over WCAU-TV. Lit is currently seen Saturday nights in the metropolitan New York area with his "Rate the Record" show over WNTV (6:00-7:00 p.m.) in Newark, N. J.

The new show being carried by this city's CBS-owned and-operated Channel 10 offers top-name artists with prime time appearance. The artists will handle their latest recordings. In many cases, where one artist offers a good success story, he or she will also do the number that began the path to fame.

Booked for the first show were Tommy Edwards, Kathy Linien, Cathy Llynn, Gary Stites and others.

The Fabulous Fabian will appear on the second show, June 10, with the Crests and Dave Hawkings while Frankie Avalon and Janice Harper are slated for June 17.

Unlike other television shows featuring top artists with their big records, this production will result to the station's program department facilities offered by the multi-million dollar station. Present plans call for some of the shows to originate from a wooded area on the station's property while others will come from the building's lobby.

Although no dancing will be permitted, there will be a weekly audience during the shows, there will be a weekly audience for the guests. At the same time, plans call for the stars to fire questions back at the audience. Lit, who also does a six-day-a-week disk jockey stint with Radio Station WIBG in Philadelphia, began his television career with WCAU-TV last summer when he was the host of Channel 10's "Block Party" show Saturday afternoon. He started in broad-casting with WATL, Philadelphia independent, and WRCV in the Quaker City.

Merrill Brockway will produce and direct the show while Jack Dolph, the station's program director, will oversee the entire production.

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

NEW YORK—The appointment of Stanley West to the position of Columbia Records’ coordinator, international artist promotion, has been announced by Nat Shapiro, coordinator of A&R foreign operations.

In this newly created position, West is responsible to Shapiro and to Arnold Berry, director of foreign operations. He will supervise the requests from subsidiaries and subsidiary companies for use of the classical and popular repertoire for Columbia, Epic, and Harmony.

West, an honor graduate from Cambridge University and the Royal Academy of Music, has been associated with E.M.I. in Great Britain for the past three and one-half years. Most recently he held the position of export sales promotion manager for E.M.I. Records, Ltd.

John Gary To Attempt Underwater Swim Mark

NEW YORK—John Gary, Fraternity songster, has flown to New Orleans where this week (11) he will attempt to set two new world’s underwater skin-living swimming records. Gary is considered one of the world’s most noted skin divers, and until recently held the world’s record (using an aqua lung) by staying underwater for a period of 11 hours, 1 min. and 10 sec. However, this record was broken by a U.S. Navy frogman and now Gary will attempt not only to better the existing record, but also try to establish a new long-distance record by swimming underwater 31 miles. The record is now 12 miles and Gary figures the 24-mile attempt should take 60 hours. The record will be held at the 24-mile Lake Pontchartrain Causeway between Mandeville, La. and New Orleans, with the Amateur Athletic Union lending official status.

Prior to setting off on a professional singing career, Gary worked as a marine diver. Vocalist, whose initial Fraternity deck is “Let Them Talk”, appears on the Jack Paar TV show for the second time on June 18.

Columbia Appoints West

The retailers filed by the manufacturers threaten to destroy the independent retailers. The complaint condemned the “Club” Programs of the defendant companies as a conspiracy of the companies to sell the cream of the record crop directly to consumers at prices far below those available at the retailer. This is a method, state the retailers, to keep customers from the retail stores where they would be likely to buy records of smaller, competing record companies. Such a program will inevitably force out of business the smaller manufacturers and monopolize the industry for the three major companies, and thereby stifle competition by these companies against the retailer is not only causing substantial damages to him, but ultimately may well end their independent existence.

They also contend that favored retailers in the area are receiving discriminatory price and service benefits from the manufacturers included among the favored retailers are rack dealers in one stops and the junk box traders.

The retailers seek treble damages for the injury caused and an injunction stopping these policies.

The plaintiffs are all active members of the Retailers Association of America. The attorneys for the plaintiffs are Marks, Marks and Kaplan, 100 W. Monroe St., Chicago, in association with Jerome Marvin Kaplan, 100 W. Monroe St.

R & B Sure Shots

“BONGO ROCK”

Preston Epps

“LONELY BOY”

Paul Anka

“DEDICATED TO THE ONE I LOVE”

Shirelles

Bob Heller Urges Summer Consumer Push

PHILADELPHIA—“Mr. Big”, the consumer, is the person that manufacturers should include in their summer plans. Said Bob Heller, advertising promotion man Bob Heller here last week. “For years”, Heller noted “we have been doing things for everyone concerned, except ‘Mr. Big’, who is the person who loves music to the extent that he goes to the record store and buys the product.

“Let’s make this a big record summer by creating record buying desire in every individual. Let manufacturers, distributors and Mr. Retailer get together and work to bring the customer into the ‘Mr. Big’ fold.”

Heller suggests a plan wherein each manufacturer runs a special for the customer. “Sample manufacturer X, the exec stated,” takes his best seller in the pops and that week the customer can buy that record for a amount of cents or he can take his other record with the store for a special sales price.

“Remember,” Heller concluded, “even though the weather is hot, business can be made hotter in sales by giving the teenager a bargain or the adult buyer a super buy.”

Pet Milk Sponsors “Grand Ole Opry” Tour

NASHVILLE — One of the largest Grand Ole Opry units ever to go on tour is scheduled to hit the road June 10 under the sponsorship of the Pet Milk Company, long time Grand Ole Opry advertiser. The Pet Milk Grand Ole Opry unit will be headlined by Ray Price and his brother-in-law and feature a cast of twenty-five Grand Ole Opry regulars.

Other Opry stars included in the cast are Billy Grammer, Grandpa Jones, The Jordanaires, Margie Bowes, Pet Milk’s Master of Ceremonies, T. Tommy and the Opry Square Dance team, Ben Smother’s Stoney Mountain West. The unit will travel in its own specially equipped bus. Dates are set for Charleston, Columbia, Green- ville, S. C. and Macon, Georgia. Ray Morris, product advertising manager of the Pet Milk Company, is highly enthusiastic about Pet Milk’s first promotional tour. “It’s a project we’ve long had in mind,” Morris stated, “and we’re delighted to have obtained this outstanding Grand Ole Opry cast for the tour.”

Morris announced that the Pet Milk tour will be under the direction of W. D. Kilpatrick and the newly formed Acuff Rose Artists Corporation. Kilpatrick stated that the Pet Milk Grand Ole Opry Juke box will be the new talent organization’s first production.

Veteran Grand Ole Opry promoter, Dub Allison is handling the advertising and will assist W. D. Kilpatrick in the promotion and production.

The Cash Box, Music Page 72 June 13, 1959
**Regional Record Reports**

**New York**

**Chicago**

**New Orleans**

**St. Louis**

**Newark**

**Dallas**

**Philadelphia**

**Los Angeles**

**Detroit**

**Baltimore**

**San Francisco**

**Norfolk**

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**Top 50 Across the Nation**

**Personality**

**KANSAS CITY**

**DREAM LOVER**

**SO FINE**

**THEM**

**QUIET VILLAGE**

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**New York**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

---

**Chicago**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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**New Orleans**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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**St. Louis**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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**Newark**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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**Dallas**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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**Philadelphia**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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**Los Angeles**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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**Detroit**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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**Baltimore**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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**San Francisco**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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**Norfolk**

1. **Personality**

2. **So Fine**

3. **The Them**

4. **Quiet Village**

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"Only those records best suited for commercial use are reviewed by THE CASH BOX."
The Cash Box
Award o' the Week

“DON'T DROP IT” [American BMI]
“BABY DON'T YOU KNOW” [Planemar BMI]
WILBERT HARRISON (Savoy 1571)

- In view of Harrison's current popularity, his "Kansas City" topping the charts, Savoy has re-mastered his r&b click of a few years ago, "Don't Drop It." The tune’s a solidly swinging, medium paced blues pleader, that Harrison puts his all into. Could break out again r&b-wise and, this time, capture big pop coin. Underhill is also a middle beat blues chant.

“JUST A LITTLE BIT” (2:35)
[Arms BMI—Thornton, Thompson, Bass, Washington]

TINY TOPSY (Federal 12337)

- Both ends of Tiny Topsy’s new Federal outing could return her to the grace of a secure chart position. Though they both concern themselves with the love problem, variety is offered: “Just A Little Bit” is from the wildly rockin’ school, while “Everybody” is a powerful rock-a-ballad. Solid orchestra support shines throughout. Tiny’s tonsils are in excellent shape on either end. Take your pick.

“PRETTY PLAID SKIRT (AND LONG BLACK SOCK)” [Saturn BMI—Smith, Starkes]

MEL SMITH (713)

- Newcomer Mel Smith bows in with a wild piece of material that should make everyone sit up and take notice. Against a background of drums and guitars moving at a break-neck speed (provided by the Night Riders), Smith growls out the teen slanted lyrics of “Pretty Plaid Skirt” in frantic r&b fashion. The flip, “I’ll Never Change,” has Smith slowing down, but not easing up, for the thumping fish beater. “Skirt’s” the side that can make it, but don’t overlook the underhalf.

“TEARDROPS” (2:30)
[Arms BMI—Thompson, Scott]

SYL JOHNSON (Federal 12338)

- Looks like Syl Johnson has come up with the material that will put him into top r&b and pop contention. “Teardrops” finds him giving a zestful reading to a medium paced lament in front of vigorous group chanting. On “They Who Love” Johnson continues the healthy sounds set up on the lid, but at a more contagious pace. Mid-deck whistling adds flavor. It’s a toss up for honors between these two poten sides.

LEBRON DUPEREE
(Span 411)

C. COOK (Mer 925)

“IM FALLING” (2:31) [Arc, Martin Rose BMI—Cook]
Cook's folkly wraps up an infectious package. It contains solid ork-chorus support & expressive whailing. Deck could use r&B noise.

“PLEASE THINK OF ME” (2:33) [Arc, Martin Ross BMI—Cook]
Flip’s another hunk of good material with the same strong support, a time on a flavorful rock-a-ballad.

THE EMERALDS
(Ebbie 107)

B+ “MARRIA'S CHA-CHA” (2:14) [Lyco BMI—Davis]
Here's an offering that should score big with the hoefers—an easy going cha cha cha, which the group delivers in high flying style. Potent disk.

B “THAT'S THE WAY IT'S GON TO BE” (2:38) [Lyco BMI—Davis]
Here the group's in the groove, with a very slow moving ballad, Bright lead singing and group harmony.

ROSCO GORDON
(Vee-Jay 316)

B- "NO MORE DOGGIN" (2:29) [Modern BMI—Gordon]
Medium paced, hard edged blues is growled out ferociously by Gordon. The restful opus shows a measure of chart strength.

B "A FOOL IN LOVE" [Tolle BMI—Gordon]
Gordon has the group orkestrate his upbeat style here for a venture into romance abord a slow paced rock-a-ballad.

LOUIS BROOKS
(Excilo 2159)

B "BUS STATION BLUES" (2:28) [Excellor BMI—Brooks] Earthly blues instrumental is soulfully delivered by Brooks and his Hi-Toppers at a medium clip.

B "ROLLIN' HOME" (2:36) [Excellor BMI—Brooks]
Beginning with a drum roll, the group moves swiftly through this shriveling blues instrumental. Double helping of fine programming rejo.

THE VIBRATORS
(Brooks 106)

C “MAD MAN SHUFFLE” (1:47) [Jan Pat BMI—Vibrators] The Vibrators sound out this speedy, contagious instrumental.

C "WAY OUT" (2:52) [Jan Pat BMI—Vibrators] The bottom instrumental is a quick paced repetitious blues affair.

NORM ALEXANDER
(Sung 9424)

C "DANNY BOY" [ASCAP—Weatherly]
New Alexander, with vital assist from the Shamrocks, turns in an able performance of the old Irish folk tune, of which the St. Austin instrumental version is now hitting.

C "STOP THAT MAN!!" (Buttons BMI—Carrington, Alexander)
This end the group voices back up Alexander for the fast rocking novelty opus.

Beth's What's in THE CASH BOX That Counts—INTERNATIONALLY

BILLY RANDALL
(Savoy 1570)

B+ "BYE-BYE-TEACHER" [Plane-
mar BMI — Webb Thibeodeaux] This release is really appropriate for the season as Randall holds his teacher farewell to a fiercely frantic beat—set up by a hot ork-chorus backdrop. Can move with essence, r&b and pop-wise.

B "ROWENA" [Planemar BMI— W e b b , Thibeodeaux] Pounding cha cha is the setting for this gal-tilted pleader.

GENE TERRY
(Goldband 1988)

"CINDERELLA CINDERELLA" (2:13) [Kamar BMI—Lawrence, Willridge] On this swinging session Terry holds forth with the sweet love words, in front of some fine honking guitar work. Lively, happy sounding tune.

B "GUY WITH A MILLION DREAMS" (2:25) [Kamar BMI—Willridge, Hall, Shuler] A complete change of pace for Terry as he tenderly delivers this soft, touching ballad. The Down Beats contribute the capable musical sounds on both ends of this class pairing.

THE CARAVANS
(Religious)

B+ "YO YOUR FRIEND" [Planemar BMI—Andrews] Two Caravans recently scored high in its field with "Mary Don't You Weep." More of their ultra-vigorous sounds are heard on this fast moving gospel tune. Watch for them to continue their pace-setting religious sales.

B "LORD KEEP ME FAITH" [D円 BMI—Derby] The Caravans slow down for a respite from their lid activity with this quiet, slow paced devotion. Deck's tension builds gradually.

THE GOSPEL STARLETS
(Taxedo 929)

B+ "A WORKER FOR THE LORD" (2:36) [Ford BMI—Faison] The famous choir, with vigorous lead wailing, takes this devotional for a deeply felt ride. Choice side for the market.

B "DEAR LORD I PRAY" (2:40) [Ford BMI—Coley] This end is in a much slower tempo, with the gals contributing more class gospel sounds.

ALEX BRADFORD & THE MEN OF SONG
(Religious)


B "THE MAN IS WONDERFUL" (2:03) [Pathway BMI—Bradford] A convincing testimonial to "The Man" is offered at a slow clip. The group couldn't be more dedicated.
MARTY KRAUSE

BOB & POLLY MCKEEN

GEO GEORGIOUS

BOB PARDO

LARRY GAR

Bobbi Jo St. Clair/Aaron, Ind.

WALKER, Dick, N. C.

Bobbi Jo St. Clair/Robert, Ind.

Bill Mack

Ralph REBEAU

NEIL LEAVITT

JIMMY KEYES

WILLIAM L. LEWIS

CARLO LAWTON & BILL SYRES

DICK BARTON

DON NYLAND

“SELFISH” (2:28) [Tee. Champion BMI—Anderson]

“BACK WHERE I STARTED FROM” (2:35) [Tee. Champion BMI—Anderson]

BILL ANDERSON (Dec 30914)

- Anderson, who recently shared chart honors on his self-penned “That’s What It’s Like To Be Lonesome,” pours out another tearjerker that could make it in a big way. The edge goes to “Nine-Nine,” a quick paced praises’ lament which Anderson convincingly delivers.

“Where I Started From” is a slow moving, romantic line also from the cryin’ towel school. Both ends bear watching, with a sharper eye on the top.

“SUGAR DOLL” (1:55) [Clever BMI—Mac, Murman] George Lee is the featured vocalist on this date with Harry Peppel and the Ranglers, gaily chanting the love words.

“SERFISH HEART” (2:20) [Clyde BMI—Warrer, Bowden] Some vocal-instrumental set-up on the top lid, with a slightly quicker beat setting the pace for the heartbreakers.

“WHAT AM I GONNA DO” (2:10) [Gaylord BMI—Simmons, Stough] This end has Simmons sincerely chanting the lament to a slow waltz. Good pacing.

“THE MORE I LEARN TO CARE” (2:21) [Golden River BMI—Frank Hughey] Strongly pop oriented tune receives an above-par articulate reading from the singer. The rapid mover can garner dual-mart plays.

“WONDERLAND OF LOVE” (2:03) [Golden River BMI—Finziger, Hughey] Polished styled number on the flip is reminiscent of My Darling Clementine.” Pleasant listening.

CLYDE OWENS (Linco 1313)

Buddy BURBIDGE (19305)

- “I’M GUILTY” (2:48) Bayou State BMI—Burdorf, Possiet. The tempo is slowed down to a walk as Burdorfor presents a case against himself—for his broken romance.

“ONLY THOSE RECORDS best suited for commercial use are reviewed by THE CASH BOX”
Columbia’s Johnny Horton is a big hit with the folks who packed the banquet hall at Miami Beach’s American Hotel during the deejay meet. Horton, accompanied by the Jordanaires and guitarist Tommy Thompson, sang the British hit version of "The Battle of New Orleans," Tillman Franks, artist service director of the KWKW- Sheetrock, "Louisiana Hayride," and mg, of Horton, returns to his role of one-time bass player on the "Jubilee, U.S.A." when he backs Bill Medley’s warbling on the 6/15 offering. Along with the boy will be the Four Bees, Jimmy Matheis, Brook Henry, Chuck Bowen, Lonnie & Gee-Goo, Carla Rowe, Will Mercer, Bobby Gibson and George Rhodes of all kinds, especially in Fargo, N.D. Carl Pan club Ricker’s Club in Minneapolis on the 6/5 weekend.

Les Kanaan will send out samples of his new Knga’s package, "Koo-Koo The Kangaroo," and "Back To The Salt Mine," if they write to him at the label’s 7502 Dewey Ave., San Gabriel, Calif. address. Les is both singer and cleft of the tunes. Johnny Cash plans to Alaska, last week, for 10 days of p.a.’s in Anchorage, Fairbanks, Juneau and Ketchikan. On the trip were the Tennessee Two and ringside, Stewart Carnall. Nat Nigrell will present "CA.MAY" trophies to the winners of the "Country America Music Awards" poll during his "CA. Spectacular," which plays the Oregon Arlene June 25th thru July 1st. The winners include Johnny Cash, Hank Thompson & his Brazos Valley Boys, Dan Gibson, Margie Bowen, the Everly Bros. Wesley Rose and Dee Kilpatrick were tied for "Taxi Cabs," of the men who did most to further f.f. music. Ginny Jackson, featured vocalist on Nigrell’s show, who also will appear at the Oregon outing, recently opened an engagement in "Walt Disney’s World" in Las Vegas. Jack Butler’s latest release on Decoy, "Sunshine Street," and "In Make-Believe Ballroom," is available to jocks who write on station letterheads to Decoy, at 600 Beaman St., Corpus, N.C.

Hickory’s Wilma Lee & Stoney Cooper, whose "Big Midnight Special" is currently out, will be taking a tent show tour through New York State starting 6/9 in Herroten and finishing up 6/20 in Governor. In addition, they’ll also be doing the biggest string of open-air p.o. dates and fairs since ’82. The two, along with Hylo Brown, were recent guests on the WWVA-WVAW- WBJO-WJZ-Grandfather-RP. Browns and the Timberliners have been booked for shows in Ky. and Ohio. They’ve joined the "Jamboree" as regulars and it’ll be appearing on TV shows thru Parkersburg and Bluefield, W. Va. sponsored by Maxine Brown. In the US, Hylo has a new Capitol package of "Old Folk Tunes" on the market. "Cowboy" Howard Vokes and the Country Boys did a program Sunday at the "Day of Cen-" Park near Franklin, Pa. Rod Thacker & his Stringusters recently visited the early Bird Jamboree over WAVL-Apollo, Pa. along with Del Wood, Grady Martin, Otto Buch & Lightning James. They also engaged in the presque isle, due out of 6/15, will show off the blonde-blue eyes of the Browns for a while. From the 443 Geraldi, Memphis, Tenn., info that the group, Jim Ed, Maxine, Lonnie and Norma will be cutting a new Victor wax session and that they’re due to open their new club in 2 months time. The crew’s current clik is Beyond The Shadows’. Best wishes for a speedy recovery to Mom Brown, who was badly cut recently. "Waterfall" Records of Morristown, Tenn., have done a successful Max & his band, the Native Tennesseeans, on the wax session this week with ‘Ain’t Got A Nickel’ and ‘Get Out Of My Boat’. Max will glad to send out the platter to jocks who contact him in care of the discery.

Phil Sullivan reports that he and Lonzo & Oscar just completed a most successful tour of Va., N.C. and Ky. Phil said that the Rocky Mt., N.C. Chamber of Commerce and WCEC’s Sammy Blankenshofer show the sponsored that the crowds estimated at 18,000 for the 6/12 and 16, that the shows were a success. He also notes a record breaking 5,000-crowd on the 17th, at the Lumay, Va. Leaf Park, operated by Happy Johnny and Shorty King of WSHG. Melvina May will be glad to send samples of his 3rd Max & his Boys who’ll drop him a line at 1033 Willow, Abilene, Texas. On one side of the platter Troy Crane does "Balloon Of A Condemned Man" while on the other, brother Jimmie Crane sings "In Old Mexico." . . . Sky & Slim Corbin, LLL-Lubbock, Texas items that fellow c.f. and WJZ-Why. They also engaged in the presque isle with the rock-n-roll version of Harry Choats's "Jole Bole." The Corbins, incidentally, manage Wayne, who’s on KLL, from 12:30 to 2:00 p.m. Mon. thru Sat. Jerry Howard, program dir. at WPIS, Box 271, Fountain Inn, S.C., sends out an ‘SOS’ for folks to see our very own Shirley Johnson, memos that the “Smilin’” Irishman, James O’Gwynn, who quattor heads out of Sheetropp, La., recently formed his own band and will tour with him on his trip throughout the

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OF STEREO TO EVERY SPOT
IN THE LOCATION

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The sensational Seeburg Two-Channel System is stereo all the way—from the pickup, through the dual amplifier to the newly developed twin stereo speakers. It’s completely integrated to give every listener, wherever seated in a location, the impression of being present at a “live” performance of the recording musicians. It’s completely flexible to satisfy the requirements of every location regardless of size.

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Chicago 22, Illinois

America's Finest and Most
Complete Music Systems
With every government agency, local, state and federal, in need of additional revenue to carry out their functions, a variety of new taxes have been assessed—or are being formulated—hitting at the coin machine operator, which could eventually drain him of all his resources.

In addition, the juke box operator, once again, is the target of ASCAP's sponsored copyright amendment acts (Celler Bill, HR 5291 in the house—O'Mahoney Bill, S. 950 in the Senate) which, if enacted will be another nail in the coinman's coffin.

Operators throughout the nation pay a variety of taxes—in some areas the total, including Federal, runs to 4 and 5 different assessments.

Because of the nature of the operating business, with most areas unorganized, and the individual operator having so little time to do anything else but work his route, taxes are introduced and passed before he is even aware of them. He is then burdened with the problem of paying his many obligations as well as with the added taxes. Any additional assessments to those now in effect could be the straw that will break his back.

The difficulty faced by operators is that they cannot increase the price to the patron to meet increases in business overhead, such as is possible in most every other business. The operator's costs have more than quadrupled since the end of World War II—equipment, labor, parts, service trucks, etc., etc. And in addition, the money paid out in license fees and taxes have mounted tremendously. The operator, however, cannot keep pace with these inflated costs of running his business.

After continuous prodding by editorials in The Cash Box for over ten years, many of the nation's operators eventually changed over to dime play. Some still stick to the nickel. Even those who double their selling price from 5¢ to 10¢ have to contend with a cost factor that is four times as great. Can an operator change over to 15¢—2 for 25¢ play? Maybe in some isolated instance — but not generally.

Under these conditions, should the operator be burdened with additional license fees and taxes, it's a question of just how long he can stay in business.
LONDON, ENGLAND—The freeing of dollar imports to Britain of most remaining categories of goods announced suddenly, to take effect from June 8 has taken the U.K. by storm. Together with cameras, commercial vehicles, cutlery, toys, watchcases and boxes of other items junked for export, vending machines are also among the new restrictions. It is the first time ever that Britain has completely freed Amusement Machines Still On Restricted List.

Seeburg Holds 2-Day Distributor Meeting

World Premiere New Background Music System And All-Electric Cigarette Vendor

CHICAGO — The Seeburg Corporation, this city, staged a two-day distributor convention at the Drake Hotel this city, on Tuesday and Wednesday, June 2 and 3, where two new Seeburg products—a revolutionary background music system and an all-electric, 22-column cigarette vendor—had their world premiere.

The new Seeburg “1000” background music system is unique in that it measures only 22” x 14” x 12” and weighs only 51 pounds; yet, it plays 25 records and 1000 selections without title duplication. This is made possible by a new 16% rack, 3” record developed by Seeburg especially for the new “1000” model. Each record has 40 selections and plays 1½ hours of music. This new record can be played only on the Seeburg “1000” and the unit will play no other record.

Three “Tailored Music Libraries” have been arranged, recorded and programmed by Seeburg. These are identified as: 1) The Basic Library with an average medium slow tempo for prestige-type locations; and 2) the “Mood Music” library with an average medium slow tempo for prestige-type locations; and 3) the “Industrias” library with an average medium low tempo for use in industrial plants only.

The new 22-column Seeburg cigarette vendor has a completely new cabinet design and a capacity of more than 800 packs. It also has a new “switchover” feature, designed to eliminate lost sales and service calls. Where two columns are devoted to a fast-moving brand, this unique feature delivers the desired brand regardless of which of the selection keys is pressed, even though one column may be empty. Another feature is the release button that delivers matches only when the customer wants them.

Both the background music system and the new cigarette vendor will be on display at Seeburg distributor showings in all principal cities during the next two weeks.

J.F. Frantz Cites Penny Game
Strength In Arcades

CHICAGO — John Frantz, president of J.F. Frantz Manufacturing Company, this city, reported last week that he has observed of late, as a result of a survey taken through arcades all over the country, that from 50 to 70 percent of the equipment used by them in their arcades are penny counter games.

"We have been singling the praises of penny gun gallery games for many years," Frantz asserted, “however, it never occurred to us that arcades throughout the nation count heavily on these penny games to the extent of 50 to 70 percent of the equipment they use.

Actually," he continued, “J.F. Frantz Manufacturing has been a prime factor in the production of the finest shooting galleries for many years. We, of course, are in the process of expanding these facilities and will continue to present to arcade operators a steady array of penny gun gallery amusement games.

"J.F. Frantz’s current ‘Dodge City’ has been receiving tremendous acceptance in arcades for many months,” Frantz said, “and this, in our opinion is the best indication of the success of this type of equipment. We have more on the drawing boards, which we know will present as exciting a motif as did ‘Dodge City’ with its western styled target design.”

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HAVE ROCK-OLA...

...because the dependable service-free Rock-Ola mechanism makes life so easy for servicemen. This helps to make that difference in added earnings so important today, particularly when phonograph locations are scattered over a wide area, as they so often are during the summer season. See and test this top-styled Phonograph today at your Rock-Ola Distributor's.

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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
CHICAGO — Gil Kitt, owner of Empire Coin Machine Exchange, this city, announced the removal for expansion purposes of Empire’s Detroit office. Michigan offices and showrooms at 714 teeth, Detroit Bob Wiley is the manager of this office.

“This change in our Detroit set up,” state Kitt, “allows us to offer much more improved service and larger parts facilities to the operators of the area. We have now greater storage space, which permits us to offer a larger variety of equipment to the trade.

“Empire Coin has stressed more convenience for operators throughout its many years in existence,” Kitt continued, “and we now offer, along with this greater convenience to operators, the same courteous and hospitable service they have enjoyed in the past. Our offices and showrooms in Detroit are equipped for United Manufacturing Corporation, United Music Corporation and Williams Manufacturing Company.

“We welcome all operators and other coin machine men in the Detroit area to come in, see Bob Wiley and view our expanded and improved facilities there."

NEW YORK — Barney (Shugg) Sugerman, Runyon Sales Company, this city, with offices in Newark, N.J., and Hartford, Connecticut, announced that the firm has expanded and improved the model to meet the call for shipments to foreign countries.

The department, headed by Morris Field, has added two additional shipmen, whose duties are to refurbish and make ready for shipment, all orders for music machines and amusement games. Good supervision, as well as expediting shipment of equipment.

Empire Detroit Offices Move

Runyon Sales Expands Export Dept.
An "Open Letter" To "The Cash Box" From MOA

NEW YORK—The May 30, 1959 editorial in The Cash Box headed "Common Their Own Worst Enemies"—Says TV Exec", in which it was stated "The thousands of words printed in the pages of The Cash Box has brought out no organized or co-ordinated attempt by MOA or any or the many local associations to do anything other than talk-talk-talk", has brought in a letter from George A. Miller, president of MOA, in which he writes:

"An Open Letter to 'The Cash Box' and all other segments of the Coin Machine Industry..."

Miller writes as follows:

"I have read over the editorial in The Cash Box, May 30, 1959 issue, with great interest.

"It is one thing to state how necessary it is for the music industry, and other segments of the coin machine business, to institute a public relations program; but it is another story entirely to raise $180,000, so vitally necessary to initiate such a public relations program.

"I think we all agree that The Cash Box has printed many editorials on the necessity of a public relations program for the benefit of the entire coin machine industry; but, with all these articles that have been written by trade papers and the national association, Music Operators of America, etc., the people in the coin machine industry have not responded as they should, even though a public relations program is vitally needed. Just why Music Operators of America, Inc. has not singled out for having made no organized or coordinated attempt to arrange such a public relations program is not quite understandable.

"Music Operators of America, Inc. has taken the lead in many projects on a nationwide basis, and has probably completed more of them than any other organization of its kind, especially when we have worked with a very small amount of capital for such projects.

"The only thing that has retarded a national public relations program, as far as Music Operators of America, Inc. is concerned, is the fact that the finances were not available; and MOA would most certainly not venture into a program of this kind without being fully satisfied and convinced that a public relations program on a nationwide basis would be a successful one.

"At the recent MOA Convention, a committee was appointed by George A. Miller, president of MOA, consisting of Clinton S. Pierce of Brookfield, Wisconsin; Lester Montooth of Peoria, Illinois; and Louis J. Casola of Rockford, Illinois. These people have been contacting the manufacturers of music and all other types of amusement devices, along with the trade papers, for the purpose of inaugurating just such a program as The Cash Box has proposed. With encouragement and support by the trade papers, this program can become a reality. We sincerely hope that The Cash Box will continue its efforts to arouse the operators as a whole, as to the vital need of a public relations program.

"At the present moment, we are closer financially, morally and collectively, to a national public relations program than we have been at any other time. Meetings with the entire industry are in the making, and we hope to have concrete evidence in the very near future that a national public relations program is a possibility.

"In fairness to all parties concerned, we ask The Cash Box to print this open letter to all segments of the industry, so that the right impression will be made upon all music operators of the nation. Any and all suggestions and proposals are most certainly appreciated."

(EDITORIAL COMMENT: We will await with great interest further reports by MOA as to its progress—and especially as to the nature of the Public Relations Program it proposes to adopt.)
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From SEA ISLAND down to DUDE RANCH
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BINGOS

5 BALLS

STRAIGHT SHOOTER $175
SITTING PRETTY $175
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ROTT POOL $175
ROCKADES $175
GREENBOW SHOOTER $175
STRAIGHT FISHON WORLD CAMP $175

ARCADE

Chi Coin 2-PL. ROCKET SHUFFLE $375
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Chi Coat 2-PL. ROTOR SHUFFLE $375
Chi Coat 2-PL. ROLLER SHUFFLE $375
Chi Coat 2-PL. BASKETBALL $375
Chi Coat CRUIZER CROSS HOEY $375
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Chi Coat ALL-STAR BURGER $375
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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"

Good Holiday Weekend Starts
Outdoor Biz Off Big

EASTERN FLASHES

The summer season started off with a bang as the Decoration Day weekend came up bright and sunny, sending millions to the shore and resort areas. Arcade men reported that they did big business. Some even did huge business almost as much as they did in 1958, when the holiday extended over four days. Even those who fell below the 1958 holiday gross, were very happy with the summer season's two day business—stating it was as good as or better than in their experience. This optimistic feeling permeated into coinrow, where wholesalers reported more visitors and more business the week following the holiday, with coinmen picking up parts, supplies and machines.

Mike Munves, busy as usual at this time of year, advises that the firm's new arcade machine "Satellite Tracker" being shipped out as rapidly as they write. Orders all over the country, including the South, are coming in. Joe "Looks like we've got a hit." Joe also tells us that the firm's "Bill Racer", introduced last year, is no longer available, as the last few machines were shipped this week. Mike and Rose Munves spent the holiday weekend in Washington, D. C, where they flew to see their son, Alvin, an honor guard in the Stoic's Army... Al and Irv, as full of pep and enthusiasm as ever, on the street, predicting great plans in view of the upcoming Public Relations program. Committee members to meet on Wednesday, June 17, in the offices of Music Operators of New York, to start initial movement, ... Al Simon and Al D'Inzillo, Albert Simon, Inc, advise ChiCoins' "Jet Pilot", suitable for arcade use, selling well, and the other ChiCoin game "Buck Fin" bowls still moving out steadily to the city's operators. . . . Jack Rosen, Frank Koeppel, Music, Kingston, N.Y., visits along coinrow, and leaves some nice equipment orders. With Hymie Koppe1, Koppe1 Distributing, still home resting, Harry finds very little time to relax. Buying and selling used music took up much of Harry's time this week. Also states that the new Rock-Ola phone moves out to operators in a steady flow... Leo Eisen, still visits Koeppe1 this week. Also spent some time with Dave Stern, Seacoast Distributors, Elizabeth, N.J.

* * *

Entire staff at Runyon Sales Co, relaxed and smiling, from bossman Barney (Shary) Sumerman, down to the telephone operator. Seems that a fine spurt in sales of AMI phonos, and continuous orders for Bally machines, created this happy atmosphere. Morris Good advises export orders for the firm busy. Barney Sumerman and his lovely Mollie, together with son Nate, driving up next week to Ohio State University for number 2 son, Myron's graduation on June 8. "Senator" Al and Francis Bodkin will join the party. . . . Frank Peteet, Wurlitzer regional engineering representative, spends a few days this week at Sandy Moore Distributing, then off for a visit to Marvin and Max Roth. Max Roth Novelty Co., Wilkes-Barre, Pa., and then back to N. Y. by the end of the week. . . . Irv Holzman, Black Sales Co., out of town on biz, and "Whitey" Drumm hold down the fort, "Whitey" reports Unifluff alley making a hit with ops here . . . Meyer Parkoff and Murry Kaye, Atlantic New York Co., away in Georgia, attending the Seeburg convention at the Drake, viewing the new background music system and the new 22-column cigarette vendor. Mike Collaud, sales dept., stays in the office to handle visiting ops and phone calls. Encouraging news was released this week by the New York State Department of Labor, which reported that non-farm employment in New York State had risen to 5,928,000 in April. The total was 300,000 above March levels and 37,000 above last year aged. New York City employment was also encouraging, as jobs here up 10,000 the first week of the year rose since September 1957. The department's dip of 5,000 from March in the apparel manufacturing industry. . . . Music Ma-
chine operators could do themselves—and the entire industry—a great favor: Write a letter to your own Congressmen, opposing Copyright Bill HR 3921 (Celler Bill). See page story elsewhere in this issue.

Stereo Phonos Selling
Well, Say Distrubs

DALLAS DOINGS

From Commercial Music comes these newstars: Carl French is leaving for Colorado and will camp out with R. Buckman in Lewisville, Ark., on oil business, and Gene Williams is in West Texas. Mike Koenig is on a trip to San Angelo to visit his daughter, Venita Simmons is retiring from the company. Recent visitors to Commercial include Clark Richards, Roger, Texas; Jack Sprott, Temple; and F. M. McCormick, Wur-
litzer Music Co. . . . Visiting O'Connor Dist. Co. were Mark Lynch and John Chatten of the New Orleans Selwood Dist. Other sightseers at O'Connor included: Buna Carr, Waco; Speedy Walker; Buddy Cline; Bill Jackson, Ft. Worth; Mike Anderson, Dallas; and Tom Lynch, Dallas. Lloyd Stedil is attending the Capitol Show in Houston, Capitol star Sonny James was in town recently and made calls to the local radio stations. His latest hit is "Talk of the School"; Capitol's Jack Marshall, his manager for Peggy Lee's Atlantic album, will be in Dallas Monday... R. Warnecke Items: Weldon Denton went to the Indianapolis race, and Bob Duffett traveled to Arkansas. While Jim Storrick journeyed to Lakoff over the weekend. John Hickman, AMI field representative, was a recent Dallas visitor; Tom Chatten held a big fish fry at his Lake Texoma cabin the past weekend; Stereo photos are selling well, say those who know at R. Warnecke... R.C.A-Victor recording artist, Kathy Barr, will appear in the State Fair's "Pajama Game" this week, Kathy's sister, Sherry Hinton, is arriving in Dallas this weekend, . . . Joe Dull will travel to Chicago for the RCA Convention at the Conrad Hilton... Ray McKeevner appeared in Dallas last week with the Glenn Miller orchestra... Don Kuck Jockey Art Nelson attended the Dee Jay Convention at Miami, Fl. last week, . . . Other coinrow visitors were: Bill Shesseid, Odessa; W. E. Mooney, Dallas; Steve Payne, Kermit; and R. J. Brown and Jim Patterson, Wichita Falls.
Ralph Sheffield Heads Sales At Midway Mfg.

CHICAGO CHATTER

Marcine Wytvetin and Henry Ross jointly announced the appointment last week of Ralph Sheffield to the post of national sales manager for Midway Manufacturing Company. Ralph, who enjoyed more than 27 years in coinops, was recently employed by United Manufacturing and Genco. Prior to joining Midway Ralph tells us Midway has a lot of exciting games on the product board for early production. O. O. Malleg was contracted to handle all foreign export business for the thriving young company. Meanwhile, the O'Donnell and Herb Jones are smiling so happily these days that Bally's new in-line game "Ballertins," enjoying very healthy sales all over, it's no surprise. In fact, it's the Bally office in Chicago that Art Garvey finds himself missing those coffee breaks.

Art Weinandt's lovely little Ginger is recuperating in Ravenswood Hospital. Meanwhile Art and Kaye Weinandt are in hopes the little lass will be home soon with the rest of the family of Weinands. Art interrupted an eastern sales jaunt to return when he learned of Ginger's illness. Ginger, tell us, is "Ridig'', in the hospital. "Star Rocket" is running neck-and-neck vying for sales honors, according to Art. Alvin Gottlieb advises that since pinball games featuring playing cards have always spelled success for D. Gottlieb & Company, he nevertheless didn't expect "Queen Of Diamonds" to do as fast and so terrifically. It is already a rousing success. Dave Gottlieb, Nate Gottlieb and Judd Weinberg are quite rushed these days filling distribs re-orders on "The Queen" of card games.

Since Clarence Schuyler, Games, Incorporated, returned from his fishing trip up "Navvily," he's concentrating on "Wilt Got," which he, incidentally, is still racking up excellent sales all over. Herb Oettinger and Bill DeSelm, United Manufacturing are featuring 2 new shuffle alleys, "Flash Shuffle Alley" and "De Luxe Flash Shuffle Alley." These games are geared for larger production, according to Bill. Kurt Kleeber tells us Rock-Ola vice prez Edward Doris is off on a trek that will have him in Cleveland, Pittsburgh, Philadelphia, Glam and Montgomery, Alabama. Some sales managers Lois Rieck is visiting distribs in Buffalo, Utica, Albany, New York, New Jersey. Another Rock-Ola traveler is Jack Barabash who is wending his way through Iowa, and Frank Shulz is making the rounds in Nebraska. Kurt is keeping his fingers crossed hoping that sales of Rock-Ola's "Tempo" will be improved due to the hot weather. "Sell Tempo" is the watchword for the remainder of the year.—it's that good, according to Kurt.

Howie Frew informs us that while Don Moloney is putting the finishing touches on his exciting new slot, he will be spending the remainder of the month in Chicago, center of which will be located in a suburb of Chicago. He will also be keeping the "home fires burning" at Donan Distribs.

Operators are spending more time viewing equipment at First Coin Machine Exchange these days. Paul Huchcock, Keeney's sales chief, tells us "what can I say that could possibly top our success at Keeney with electronic upright games." He stresses further that he is now readying the game to place around side "of the Big Tent," "Star Rocket," "Twin Big Tent," "Shawnee," and "Big Round Up" as a big attention getter among operators all over the nation. Gilt Kilt and Joe Robbins report Empire Coin's expansion in the Detroit office. They recently moved to larger quarters at 7743 Puritan Street in the Motor City to offer much more improved accommodations to operators. Bob Wylle heads up the Detroit operation.

Barney Kuehn of Music Mart in Milwaukee longstanding vise phone to announce huge expansion of his one-stop and retail sales record operation at 2430 North 3rd Street. Barney added service carts, self-service, walk-talkie intercom and numerous other features for the convenience of operators. In addition, Music Mart is holding open house June 14, and operators and other friends are cordially invited to attend. Barney's aides include James Sklar, Mildred Kuehn, Johnny Anello Jr., Jim Meyer, and WIRT dep. Joe Welch. . . . Johnny Franzi, the Michigan operator, is busy touring arcades and operators throughout the country to back up his constant stressing that penny gun galleries are most in demand in arcades. The WIRT survey, according to Johnny stated that 50 to 70 percent of the amusement games used in arcades are penny games. Johnny further states that J. F. Franzi's "Dodge City" gun game is proving out as the greatest, most popular gun counter game in the country.

MOA proxy George A. Miller met at the Morrison Hotel in Chicago last week with Lou Casado, Les Montoth and other members of the Board of Directors of the Music Operators of America to discuss their plans for a public relations organization within the framework of the association. Miller reported the talks were very cordial, with members of the group looking forward to the Operators Association to discuss mutual benefits of such an organization. Miller looks forward to the formation of all segments of the coin machine and record industries when the committees hold a luncheon July 14 at the Westward. . . . Now that the Chicago Division of the National Phonograph Bowling League is considering conception of a bowling league, up of the various teams of the various trade firms for the 1956-60 season, Jimmy Oimmen informed us that he has a new telephone exchange, in case anyone wants to reach him on business. His new number is 5-4681. In Illinois, Jimmy urges all who want to sponsor teams and bowl to contact him soon. . . . Ed Ruber advises that Wico Corp.'s stereo conversion kits are going like hot cakes these days, and that acceptance among the nation's operators is absolutely fantastic. Everyone at the Wico plant is feverishly at work in an effort to ship the kits as quickly as possible. A visit to Coven Music is very pleasant now that Ben Coven completely remodeled the offices and showrooms. Ben is always the most gracious host, and now he has the facilities to enhance his bearing. Sid Paris and Irv Ovitz are kept busy meeting and greeting visiting operators. Ben informs us overseas shipments are constantly increasing, since Coven expanded this department. . . . K. C. Abner, Jr. reports that VeeJay-Abner Record's fastest selling disk "Just Keep It Up," by Dee Clark is now on stereo 45" single, and is available to operators throughout the nation. Vee-Jay-Abner will continue to press their most popular singles on stereo 45" for the trade.

Williams' sales director, Sam Lewis tells us the new Williams "Crusader" gun game is gaining head of "Vanguard" and "Hercules," its predecessors. Incidentally, both "Vanguard" and "Hercules" raked up fantastic sales and didn't take a back seat to any game for many months. according to Lewis, Sam Stern can't help marveling at the way production has stepped up at Williams Manufacturing since the recent expansion (which added considerable space for additional facilities). The best part of it all, according to Stern, is that production is at such a peak one can scarcely notice that much more space was added. . . . National Coin's Mort Levinson feels they have a winner in Gottlieb's "Queen Of Diamonds," sales are that great. . . . The increased tempo of visitors at World Wide is keeping Joel Stern, Al Stern, Len Miron and Fred Skor plenty busy these summery days. Joel tells us these visits make the work at World Wide so much more pleasant. Good old Chicago hospitality is the keynote at World Wide, according to Joel, who greatly enjoys his added duties of greeter and host.

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

The Cash Box
PHONO BOWLING LEAGUE BANQUET

With the summer season getting off to a fast start the operators and distributors along Pico Blvd. are already predicting that summer ‘59 should be a good season, as well as recent years. . . All of the Los Angeles phono dealers reports the new Bally’s “Ballarena” game has arrived and is causing favorable comment among the operators. Continuing their tradition of keeping Bally’s “Heavy Hitter” baseball game, says Charlie. Arcade equipment selling well also, with the business outlook for the summer season being very bright. Vince Phillips of Parkay plans another party to celebrate Mr. & Mrs. Belvin’s (his mother and father) 50th wedding anniversary. Ed says he will have the function at his home and is inviting a number of guests. . . Al Silberman, at Elvis Enterprises, informs us that they are using the Bally’s for advertising campaign to increase sales. They have found, Al continued, that Bally’s are a good advertising medium and are impressed with the operators. They are selling phonographs to operators who have never before purchased a Wurlitzer. The emphasis on buying has recurred to them in the past weeks rather than used in the past states clearly indicates that operators are up-grading their locations to increase their sales. Locations are beginning to put pressure on the operators to install stereo phonographs, having heard it’s competitive in a location market. Al went on to say within a year or year-and-a-half at most, a prime location will definitely be obsolete unless it has a stereo equipment. . . Mary Solle, at Leenahagen’s “record bar,” commented that operators will be glad to hear Les “Carrot Top” Anderson has a new waxing out on the Crosby label titled “Juke Box Jamboree.” Good luck to the boys. Local distributor of the week last week was John Amess who says the AMI “J” model phonograph continues to move at a good clip with stereo equipment selling out the montréal, Marshall, along with Mrs. Jon Phillips, Marshall, Los Angeles, has seen the AMI in seven days on a combined business and pleasure trip. Business at Badger has been good. AMI has sold many phonographs to operators of Wurlitzer Music, in the San Bernardino area the past week and phoning in several orders. Everyone at Minthorne anxiously awaiting the arrival of the new Seeburg ciborium phonographs, and are looking forward to the introduction of the unit. Janet Davis says that many operators will be interested and interested to find the Seeburg is ordering the new line further. Wayne states that next week they will have exciting news about the new products. Ralph Cragan and Wayne also busy selling Seeburg stereo boxes.

At C. A. Robinson & Co., Mort Secore, of Chicago Coin, in town and visiting with Charlie Robinson. Hank Tronick informs that business in general the past week has been holding strong. . . Jack Simon, at Simon Distributors returning from a trip to San Francisco, Portland and Seattle looking for more locations for the Wurlitzer. Other locations, and locations in, states Sonny Lomberg. Sonny went on to say they are reading a large amount of shipments on the Simon. Joe Simon returning to Chicago after spending a week in Colorado. . . At Norty’s Music Center, Norty reports the Norty’s wagon “That’s The Way The Cookie Crumbles,” which Norty co- penned, is beginning to move and was selected as Pick-It-Off-The-Week on station 600 in San Diego. Joe Alvarez says Sam Cooke has a sure thing in his new Keen off. Wayne Stier for a few weeks. . . Bally’s for operators of Louis Baruch, with his “Small World” reading on Columbus. The platters, Stier moves, Norty has another strong entry to keep them in the hit column with their latest Mercury disk, “Remember When.” . . Jo Crutchfield, from Bard Distributors, has a new promo campaign for the Hollis standard, “I Only Have Eyes For You,” on the End label. . . Some of the visiting operators on Pico this week were: D. D. McClard, Santa Barbara; Ceci Ellis, Lancaster; Tex Miller, Blythe; Harvey Kirby, La Puente; Lela Smith, Barstow; Alan McMahon, San Jacinto; Wray Brown, Fontana; Carl Oline, John Bernardino, Santa Fe; Charlie Eymann, Carlsbad; Perry Irwin, Ventura; Tex Leeskov, Apple Valley.

HAPPY BIRTHDAY THIS WEEK TO:


“It’s What’s in the CASH BOX That Counts—INTERNATIONALLY”
"Sportsman" New Bally F.P. Upright

Has "Hold and Draw" Feature

CHICAGO—A new electric free-play game named Bally "Sportsman" is the most recent amusement game to be released by Bally Manufacturing Company, this city, according to Bill O'Donnell, general sales manager.

"Designed for single-coin play," states O'Donnell, "Sportsman" contains the popular 'Hold and Draw' feature, which gets plenty of second-coin play. After first flash, without a successful score, the player may hold any desired column or columns by pressing 'Hold' button, then deposit an additional coin to flash column or columns not held. Veteran operators know that the 'Hold and Draw' principle has always been a powerful profit producer. The earnings from 'Sportsman' uprights already on location prove this feature to be just as popular as ever.

"Also featured," continued O'Donnell, "is the new style 'Rural-Mural' glass, designed specially for 'Sportsman,' depicting a colorful woodland scene with various game arranged in triple columns for flash-action scores. The 'Rural-Mural' theme of 'Sportsman' is said to win immediate approval of location managers, who welcome a change from circus-flash designs. Matching the new glass in beauty is the club-styled cabinet with rich wood-grain front. Side-door eliminates all hardware from the front, permitting maximum eye-appeal. The cabinet is 28 inches wide, 17½ inches deep, and 57 inches high.

"Variable scores may be used with 'Sportsman.' Standard 'Sportsman' score-ward scores 96 top for 5 Eagles. Or, 'Sportsman' may be operated with 'Super-Scores' of 320, 800 or 1200. Change to any one of 4 scoring-styles is quickly and easily accomplished. 'Super-Scores' are scored for 3 Eagles and Star. The added Star lights thru back of the glass and is not visible on the face of the glass."

"Sportsman" is available with choice of 5 coin-styles: nickel, dime, quarter. Initial deliveries are now in the hands of all Bally distributors, with additional shipments scheduled for early delivery.

Sheffield Sales Head Of Midway Mfg. Co.

CHICAGO — Marcella Wolerton, president, Midway Manufacturing Company, this city, announced last week the appointment of Ralph Sheffield to the position of sales manager for the firm.

"Sheffield's more than 27 years of experience in the coin machine industry will certainly be of great benefit to us in our plans to expand our manufacturing facilities and vast sales effort," stated Wolerton. "We had hoped that a man of his caliber would be available to us," he continued, "for at this time there are a lot of good amusement games on our drawing boards, ready for engineering and production."

Sheffield reported that he is currently working towards setting up distributorships in territories throughout the country, and welcomes interested distributors to contact him at their earliest convenience.

"Our overseas distribution will be handled by the O. O. Malleg firm," stated Sheffield, "which will act as our export manager for all foreign operations which are under my jurisdiction as sales director."

Midway Manufacturing's current game is the "Red Ball" electronic upright game. This amusement device utilizes bouncing balls in the backglass for skill and scoring.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"
Operators: Deal Yourself In On a Winner!

GOTTLIEB’S

QUEEN OF DIAMONDS

Has the Colorful Appeal of Playing Cards!

That’s right, Mr. Operator, QUEEN OF DIAMONDS in your locations can really add the color and flash needed to attract and hold players game after game! Every Gottlieb card game has been a winner and this Queen is no exception. It’s jam-packed with “play it again” features.

See it...play it...order it at your distributor today!

- 6 rollovers and 3 hole score X-Y-Z values
- Lighting all cards awards special plus 400,000 points
- 3 center drop-in holes score specials when all cards are lit
- All new "bank of targets" lights cards
- Side “joker” rollovers light cycloonic kickers for high score
- And score extra specials when all cards are lit
- Plus super-powered flippers and National Slug Rejection

D. Gottlieb & Co.

1140-50 NORTH KOSTNER AVE. CHICAGO 51, ILL.

Dime play is here to stay — buy Gottlieb Games and keep it that way!

Operators: The Switch in '59 is to a Dime

In '33 nickel play was OK. Don't operate in the past...the switch in '59 is to a dime!

D. GOTTLIEB & CO.

New American Games Produced in Britain

GREAT BRITAIN GLIMPSES—

Big news of the week is convertibility dealt with in a news story on another page. Also it applies to juke boxes and vending machines but not to games. This has given the green light to an important project that has been “on the stocks” secretly for some time. This was a deal completed between Bill O'Donnell of Bally Manufacturing Company, and Cecil Heasman, managing director of Bal-Ami, for the manufacture in Britain of all Bally products.

... Meanwhile the Chicago “Player's Choice Bowler” is being imported in some quantity from the Co-Am-Co factory at Shannon, Eire, and the Gottlieb and Williams flippers are flowing from Mondial's Dublin factory. Britain, as a result, starved of amusement machines for years, is becoming highly games conscious...Scotland Ford's Fraud Squad is investigating the affairs of the Master Vending Company, a manufacturing and distributing organization in vending which used previously near-the-home methods of obtaining money and selling machines. The firm's managing director, Sidney Levine, recently disappeared, and an employee has accused him of taking with him half-a-million pounds of the firm's money. Levine, who was virtually 100 per cent owner of Master Vending, is reported to be in Israel...John B. Winder Tookes, formerly managing director of Vending Supply and Service Ltd., and acting general manager for Cookers and Vendors Ltd., both Camp Bird companies of international repute, has left these positions to act as an independent consultant in the business. The news that a small free-trade area has now been set up in opposition to the original Common Market block may mean that imported phonographs from Germany and other countries will become more expensive. Imports from the non-Common Market group (the U.K., Sweden, Denmark, Norway, Austria, Switzerland and Portugal) may be given preference over German, Italian, and Dutch other box imports.

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

Shaffer's Customers Buy Seeburg Phonos By Carload

CINCINNATI, O.—John P. Stockdale, manager of Shaffer Music Company, this city, reported a sale this week of a truckload of upcards of 20 Seeburg Stereo phonographs to two operating firms—and sent along photos to prove it.

A & M Enterprises, Cincinnati, owned by Anthony Zaret and Nicholas Zaret; and Celina Music Company, Celina, owned by Paul Rocker, were the purchasers. A & M bought 100 selection phonographs; while Celina bought 100 selection machines.

According to Stockdale, the sales amplified the excellent job that early stereo installations have done for the two routes. "These favorable results were responsible for their latest orders," said Stockdale. The orders also indicate public acceptance of and demand for stereo music and also indicate that stereo music has arrived and is the biggest factor in the coin operated music business today.

Zaretzky stated, "My reason for a large quantity purchase of stereophonic phonographs is that it offers the best opportunity of solidifying an operation, and stereo enhances the income greatly, especially now that there are a great number of stereo hit records available, plus an abundant supply of jazz, hillbilly and old favorite selections."

In reference to the purchase of 100 selection equipment rather than 100 selection phonographs, Recker said, "I feel that the number of selections is no longer a factor in this business. Today, sound, as such, is highly important and, of course, Stereo is the finest sound attainable. It has always been a policy of Celina Music Company to keep its route up-to-date by periodic purchases of new equipment, and by so doing we offer our customers the newest and most advanced developments in recorded music. In the past we have conformed with this policy; however, with the advent of Stereo, we feel that we are now offering the phonograph playing public the most spectacular advancement that has ever been available in the history of this business."
One Minute Of Your Time
NOW —
Can Mean The Salvation
Of Your Business!

Music Machine Operators:
Take That Minute — Write To
Your Own Congressman —
OPPOSING COPYRIGHT BILL HR5921

Last week we urged that you write to Congressman Edwin E. Willis, Chairman of the Subcommittee of the Judiciary Committee, The House of Representatives, Washington 25, D. C., opposing the Celler Bill (HR 5921). If you have not as yet written to Congressman Willis, we suggest that you do so now.

Now — this is an added appeal we make to even those who have written to Congressman Willis. FOLLOW UP YOUR LETTER TO WILLIS WITH AN-OTHER TO YOUR OWN CONGRESSMAN. We make this appeal — altho every music operator should accept this small chore willingly — it may mean the difference between your being slapped with one more added expense and tax. We know that many of you haven't the time, nor the writing utensils. We urge that you make the time — and send a letter, even if written in pencil on any kind of paper.

June 17 will be the day witnesses opposing the Celler Bill (those witnesses will represent the juke box industry) will appear before the Subcommittee of the Judiciary. We realize that most operators do not have the time to appear in Washington as witnesses. Some of you will. However, if you cannot appear as a wit-ness, your letter is just as valuable to the industry's cause as if you were to appear as a witness. Tell your Congressman that, as a small businessman, you just do not have the time to travel to Washington to oppose the Celler Bill, nor do you have the money to spend, but it's your wish, as his constituent, that he oppose this unfair and discriminatory Bill, which if passed, could put you out of business.

Writing to your Congressman is as important as going out on a service call to your best location. Actually, it's more important. So — just take a moment, and get that letter in the mails.

If your Congressman is a member of the Judiciary Subcommittee, there isn't an excuse in the world for you to neglect to write. Congressmen on the Subcom-mitee are: Edwin E. Willis (La.), chairman; Jack Brooks, Texas; William M. Tuck, Virginia; Roland V. Libonati, Illinois (Chicago area); William C. Cramer, Florida, and John V. Lindsay, New York.

WRITE — WRITE — WRITE.

Write to your Congressman — and do it NOW. Your letter may be the one that determines the results of the hearings.
### Classified Advertising Section

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 CONSIDERS THE CASH BOX CLASSIFIED AD SECTION AS "THE INDUSTRY'S MARKET PLACE."

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### Classified AD Rate 10 Cents Per Word

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

Notice—$8 Special Classified Advertisers. You are entitled to a classified ad of 40 words for each week's issue for a period of One Full Year, 52 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 15c per word. Please count words carefully. Remember your Classified Ad is sent to reach New York publication office by Wednesday, 12 Noon, of preceding week to appear in following week's issue. If you are a $8 Special Classified Advertiser you are entitled to a free checking copy of "The Cash Box" each week.

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

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ZONE STATE

TELEPHONE NUMBER

ENCLOSE YOUR CHECK — AIRMAIL TO:

**THE CASH BOX**

1721 BROADWAY

NEW YORK 19, N. Y.

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### Classified Advertising Section

**FOR SALE — Goca Cola Bottle Vendor $125; Happy's $15; Bally Blue Ribbon $110; Wurlitzer 2000 $825; Scientific TV, & Boat Ride $25; General Shuffel Pool $50; ODICO, INC., 1100-62 BROADWAY, ALBANY 4, N. Y.**

**FOR SALE — 30 Seeburg ZWA 200 selection Wall Boxes exceptionally clean. Single lots $85; 10 or more Lot $75; UNIV分布 Distributors, INC., 902 W. SECOND, YUMA 14, ARIZ. (Tel No. 4-6111)**

**FOR SALE — Bally All Star Deluxe $125; United Midget Bowler $135; Williams Ten Strike $135; Chicago Coin Rebound Shuffle $125. RELIABLE COIN MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN. (Tel. Chap. 9-6556)**

**FOR SALE — Specials — Bally; Skill Parades, Brand New Original Grades $245; Used $145; Skill Rolls Brand New Original Grades $99.50; Used $85; Carnival Uprights $499.50; Chicago Gardens $110; Miss America $299.50; Chicago Marble & Vendors; Tie-Toe-Toes $259.50, NEW ORLEANS NOVELTY CO., 115 W. MAIN, NEW ORLEANS, LOUISIANA. (Tel. Jackson 2-5306)**

**FOR SALE — Seeburg R-100 $475; Seeburg VL200 $475; Seeburg 200 $50; Wurlitzer 2000 $50; Wurlitzer 200 $52; Chicago Coin Rebound Shuffle $125; AMB 14 col. $165; AMB 14 col. $130. All machines shipped and ready for locations. BELMONT MUSIC CO., 116-118 N. E. GLENDALE AVE., PEORIA, ILL. (Tel. 6-4424 & 5-5688)**

**FOR SALE — Genco Space Age $190; Genco Hi Fl. Baseball $125; Chicago Coin Rebound Shuffle $130; Chicago Coin Rocket Shuffle $215. TIERCE DISTRIBUTORS, INC., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. (Tel. Main 1-4751)**

**FOR SALE — Mercury Counter Grippers 1 (original paint), A-1 $29.50; Wurlitzer 1000 (original color) $225; Genco Coin Changer & Stand $65; HALLGREN DISTRIBUTORS, INC., 1626 3rd AVE., MOLINE, ILLINOIS. (Tel. 4-6708)**

**FOR SALE — Wall Boxes 20 selection Seeburg 106, 3 for 25¢; 800 3020’s $5.00; Rock-Ols 120 Selection $45 & $35; Bally Clubs $50; Yarde Clubs $45; Gazett $65; Vendo Coin Changer & Stand $65. HALLGREN DISTRIBUTORS, INC., 1626 3rd AVE., MOLINE, ILLINOIS. (Tel. 4-6708)**

**FOR SALE — We have a large stock of reconditioned Shuffleboard Games and Bingo. Write for list. PIONEER VENDING, INC., 3726 KENOSHA AVE., CINCINNATI, OHIO. (Tel. 302-4800)**

**FOR SALE — Wurlitzer Fortune Telling Scale $39.50; Universal Bowling Alley $325; Traf Chump $25; Ten Strike $199.50; Janmo Ten Strike $229.50; All Models AMI Phonos. Lowest prices. CENTRAL DISTRIBUTORS, INC., 2120 LOCUST, ST. LOUIS 3, MO. (Tel. MA 1-3511)**

**FOR SALE — 10 Genco Twenty-One’s: United Midget Alleys. Write. No reasonable offer refused. NATIONAL NOVELTY CO., 245 W. NORTHERN BLVD., GREAT NECK, NEW YORK. (Tel. Hunter 2-1021)**

**FOR SALE — Williams LuLa, Bally Ball-O-Matic, or similar models. Bradford & Parker Face, AMI 120, $125; Wurlitzer 1400-15, SALINA MUSIC & AMI-SEMIEN, 110 SOUTH 5TH, SALINA, KANSAS.**

**FOR SALE — Seeburg M100B $250; C $145; L $50; T $100; $850; $2000 $750; $1100 $250; $1000 $145; AMI 1200 $50; Wurlitzer 1000 $335; Rock-Ols 1438 $350; Bingo Cutaway $90; Gayety $75; Big Time 45; Miami Beach $75; Paradise $11; Super $75; Key-West $25; Pin Fair Lady $225; Gypsy Queen $85; Hawaiian Beauty $65; Jockey Club $90; Lab $75; Pin Wheel $50; Sindig $50. NEW ENGLAND DISTRIBUTORS, 237 WASHINGTON ST., NEWTON 58, MASS. (Tel. Bemural 2-1300)**

### Miscellaneous

**NOTICE — Manufacturers of coin operated equipment with or without a problem in Southern California, Bob Young's Service, 3127 Ben Lo Mond Place, Los Angeles 27, CALIF. (Tel. Hollywood 7-7151), Car 542 (Radiophone).**

**NOTICE — If you are reading this ad you are vitally interested in coin machine activity. More than likely you are already a subscriber to The Cash Box, but if you aren't— you should be. For $1 only (29¢ per issue) you obtain information and news that you can't obtain nowhere else, and which is important to you in the conduct of your business. If you are already a subscriber (and it's a million to one you aren't) please write us and let us know along to some of your column friends to 'join the family'. Send a check for $1.25 to: THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N. Y.**

**MISCELLANEOUS — BIG SERVICE TIP — 5 Ball Operators—Do you have wearing around Bang Bumpers? Recondition your games with self-adhering Vinyl Plastic Covers—it rings. Only $7.50 per 100. Send Check to: SELECT ENTERPRISES, 120 PARKER PLAIN, SUITE 101, ELIZABETH, N. J.**

**NOTICE — Buy your parts and supplies from the Nation's oldest and original parts and supply house. Save real money. One transportation charge. Largest stocks—lowest prices. Useful gifts with orders of $25 or more. Send a BLOCK MAR- BILE CO., 1425 NO. BROAD ST., PHILADELPHIA 22, PA.**
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