Of the many talents who have made the jump from vocal group work to solo status, Ato Records' Ben E. King has been one of the most successful. King attracted national attention with the Drifters as lead voice on such hits as "There Goes My Baby" and "Save The Last Dance For Me." As a solo act he clicked with "Spanish Harlem," had a smash in "Stand By Me" and is currently riding high with "Amor." Above, Ben is seen on the phone with his "Amor" and in the background is his first Ato LP. King just completed a stint at the Peacock Lounge in Atlanta and heads back to New York for recording sessions.
Sam Cooke wrote this rockin', swingin' successorto "Cupid"... and he's got another smash for sure! Full-color sleeve, available in Compact 33 and 45 rpm. 7827.
The Sound Business

In the past five years, amazing strides have been made in the field of recorded sound. So great have been these improvements that many recordings made less than a decade ago in the simple, unpercussive, monaural technique seem to be empty when compared with those of today.

There are, of course, many magnificent performances on these older records, performances which may never be duplicated merely by re-recording some of the masters in the more modern techniques. For when an artist is "right" his great performance can never be replaced by sound.

But in the increasingly competitive record world where a consumer must make a decision as to which one out of a possible dozen albums recorded on 35 MM film will buy, then sound becomes a factor of utmost importance. In many cases, the consumer will buy sound over performance and will pay a higher price for such products as well.

It is most encouraging to note that, no matter how great the improvement in sound during the past half-decade, there are still engineers, musicians and record executives looking for still better and better sound.

A few weeks ago, London Records introduced what it calls "phase 4 stereo," a technique which records one section of an orchestra at a time and is described as the "best method of doing away with leakage into distant microphones." The recording technique is significant not only for its exciting sound and clarity but also because it was introduced by London, a label which has won the respect of the consumer thru its FFRR curve as a company with excellent sound.

Last week, Command Records, a label which during the past year or two has made almost unbelievable gains in the world of stereophonic recording, introduced its latest effort to improve recordings of larger orchestras, when it debuted its "Stereo 35 MM," a new series of albums recorded on 35 MM film.

Although Command is not the first company to employ 35 MM film for recordings, the Command name has become synonymous with good stereo sound recordings. This plus the fact that the first 35 MM album Command has produced has shown excellent sound could result in another successful advance in the field of stereo.

It is, of course, too early to tell how either of the new series will do. There is always doubt about the potential of such innovations. The same doubt existed when Command issued its first percussive merchandise. But the result is now history.

There is probably no end to the progress that can be made in the field of sound. It's a tribute to the minds of our industry how rapidly such techniques are developed and improved.
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**Cash Box Top 100**

**Best Selling Tunes on Records Compiled by Cash Box from Leading Retail Outlets—September 9, 1961**

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**Red Bulletin Indicates Sharp Upward Move**

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THE VOICE THAT SELLS!

ADAM WADE

... with a great new fall Smash!

... a Swingin' Side

LINDA

TONIGHT I WON'T BE THERE

... a Beautiful Rhythm Ballad

COED #556

Opening

COPACABANA

New York City, Sept. 7th
**Pick of the Week**

**"SO LONG BABY" (2:03)** [Vivki, McLaughlin BMI—Shannon]

**"THE ANSWER TO EVERYTHING"** (2:35) [Dolt, Balcma ASCAP—Hilliard, Bacharach]

**DEL SHANNON (Birtog 3883)**

Shannon, who now owns two fantastic hits in "Runaway" and "Hits Off To Larry," appears to be headed towards his third hit with "So Long Baby." It's another quick-paced entry that Del drives out with money-making finesse. Complete about-face is the beautiful ballad lilt, "The Answer To Everything." Can also step out way up.

**"DON'T BLAME ME"** (2:16) [Robbins ASCAP—McHugh, [American BMI—Travis, Hensley, Fields]]

**THE EVERLY BROTHERS (Warner Bros. 5501)**

Duo takes dead aim at the charts and comes up with another pair of "sales bell-ringers." One old, one new. The evergreen "Don't Blame Me"—is wrapped up in slow, mood style while the newcomer, "Muskraat," takes a red-hot novelty-rock ride. Release is first in label's "Plus 2" series that features edited-down versions of artists' oldies clips ("Walk Right Back" and "Lucille") here.

**"MOVIN'"** (2:01) [JEC BMI—Black]

**"HONKY TRAIN"** (2:00) [JEC BMI—Black]

**BILL BLACK'S COMBO (HI 2085)**

Here's another winning duo that's sure to keep the Bill Black Combo's long hit chain intact. Side to watch is "Movin'" a solid driver that'll be collecting loot in no time flat. "Honky Train" is in the more familiar Black Shuffle category. Looks like a double-header.

**"RUNAROUND SUE"** (2:10) [Just, Mubon BMI—Mareza, D'Mucci]

**"RUNAWAY GIRL"** (2:57) [Just, Mubon BMI—Greenberg, Baer, Schwartz]

**DION (Laurie 3110)**

This sensational change-of-pace outing can put the songwriter back up on top-tensville. Titled "Runaround Sue," it's a mashed potatoes-hand-clapper (from the U.S. Bonds school) that Dion and the orch-chorus serve up in money-making fashion. Pretty fast-ballad-shuffler flipside.

**"FEEL IT"** (1:55) [Kags BMI—Cooke]

**"IT'S ALL RIGHT"** (2:35) [Kags BMI—Cooke]

**SAM COKE (RCA Victor 7927)**

Cook's happy chart romance, which recently had "Cupid" working for him, should be in full swing with his latest Victor release, "Feel It." Side's an infectious jumper that Cooke and the Stan Applebaum orch-chorus serve up with teen spirit. The extremely pretty ballad-shuffler, "It's All Right," makes it a twin-threat.

**"BERLIN MELODY"** (2:56) [Symphony House Music Pub Corp. ASCAP—Gaze]

**"COME SEPTEMBER"** (2:27) (Adarja BMI—Darlin)

**BILLY VAUGHN (Dot 16262)**

Altho it's a city of crisis Berlin looks like a happy topic of conversation (chart-wise) for Billy Vaughn. Vaughn takes his aggregation thru a funny instrumental and sans-lyric-vocal exercises tagged "Berlin Melody." Flipside, the Bobby Darin-penned "Come September" pleats theme has a happy, baion performance from Vaughn & Co.

**"LANA"** (2:20) [Acuff-Rose BMI—Orbison, Melson]

**"LAUGH"** (2:20) [Acuff-Rose BMI—Orbison, Melson]

**THE VELVETS (Monument 448)**

The Velvets can score big with this potent follow-up to their solid chart-runner, "Tonight (Could Be The Night)." It's a contagious jumper (with a "Little Darlin'" flavor) dreamt up by writer who tagged it "Lana," Coupler, "Laugh," another strong contender for hitdom, takes a "Save The Last Dance" rock-a-cha-cha route. Virgil Johnson's lead voice is a highlite on both ends.

**ARTIE GARR (Octavia 8002)**


**B+** ["FORGIVE ME"] (2:15) [Greta BMI—Ralph] Garr uses "one voice" in this nofle.

**LOHR RANDOLPH (Tri-Pli 1003)**

**B+** ["DON'T LET THEM TELL ME"] (2:18) [Furqua BMI—Furqua] Label, has kicked up a chart fuss with the Spinners' "That's What Girls" outing, can have another hot item in Lorr Randolph's feelingful shouting on this exciting rocker.

**B+** ["GRIEVING ABOUT A LOVE"] (2:17) [Tri-Pli BMI—Furqua, Coya, Davis] Pounding beat-ballad session. Here can also make noise. Strong two-aided orch support.

**WADE FLEMONS (Veejay 888)**

**B+** ["KEEP ON LOVING ME"] (2:18) [Conrad BMI—Flemmons] This self-penned jumper by Flemmons is loaded with chart appeal. Potent rock-a-string backing for Wade's cleasing vocal stilt. Eso ifly.

**B+** ["PLEASE SEND ME SOMETHING"] (2:10) [Venice BMI—Mayfield] The oldie-pleasing, chorus-backed session.

**ANGELA MARTIN (Portrait 103)**

**B+** ["IN A WORLD WITHOUT YOU"] (2:05) [Darnel BMI—Regney, Arthur] Diskery, having made the grade with his Neil Sticked's "Bobby," can repeat that success with this right-from-the-heart beat-backed ballad.

**B+** ["THE ANSWER TO EVERYTHING"] (2:35) [Dolfi, Balmac ASCAP—Hilliard, Bacharach] Cute novelty flip for this right-from-the-heart beat-ballad pose.

**ALPHEGA MARTIN (Portrait 103)**

**B+** ["GIVE MY LOVE"] (2:14) [E. V. Dean ASCAP—Dee] Dee sings a warm countrified love ballad.

**B+** ["I WANT TO BE THERE"] (2:15) [Darnel BMI—Regney, Arthur] Cute novelty jumper that's sure to make noise. Strong two-aided orch support.

**THE MARKSMEN (Blue Horizon 6082)**


**B+** ["I WISH I WERE (THREE BY FOUR)"] (1:55) [Darnel BMI—Regney, Arthur] Cute novelty jumper that's sure to make noise. Strong two-aided orch support.

**THE TIDES (Dore 611)**

**B+** ["BREAK""] (1:55) [Cal-Lee BMI—Dean, Baumgart] A strong break, the teenage mood backing it, is spotache for this easy-going western-flavored flip.

**B+** ["PRIVATE WORLD"] (2:45) [Meadowlark ASCAP—Dean, Doo] Dee, who clicked a few years ago with "Three Stars," a tribute to the teen stars killed in a plane crash, warmly narrates the inspiration for this album. Along with the Rodgers (Boulette) (making noise) and Dicky Doo (UA). A worthy version.

**JACKIE VERDELL (Peacock 1905)**

**B+** ["YOU OUGHT TO KNOW"] (2:23) [Lion BMI—Verdell] Thrush does a fine blues-pop style as she puts loads of feeling into this hard beatin' performance. Could make lots of dual-mart. Flipside, stick with the Percy Orr sup-rounds out the rounds.

**B+** ["BYE BYE BLACKBIRD"]

[Monica BMI—E. Verdell] Equally strong is Jackie's slick jazz- jazz on the light-swing revival of the sturdy.

**BEAU-MARKS (Rust 5085)**

**B+** ["CLASSMATE"] (2:06) [Just to BMI—Tailleir, Red Mallie, Frechet, Hutchinson] Side, a click up on the Rust banner. It's a smooth-sounding, teen-styled romantic number that's the phatter older'll dig.

**B+** ["SCHOOL IS OUT"] (2:18) [Just BMI—Tailleir, Redmallie, Frechet, Hutchinson] Inviting rock-a-cha-cha-ditty on this side will not the same as the Gary Bonds chart-maker.

**TOMMY DEE (Pike 5009)**

**B+** ["A LITTLE DOG CRIED"] (2:00) [E. V. Dean ASCAP—Dean, Doo] Dee, who clicked a few years ago with "Three Stars," a tribute to the teen stars killed in a plane crash, warmly narrates the inspiration for this album. Along with the Rodgers (Boulette) (making noise) and Dicky Doo (UA). A worthy version.

**B+** ["DON'T FORGET""] [Just BMI—Doo] Dee sings a warm country tune. Label's based in Howard Beach, Creations, Furci.

**Vinnie Monte (Jubilee 4280)**

**B+** ["ROCCO'S THEME"] (Faraway BMI—Arr: Mill & Fields) Rotta, Mandel, Sachs] Singer nicely warbles the lyric (English & Italian) version of the main title from the major foreign flick, "Rocco & His Brothers." A mandolin-like highlight spotlights the attractive orch-chorus setting. Can receive solid joke-box attention.

**B+** ["BELONGING"] (2:37) [Do-cation BMI—Samarriani, Mandel, Sachs] Pretty tune tune is done again in both English and Italian.

**THE ORLONS (Cameo 198)**

**B+** ["I'LL BE TRUE"] (2:30) [Kalmsen & Love ASCAP—Mann] Lead lark hands in a touching reading of the familiar-sounding affandinwaay. Other larger and side support with teen-beat sensitivity, folksy, get a feelingful track here.

**B+** ["HEART, DARLING, AN- GEL"] (2:30) [Rice Mill & Woodcrest BMI—Brooks, Caldwell] A nice softie in which more singers get spotlight roles.

**THE TIDES (Dore 611)**

**B+** ["DEAR MR. PRESIDENT"] (2:24) [Monarch BMI—Bideau, Freeman] Songsters and string-included backing offers an infective note about a guy who's ready to join the Army in answer to Presi- dent's call-up. Slow ballad, sad premises, can be the man's hit.

**B+** ["RING A DING DING"] (1:54) [Meadowlark ASCAP—Bideau, Freeman] As the title shows, this is a colorful chart-featured novelty stilt.

Cash Box—September 9, 1961
NIGHT TRAIN

RICHARD HAYMAN

71869

Mercury RECORDS

CLEAR TRACK RIGHT TO THE TOP

THIS IS THE ONE

THE HARMONICA VERSION

Cash Box—September 9, 1961
AN OPEN LETTER TO THE INDUSTRY

In the past year, to the best of our knowledge, only one single has hit a million: Elvis Presley's "Are You Lonesome Tonight?" Actually, there have been several No. 1 singles in the past few months that have not even hit half-a-million sales! We're all concerned about the badly sagging sales of singles. Everyone realizes our industry needs singles sales. They're vital to our business.

What can we do about it?

Warner Bros. Records this week introduces to all members of the industry a revolutionary new concept in singles. We call it the:

What "PLUS 2" means is this. Customers get not only the usual two new songs per single, but also the two "Oldies" (past hits of the artists) - all for the same price as an ordinary single. One single with 4 songs for the price of 2.

Everyone gets more from this:

CONSUMER: Gets two more songs for the same price. And when the consumer catches on to the value, and sales go up...and up...and then...
DEALERS: Get more sales at today's normal discount structure...
RADIO: Gets more readily-available material for varied air play...
DISTRIBUTORS: Get more sales at today's normal discount structure...
JUKE BOXES: Get more play...
MUSIC PUBLISHERS AND COMPOSERS: Get more royalties, plus more hits turned into standards...
ONE STOPS: Get more sales at today's normal discount structure...
RACK JOBBERS: Get more sales at today's normal discount structure...
AFTRA AND SINGERS: Get more contributions to the Welfare and Pension Fund, plus more potential employment...
AFTRA AND SINGERS: Get more contributions to the Welfare and Pension Fund, plus more potential employment...
RECORDING ARTISTS: Get more royalties, plus more exposure of their hits, plus more stature built through standardizing their Oldies...
RECORD COMPANIES: Get more sales...

Warner Bros. Records is behind the "PLUS 2" concept 100%...with ads, promotion, merchandising aids. We're in for the long-term push. We invite...we urge other manufacturers (many of whom can benefit more than us because of their greater store of "Oldies") to join in this project to reactivate and stimulate the singles business.

There is a future to the singles business.
Everyone will benefit
The "PLUS 2" SINGLE may well be the revolution we've all been waiting for.

JAMES B. CONKLING, President
WARNER BROS. RECORDS, INC.
THE EVERLY BROTHERS
INTRODUCE THE FIRST
+2 SINGLE

DON'T BLAME ME (WB #5501)
MUSKRAT

+2 RECENT SMASHES

WALK RIGHT BACK (It sold over 600,000)
LUCILLE (It sold over 1,000,000)

+2 OLDIES

FOUR FOR THE PRICE OF TWO!  $.98 RETAIL

the first name in sound
WARNER BROS. RECORDS
BURBANK, CALIFORNIA

* A TRADE MARK OF WARNER BROS. RECORDS, INC.
Cash Box  
**Pick of the Week**

**“LONESOME”** (2:59) [Jopell ASCAP—Pelliash]  
**“EYES (Don’t Give Me Your Secret Away)”** (2:10)  
[4-Star Sales BMI—Townsend]

**JERRY WALLACE** (Challenge 9117)

The chart-experienced songster (i.e., “Life’s A Holiday”) can make another big sales stand with “Lonesome,” a highly appealing ballad that Wallace does with touching taste. An attractive string-included orch back-up. “Eyes” is a fine medium-beat date.

**“NOBODY KNOWS”** (3:00)  
**“MY WOMAN LEFT ME”** (2:03)  
[Frigate BMI—Gotz]

**THE BROTHERS FOUR** (Columbia 41242)

The popular folk crew has two ends that can get chart recognition. Boys offer a lovely soft-litight-beat reading of a pop rewrite of the famed spiritual. “Nobody Knows,” and do a rhythmic stint on another new version of an old PD. Eye ‘em both.

**“NIGHT TRAIN”** (2:21) [Frederick BMI—Forrest]  
**“MOON RIVER”** (2:00) [Famous ASCAP—Mercer, Mancini]

**RICHARD HAYMAN** (Mercury 71869)

Harmonica ace Richard Hayman has one of his strongest sides in quite some time in “Night Train,” the Jimmy Forrest blues evergreen which he presents in haunting, hit fashion. Tol rounds out the vitamin-performing the warm main theme “Moon River,” from the up-coming comedy flick “Breakfast At Tiffany’s.”

**“MAKE-BELIEVE WEDDING”** (2:18) [Bamboo BMI—Ross, Landau]  
**“MY MIRACLE”** (2:27) [Dubig, Berry]

**THE CASTELLS** (Era 3057)

The Castells come thru with a standout lid that can give ‘em a big follow-up to “Sacred.” Labeled “Make-Believe Wedding,” it’s a deliberate beat-ballad teen-angled romancer that has that hit sound notched into every groove. More fine vocal and musical (by Hank Levine’s crew) work on the lovely “My Miracle” stand.

**“HIGH BLOOD PRESSURE”** (2:51) [Acre BMI—Smith]  
**“PLEASE”** (2:32) [Windsong BMI—Williams]

**MAURICE WILLIAMS** (Herald 566)

The rockin’ Huey Smith click olde, “High Blood Pressure,” has what it takes to give Maurice Williams and the Zodiacs another “Stay” block-buster. It’s a real thumper that the crew delivers in sizzling U.S. Bonds fashion. “Please” is a striking rock-a-cha-cha newmoniker penned by Williams. Watch it, too!

**“MOON RIVER”** (2:41) [Famous ASCAP—Mercer, Mancini]  
**“BREAKFAST AT TIFFANY’S”** (2:45) [Famous ASCAP—Mancini]

**HENRY MANCINI** (RCA Victor 7408)

Henry Mancini guides the orch thru a soothing, lush mood piece dubbed “Moon River” which he co-el cted for the much talked about up-coming flick “Breakfast At Tiffany’s.” Charming theme right up the dee jay's alley. Title song is the flip, another attractive mood piece.

**“JUST YOU AND ME, DARLING”**  
**“I LOVE YOU, YES I DO”** (2:57)  
(2:57) [Wisto BMI—Brown]  
[Lois, Northern BMI—Wood, Seiler, Marcus, Nix, Giever]

**JAMES BROWN** (King 5547)

This new-oldie combination should easily have Brown’s large R&B-pop following calling for more and more. The new affair, “Just You And Me, Darling,” is a middle-beat blues-ballader while the oldie, “I Love You, Yes I Do,” sports a warm, soft beat-ballad format. Two goodties from Brown & his Famous Flames.

**DEANE HAWLEY** (Liberty 55353)

(B+B)  
**“POCKETFUL OF RAINBOWS”** (2:30) [Giadasi ASCAP—Wise, Weissman]  
**“THAT DREAM COULD NEVER BE”** (2:25) [Aldon BMI—Adler, Adler]

(B+)  
**“MAKE-BELIEVE WEDDING”** (2:18) [Bamboo BMI—Ross, Landau]

**ROCKY COLE** (Landa 678)

(B+B)  
**“HEAVEN AND EARTH”** (2:04) [Columbia ASCAP—David, Stellari, Robushki]  
**“SOMEONE ELSE”**

Fine keyboard work on the latter. Cole and Rogers are lush and lovely (a “Ezodias”) background supplied by Hugo Winterhalter’s orch and Williams. Tune’s the theme from “The Fury Of Tonti” (an R&B) that can score.

(B+)  
**“HUEY’S SONG”** (2:20)  
[Shapiro-Bernstein ASCAP—Winterhalter]

Guitar in the spot-lith on this captivating up beat entry that could also step out.

**GEORGI DORN** (King 5540)

(B+)  
**“TOO LATE FOR SCHOOL”** (2:17) [Pandora BMI—Schorr, Staino]

This tailored-for-teen-tastes rocker can kick up lots of attention for newcomer Dorn. Solid dance item.

(B)  
**“ANGEL IN THE SKY”** (2:40) [Pandora BMI—Schorr, Staino]

Things slow down to an enticing beat-ballad pace on the portion. Midd-deck reception here.

**THE SHEPARD SISTERS** (United Artists 350)

(B+B)  
**“I’M STILL DANCING”** (2:17) [Trio, Vance, Kauff, Amen, Qulah, who had a big a whie-black with “Alone,” can please the girls to death with this infectious rock-a-cha-cha opus. Dandy Gary Sherman orch support.

(B+B)  
**“DEEPLY”** (2:54) [Quartet ASCAP—Bacharach, Gimbel]

This side, an ear-arresting Latin-flavored rock-a-string romancer, also has the chart goods. Eye ‘em both.

**GLORY KENNEDY** (Pathe 1001)

(B)  
**“DIXIE’S LAND”** (2:20) [Emmet, Kennedy]  
**“TURN TO ME”** [Maureen & Sidney BMI—Williams]  
**“LET’S COUNT CALORIES”**

After a warm opening, lark sings with a pro teen-R&B-styled rhythmic can do Top 100 business. Lark presents in haunting fashion. The tantalizing import happily rests in the capable instrumental hands of the Kurt Edelhagen Orch (and wordless chorus). Billy Vaughn has the tune out on Dot.

(B+)  
**“ALPINE GLORY”** (2:20) [American Academy ASCAP—Ellington, Mills, Tizol]

Kurt's years-back success is up-su ed in exciting rock fashion here.

KURT EDHELHAGEN (Decca 31308)

(B+B)  
**“BERLIN MELODY”** (2:06) [Symphony House ASCAP—Gaze]  
**“I’M STILL DANCING”** (2:17)

This infectious rock-a-cha-cha opus. Dandy Gary Sherman orch support.

(B)  
**“HEAVEN AND EARTH”**

(B+)  
**“POCKETFUL OF RAINBOWS”** (2:30) [Giadasi ASCAP—Wise, Weissman]

(B+)  
**“TOO LATE FOR SCHOOL”** (2:17) [Pandora BMI—Schorr, Staino]

This tailored-for-teen-tastes rocker can kick up lots of attention for newcomer Dorn. Solid dance item.

(B)  
**“ANGEL IN THE SKY”** (2:40) [Pandora BMI—Schorr, Staino]

Things slow down to an enticing beat-ballad pace on the portion. Mid-deck reception here.

**THE JAYS** (Barry 103)

(B+B)  
**“STANLEY WAVE”’**

(B)  
**“TURN TO ME”** [Maureen & Sidney BMI—Williams]  
**“POCKETFUL OF RAINBOWS”**

Boys also do an interesting job on the catchy folk-type romantic.

**BETTY TURNER** (Infinity 008)

(B+B)  
**“I BELIEVE IN YOU”** (2:15) [Iving BMI—Hayes]  
**“LIFE IS LIKE THE RIVER”**

This melody-opp is rendered with at-tactive tenderness by the lark, whose combo backdrop has an appro-priate rippling way.
CONNIE FRANCIS
THE QUEEN OF POPULAR MUSIC
HAS A GRAND SLAM!

HOLLYWOOD
DREAMBOAT

MGM Records
The Starpower Label
Top Reviews

TERRY PHILIPS

United Gold (261)

B+) "MY FAITHFUL WAYS" (2:20) [Tri-Boy-Morris, Yancey] Artists put his heart into his delivery. The sax section also soars. A solid choral romantic weeper. Excellent, string-filled assist by the Gary Sherman outfit. Deck can break thru with exposure.

THE BLUE NOTES (Gamut 100)

B+) "MY HEART CRIES FOR YOU" (2:20) [Massey ASPAC-Faith, Sigman] Tune, a year-round biggie for Guy Mitchell, returns in chart-contending manner via this Blue Notes waxing. Format now finds the sweeter, Latinbeat backdrop.

B+) "SHIRMP BoATS ARE CoMINg" (2:13) [Walt Disney ASCAP-Kahn, Brown] while-ago triumph returns here in a delightful choral-cha-cha style. Organ's spotlighted on both ends. Label is distributed by Philley's Talley-Ho.

BOB SKELTON (Fairlawn 2108)

B+) "COIN BACK TO SCHOOL" (2:10) [Quartet BMI-Beery, Stoller] This sequel to the G.U.S. Bonds smash, "School Is Out," is a rockin', shout-filled handclapper that can follow a similar success path. Sure to give the teens sit up and take notice.

B+) "THAT'S THE WAY OF A FOOl" (2:14) [Lowery BMI-Skelton] B) This is a beat-arrangement with a Latinbeat. Dynamic chorus. Excellent, string-assisted, has a good beat. Great pairing.

THE MAGNIFICENT FOUR (Whale 506)

B+) "THE CLOSER YOU ARE" (2:15) [Spinning Wheel BMI-Beery, Robinson, Lewis] The white-black territorial click for the Channels can make the national scene this time around. The quick beat dandy is loaded with real commercial vocal and instrumental tricks.

B+) "UNCLE SAM" (2:55) [Original BMI-Vecchiarelli, Catalano, Maloney, Jackson] has been called up on this heartfelt heatbeat ballad that features the female in the winning lead spotite. Vinny Youngsters, who backs up in teen-teasling style on both lids.

THE FRIENDS (Imperial 7783)

B+) "GO ON SCHOOL" (2:15) [Travis & Escort BMI-Smith, Goldsmith] A "Yakety-Yak"-type format for this back-to-back novelty with a back-to-school plot. Teens will enjoy the happy rockin' follow-up to artists' "Dedicated" click offering.

B+) "YOU ARE A SQUARE" (2:12) [Travis & Escort BMI-Smith, Goldsmith] Similar-sounding stunt about a guy who's being told he's making a fool of himself for sticking to the gal (she likes 'Chairy Brown,' the guys tell him).

THE CASTLE SISTERS (Triodex 111)

B+) "COME WITH ME" (2:09) [Tri-Boy-Morris, Reynolds, Powers] Gals nicely render the tune for the female. Bright, high-pitched, polished bright string-beat sound for the teenpot. Worth teen turntable rounds.


KITTY FORD (Smash 1713)

B+) "FINDER S KEEPERS" (2:25) [Aldon BMI-Kolker, Keller] The pop-country lark displays a countryish waits playful, lighthearted warmth. Soft Nashville keyboard tinkling is heard in the full ork backdrop.

B+) "DON'T PLAY My 9ベル (2:10) [Whale ASCAP-Kahn, Brown] Teen-ritual display about a gal who doesn't want a juke-box record to remind her of a lost-love.

TONY MITCHELL (Deca 3129)

C+) "JUST FOR LAUGHS" (Sounds ASCAP-Cooper, Beaumont) Mitchell delivers the sentimental ballad with a high-pitched, wordy, and gets a full band (including strings) for his setting. Potent legit vocal.

C+) "NOBODY BUT NOBODY" (Ascap-Faith, Sigman, Lawrence) Bright Latinish romancin'.

CONNEL BLAKELY (Rich 7853)

B+) "YOU AIN'T GONNA FIND" (2:10) [Jobete BMI-Jody, Mitchell] Youngsters receive a contagious R&B-type sound from Youngsters, who is assisted, vocal-wise, by a bright female group. Mercury handles this strong-sounding date.

B+) "WHO KNOWS" (2:11) [Jo-beth BMI-Hendrix, Holla, Bateman] There's a genial bouncebeat touch to this entry.

HUEY SMITH (Imperial 5772)

B+) "SASSY SARA" (2:15) [Travis-BMIM-Skelter, Smith and The Clowns] offer a joyful beat-dandy that features the female in the winning lead spotite. Vinny Youngsters, who backs up in teen-teasing style on both lids.

RON GOODWIN ORCH. (King 5569)

B+) "ROMANOFF AND JULIET" (2:28) [Nascimbene BMI-Catchy ditty, named after the successful play, gets a colorful ork outing in a Latinish vein. Deserres airtime.

B+) "EL MORROCO TEA ROOMS" (2:27) [Goodwin, Fisher] Strings play under a bolero beat.


B+) "MOJO" (2:28) [Osborne BMI-Yates, Osborne] BeatnikCCassic date, including a hopping sax.

ANDY DIO (Crusade 1023)

B+) "BONNIE JEAN" (1:25) [Joli BMI-Didi] Didi diablery by singer Dio, who supported by a lorridd attack from the musicians. Quite a hokey showpiece.

B+) "REGALE SHUFFLE" (2:28) [Joli BMI-Dio] Bouncy blues-type item that will also please the teen-beat crowd.

CLEVELAND POP'S ORCHESTRA (Epic 9467)

B+) "THEME FROM 'FANNY'" (3:22) [Chappell ASCAP-Rodgers] The pop version of the famed orchestra, under Louis Lane's direction, offers a handsome version of the lovely main-tune from the musical and one of the Rodgers & Hart's finest as one could hope for. Included is the charming, rarely-heard melody to the verse.

ROSS ANDERSON (Channel 1002)

B+) "YOU ARE MY LOVE" (2:04) [EMASCAP-Anderson] A pleasure affectionate gets a nice, special treatment by composer. A soul-stirring combo stomp backs-up, Session has a grow-on-you quality. Label is based in Chicago.

B+) "TAM-BU THEME" (2:30) [EMASCAP-Anderson] Intriguing jungle-type sound, with percussions and sax highlighted, from the orch-chanting chorus.

RELIGIOUS

"SHOW SOME SIGN" (Joli 9091)

Madame Louise Reed (Vee Jay 901)

"DON'T KNOCK" (Joli 9092)

"COME AND TELL ME WHAT'S ENOUGH" (Joli 903)

"BREATHE ON ME" (Joli 904)

Swin Silvertones (Vee Jay 904)

"OH YES HE WILL" (Parts 1 & 2) (Joli 905)

Original Blind Boys of Alabama (Gospel 1066)

"KEEP ON" (Joli 906)

"THIS FRIEND OF MINE" (Joli 907)

Original Pioneers (Gospel 1057)

"NO MORE TOMORROW" (Joli 908)

"TELL MOTHER" (Joli 909)

Sensational Skylights (Choice 19)

"THE LAST MILE OF THE WAY" (Joli 910)

"I'LL KEEP ON SINGING" (Joli 911)

"DELIVERANCE WILL COME" (Joli 912)

"NO CONDEMNATION" (Joli 913)

"I HAVE THE BLUES" (Joli 914)

PUSHER SINGERS (Choice 22)

POLKA

INDIANA SWEETHEART (Epic 9468)

"DRUNKENS LAMENT" (Atlantic 9469)

Polka Polka Dots (Jay Jay 244)

"SAN ANTONIO ROSE" (Lex 9470)

"I'M THE BLUES" (Joe Gibbs 9471)

"WOODEN HEART" (Joe Gibbs 9472)
ANGEL

Full program (for dealers who buy minimum of 30 LP’s) allows discounts of 12%, 15% and 20% on special groups of catalog LP’s. Includes deferred shipping plan.

AUDIO ILLUSTRATION

15% off on every LP purchased on the entire LP catalog. Termination date has not been set.

CADEMOM

Entire Cademon and Shakesspeare Rec. catalogs on buy 10 get one free. Expires Sept. 30.

CAPITOL

Full program (for dealers who buy minimum of 50 LP’s) offers 12% "special" discount instead of the 15% discount. Coop at alternitives equal to 1% of program purchases is available. Expires: Sept. 30.

CAPITOL OF THE WORLD

Capi’s International series is available on the basis of half price for 1 LP for every LP purchased at regular price. Expires: Sept. 10.

CARLTON

“Summer Special” — 20% off in-free goods distrib. bonus for the summer, including 20 new LP’s from the Charlie Parker line and a "sound" tagged Impact.

EPIC

"Fall Merchandising Plan" — 15% discount on all Epic LP’s. Expires: Sept. 16.

ELEKTRA

Distributor-distributors are offered the label’s entire catalog, except samplers, on a 1-free-for-every-7-purchased basis. Includes extended billing privileges.

KAPP & MEDALLION

Full LP program includes a 10% discount on all Kapp product, 15% on all Medallion LP’s. Expires: Sept. 29.

LONDON

The first 12 releases in the label’s new "phase 4 stereo" and "sound 4 monophonic high fidelity" lines are being offered to dealers on a buy-1-free-deal. Half payments are due in Nov. and Dec., with 5% cash refund. Expires: Sept. 10.

LIBERTY

The entire Liberty catalog (except the three Chimborazo LP’s) are being made available under the new "LP Unlimited" plan. In this plan dealers may return any time after Feb. 1, 1962, 1/4 payments in Nov., Dec., Jan. and Feb., 15% EOM; a 10% discount over the entire list is taken off the face of the dealer’s invoice on the entire order. Expires: Sept. 29.

PACIFIC JAZZ

"Pre-Fall Plan" — On a minimum order of 100 LP’s dealers get 2 free for every 10 LP’s purchased. Expires: Sept. 24.

PRESTIGE

On the New Jazz line a 25% discount (plus usual 5%) is available until Sept. 8. Beginning August 28 all Prestige International, Bluesville & Swingsville LP’s are being offered on a buy-10-get-1-free basis. Expires: Oct. 8.

REQUEST

For each 10 Request LP’s purchased, dealer is allowed to exchange 3 LP’s of any other label. Also, LP’s purchased under this plan are on 100% exchange privilege until end of year. Expire: Sept. 26.

ROULETTE

"Fall Festival" — Straight 15% discount on all Roulette LP’s purchased. Deferred 30-45-60 day billing to qualifying dealers. Expires: Sept. 25.

STARDAY

"Fall Festival" — Annual Country Music Spectacular Package Goods Sale — 50% to 65% E.P.’s are being offered to dealers on a buy-5-get-1-free basis. Dealers can select 3 free LP’s within the same price brackets for each 5 that are ordered either separately or accumulatively. Expires: Sept. 15.

TIME

Label’s entire Series 2000 catalog is available on a buy-4-get-1-free basis. Expires: Sept. 15.

UNITED ARTISTS

Display in firm’s new “Alphad of the Month” display rack entitle dealers to get 2 LP’s free for every 10 purchased. LP’s will be packaged in special setup to specifically promote this plan.

WARNER BROS.

15% bonus on all LP’s, except a 11.98 "Topper, Sidewalks, and Bathtub Gin" sampler, to distribute-dealers. Entitled to receive 50, 60, 90 day deferred dating from their WB distributors.

Command Unveils 35mm Film Recording; Releases “Stereo 35” LP

NEW YORK—After months of engineering effort and at a cost in excess of $500,000, Command Records last week issued its initial “Stereo 35” album, an exploration in a new medium for the recording of music. Two disks recorded on 35mm film and hailed by the company as the greatest achievement in the field of stereo in recent years.

The first release, called “Stereo 35” MM, features Enoch Light and his 90-piece orchestra playing a dozen standards arranged by Lew Davies. It was recorded at Carnegie Hall and scheduled for release Sept. 6.

In preparing plans for the so-called "Stereo 35" line Light explained the advantages he and his engineers discovered in reducing tape wear and other problems had been using. In attempting to achieve a still better sound in the recording of large orchestras, it was found that even the most advanced tape techniques were faced with two mechanical limitations which create minor distortions—pitch change due to tape stretch; signal-to-noise ratio is far superior.

A special dealer preview hearing of yet unreleased Command albums on 35mm film is set for the Starlight Roof of the Waldorf Astoria Hotel, Sept. 6. At this time Light will unveil the first Command classical recordings on film.

The 3 Friends

"Go On To School" b/w "You’re A Square" #773

ASCAP To Fete Int’l Composer Group

NEW YORK—Stanley Adams, president of ASCAP, announced last week that ASCAP will hold a reception on Tuesday, September 5, at the Low-Rent Rotunda, Columbia University, from 4 to 6 P.M., in honor of the International Musicological Society, which Members of the ASCAP board of directors, as well as composer members, William Bergsma and Nicolas Slonimsky, will be among the famous guests as well as the distributors and the manufacturer, J. Y. Burgess, Jr., division president of Atlantic Records, which described the meetings as a "forward step in which we wish to assume a more practical approach on the planning of new product and merchandising programs."

MarcheTTA

A NEW VERSION OF

REACHING THE TOP

SAVOY #1504

Cash Box—September 9, 1961

NEW YORK—In line with a further realignment of Roulette's executive staff, Morris Levy, president of the company, announced last week the appointment of Bud Katzel to the post of General Sales Manager for Roulette.

In making the appointment, Levy explained that since joining Roulette four years ago, Bud Katzel has been involved in all phases of the disky company's operation and that in the past two years he has spent a major portion of his time actively engaged in the sales department. In this capacity, Katzel has developed a close relationship with the Roulette distributors and has proven that he now stands eminently qualified to take charge and direct the firm's sales operation and contribute to its continued growth. Levy also added that the appointment was of personal satisfaction since it has been assigned to a man within the company who has worked his way up from the ranks.

Katzel first entered the record business in 1951 and served as promotion representative for Decca Records in the Midwest and later was transferred to their eastern division. In 1957, six months after Roulette was formed, he joined the label as director of publicity and public relations. After a brief period he took on additional duties as promotion and advertising director. In 1959, he began working directly with the Roulette distributors in the company's sales department.

As General Sales Manager, Bud Katzel will work with and be directly responsible to Morris Levy, who just recently announced that he will assume a more active role in every phase of the company's operation. Levy revealed that the company's plans call for a new expansion of the promotion and publicity department under Bud Katzel's aegis and that an announcement to this effect will be made shortly.

Both Morris Levy and Bud Katzel will leave this week to attend the NARM Mid-Year Sales Meeting and Convention in Chicago.

Capitol Pushes Kiddie Disks; Re- Releases 9 Packages

HOLLYWOOD—Capitol Records will reissue its all-time best selling kiddie records in LP for the first time in a new stepped-up drive to regain leadership in a field which it once dominated.

The firm will release nine 12" LP's this month. In addition, the lead-off package, "Bozo At The Circus," Capitol's best-selling kiddie disk and one of the best sellers in the history of the field, will be issued as a compact 33. Three of the packages are Capitol Record Readers, where the recorded sound is coordinated with cartoon strips bound in to the double-fold liner. The Readers, to retail at $2.98, are "Woody Woodpecker and His Talent Show," "Walt Disney's Three Little Pigs" and "Bozo At The Circus." The other six sets are: "Walt Disney's The Sorcerer's Apprentice," "Sparky's Magic Piano," "Rusty In Orchestralville," "Little Toot And Other Walt Disney Favorites," "Rugs Bunny and His Friends" and "Bible Stories" narrated by Claude Rains. These will retail at $1.98. The "Bozo" compact 33 is priced at $2.35.

Capitol, which was instrumental in reviving the kiddie record business in 1946 after radio caused a slump, feels that the current TV-caused slump can now be overcome by a big push. The firm reports that its kiddie 45's still sell strong.

Grauer Acquires Offbeat And Washington Records

NEW YORK—Bill Grauer Productions, parent firm of Riverside Records, last week announced that it had acquired Washington and Offbeat Records. The deal was completed by Grauer and Bob Bialek, president of Washington Records. A long-term pact has also been signed with Bialek whereby he will serve as the new operation's classical and specialty A&R director. Offices will be opened in Washington, D.C. and will be headed by Bialek.

The Washington label has won acclaim for its recordings of the Haydn Piano Sonatas. Last year it won a "Grammy" for its production of the six-disc "F.D.R. Speaks" package. Offbeat Records specialized in intimate revue recordings, such as the Julius Monk productions, and has attracted international attention for its jazz recordings of guitarist Charlie Byrd. The line also has covered the humor field with such personality as Harry Morgan and Ronnie Graham.

The acquisition of the two lines will spur Grauer's activities in the classical and humor field. Label identity will be maintained on both lines.

Backstage At The Jubilee

SPRINGFIELD, MO.—Claude King, Tex Ritter and the Fuller Bros., were among the artists set to appear on the September 1st NBC-TV colorcast of the "Five-Star Jubilee" from Springfield. Discussing the show backstage, during the August 19th filming are Claude's manager Tillman Franks, left, Claude and Tex. Claude's current chart-rider, on Columbia, is "Razzle Dazzle, Big Man" while Tex is clicking with, "I'll Be Around" on Capitol.
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<th>No.</th>
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| 1   | PORTRAIT OF JOHNNY | 26 GOLDEN PIANO HITS
|     | (Columbia CL 1644; CS 8444) | FEINSTEIN & TETECH
|     |              | (United Artists WWS 8500) |
| 2   | SOMETHING FOR EVERYBODY | 27 EXODUS
|     | (RCA Victor LPM 2370; LSP 2370) | Mantovani (London PS-224) |
| 3   | JUDY AT CARNEGIE HALL | 28 ALL THE WAY
|     | Judy Garland (Capitol BO 1589; SWBO 1909) | Frank Sinatra (Capitol SW 1518) |
| 4   | GREAT MOTION PICTURE THEMES | 29 ITALIA MIA
|     | Various Artists (United Artists UAL 3372; UAS 61220) | Mantovani (London PS 232) |
| 5   | GOING PLACES | 30 MOODY RIVER
|     | (Capitol T 1546; ST 1546) | Pat Boone (Dot 25344) |
| 6   | CAMELOT | 31 MORE GREATEST HITS
|     | Gigi, Reprise Cast (Columbia KOL-6420; KOS-2021) | Connie Francis (MGM SE 3942) |
| 7   | QUARTER TO THREE | 32 ALL THE WAY
|     | U.S. Bonds (Legrand LPL 3001) | Brenda Lee (Decca 74716) |
| 8   | YELLOW BIRD | 33 SOUTH PACIFIC
|     | Lawrence Welk (Dot DLP 3389; 25389) | Movie Cast (Columbia Victor LSO-1032) |
| 9   | SINATRA SWINGS | 34 BOLL WEEVIL SONG & OTHER GREAT HITS
|     | (Columbia W 1594; SW 1594; EAP 1, 2, 3-1594) | Frank Sinatra (Capitol SW 6064) |
| 10  | COME SWING WITH ME | 35 RAY CHARLES & BETTY CARTER
|     | Frank Sinatra (Columbia CL 1627; CS 8471) | (ABC Paramount ABC 385; ABCS 385) |
| 11  | TV SING ALONG WITH MITCH MILLER | 36 RING A DING DING
|     | (Columbia CL 1628; CS 8428) | Frank Sinatra (Reprise RS 1002) |
| 12  | NEVER ON SUNDAY | 37 THE LACOL DE VITA
|     | Music Soundtrack (United Artists UAL 4070; UAS 5070) | Original Soundtrack (Columbia CS 8471) |
| 13  | KNOCKERS UP | 38 YOUR REQUEST SING ALONG WITH MITCH MILLER & THE GANG
|     | Rusty Warren (Dublin 2029) | (Columbia CL 8428) |
| 14  | YELLOW BIRD | 39 EXODUS TO JAZZ
|     | Arthur Lyman (HiFi L 1004; 1004) | Harry Belafonte (Columbia Victor LSO-6006) |
| 15  | STARS FOR A SUMMER NIGHT | 40 ON THE REBOUND
|     | Various Artists (Columbia PH 1; PH 2) | Floyd Cramer (Columbia Victor LSP 2395) |
| 16  | EXODUS | 41 MUCHO GUSTO
|     | Movie Soundtrack (Columbia Victor LM 1504; LSO 1508) | Percy Faith (Columbia CS 8449) |
| 17  | CARNIVAL | 42 G. I. BLUES
|     | Original Cast (MGM E 3946; SF 3946) | Elvis Presley (Columbia Victor LP 2286) |
| 18  | THE ASTRONAUT | 43 BRAZEN BRASS FEATURES
|     | Bill Davis (Kapp KL 1230; KS 2230) | Saxes (Decca DL 7407) |
| 19  | FOUR PREPS ON CAMPUS | 44 ROD HANCE
|     | (Capital T 1556; ST 1556) | (Warner Bros. WS 1471) |
| 20  | RICK IS 21 | 45 ROARING 20's
|     | Rick Nelson (Imperial LP 9152; IMP 12073) | (Decca DL 7412) |
| 21  | SOMEBODY LOVES ME | 46 ORANGE BLOSSOM SPECIAL-WHEELS
|     | Ray Conniff Singers (Columbia CL 7442; CS 8442) | Billy Vaughn (Dot 25366) |
| 22  | PAUL ANKA SINGS HIS BIG 15, Vol II | 47 MORE ENCORE OF GOLDEN HITS
|     | (ABC Paramount ABC 390; ABCS 390) | Pizzicati (Mercury SW-6025) |
| 23  | EBB TIDE | 48 WILDCAT
|     | Faron Young (Decca DL 4105; DL 4145) | (Columbia Victor LSO 1600) |
| 24  | THE SOUND OF MUSIC | 49 VICTORY AT SEA, Vol III
|     | Original Soundtrack (Columbia YOL 540; KOS-2020) | Robert Duvall (Capitol VSC 2523) |
| 25  | EXODUS TO JAZZ | 50 I'M GLAD THERE IS YOU
|     | Eddie Harris (Vee Jay LP 3016; ST 3016) | Gloria Lynne (Everett SWBR 1126) |
| 26  | JUMP UP CALYPSO | 51 FANNY
|     | Harry Belafonte (RCA Victor LPM 2388; LSP 2388) | Soundtrack (Warner Bros. WS 1416) |
ALBUM REVIEWS

POPULAR PICKS OF THE WEEK

"YOUR REQUEST SING ALONG WITH MITCH"—Mitch Miller and the Gang—Columbia CL 1671
Mitch and the Gang are back again, this time to supposedly answer requests. In the now-familiar fashion, they ring out in glorious tribute to such studs as "Then I'll Be Happy," "Paddlin', Madelin' Home," "It's A Long, Long Time," "Aura Lee," "Cecilia" and "Back In Your Own Back Yard." 15 tunes in all. Another sales pace.

"THE SLIGHTLY FABULOUS LIMELITERS"—RCA Victor LPM-2393
By combining a thorough knowledge of the folk music literature with a modern, but still authentically colored vocal style, and a sophisticated, never-condescending comic manner, the Limeliters have shot to the near fore in their field. It seems as if they twirl their contemporaries yet manage to insidiously slip away. The public has appreciated their light-handedness. This second album was recorded live at a San Francisco concert. It contains performances of "Lass From The Low Country," "Whistling Gypsy," "Mama Don't Love" and other varied items. Big selling strength.

"SEPTMBER IN THE RAIN"—Dinah Washington—Mercury SR-6063
An effective warmth radiates from the grooves of this album as Dinah glitteringly essays a brace of sentimental romantics. Solid string support effectively builds the mood for Dinah's warbling of "September In the Rain," "This Heart of Mine," "I've Got My Love To Keep Me Warm" and nine more. Chart status is inevitable.

"JUST A LITTLE SENTIMENTAL"—Marty Robbins—Columbia CL 1666
Though he still retains some of his country music identity through such Hank Williams evergreens as "Half As Much" and "I Can't Help It" and several self-penned items, Marty Robbins takes a giant step away from these beginnings in straight pop wrap-ups. His "Comes A Time," "Too Young," "To Esch His Own" and others. The balladeer is in great form here; his sincerity and emotion are almost awesome in proportion, his ballad strength shines brightly. Should be another hit album for Robbins.

"NEW PIANO IN TOWN"—Peter Nero—RCA Victor LPM-1283
The success of his debut Victor and the immeasurability of this second LP venture indicates that Peter Nero's new piano clime is all the way to the pop piano crown. He invests his playing of familiar evergreens with a strong dose of classical drama, yet gets a freshness to his approach. Marty Gold's string-highlighted orchestra accompanies in like manner. Times here include "Mountain Greenery," "Three Coins in the Fountain," "Just One of Those Things" and "On the Street Where You Live." Could make a chart stand.

"BONGOS FROM THE SOUTH"—Edmundo Ros and his Orch.—London SP 4160
London's "phase 4 stereo" captures remarkable clarity and the pitch and resonance of the bongos as they supply the fanfare and drive for a thundering south-of-the-border program by the British orchestra. Such tunes as "Lady of Spain," "Brazil," "Deep in the Heart of Texas" and "El Cumbanchero" appear in precision-honed performances and will provide titillating listening for even the most blasé non-believers. To date, the "last word" in Latin percussion sets.

"WOODEN HEART"—Joe Dowell—Smash MGS 27000
Joe Dowell leads off the label's first album release in a varied program of rock and roll hits that attest to his versatility as a pop songster. The lineup embraces "Dream Lover," "100 Lbs. of Clay," "Corrina Corrina," "Moody River" and of course, his own "Wooden Heart." Powerful package for the youngsters.

"MY HEART SINGS"—Tony Bennett—Columbia CL 1653
Tony Bennett train shifts into high gear again for another superb album session. Here, the singer has chosen one tune each from the repertoire of those he admires and then wraps them up in his own stylish way. Ralph Burns again fills in the big, brassy sound in support. Tunes include "Don't Worry 'Bout Me," "Toot, Toot, Tootsie," "Close Your Eyes," "Lover Man" and "More Than You Know." Deck has the incendiary excitement of a "live" performance.

"RETURN OF THE WILDEST"—Louis Prima & Keely Smith—Dot DLP 2599
The sweet-voiced throaty cuteness crowns a dozen sentimental romantics in her latest album. The "Theme From Carnival" heads up a list that also includes "Count Every Star," "Incurably Romantic," "Where's The Boy" and "He Makes Me Feel I'm Lovely." Fine vocal entertainment.

"YOU CAN'T SIT DOWN Part 2"—Phil Uphur-ch—Boyd UAL 3162
The guitar-playing Uphur-ch led his hard driving combo to the top of the charts via the title song. This album brings with it teenagers more of the raucous, big beat doings of the group. Included are both parts of "You Can't Sit Down" as well as a handful of other fiery instrumentals. Good teen issue.

"TEEN DELIGHTS"—Vol.—Vee Jay LP 1036
Label has rounded up a dozen past pop hits from its own and other catalogs for this second volume issue. Among the tracks here are "Raindrops"—Dee Clark, "Bongo Rock," "Teen Beat"—Sandy Nelson, "Angel Baby," "Tootsie!" and the Keely Smith-Dot outing. Louis offers "Come Back to Sorrento," "Chinatown My Chinatown," "Old Man Mose"; others contribute a couple of instrumental tracks as well as brassy support to the hectic proceedings. Their many fans will get a boot out of this.

"JOEY CARTER'S LITTLE BELLY LAUGHS"—Joey Carter—Epic LN 3801
With TV fame tucked in his belt, Joey Carter launches his first comedy album. It should be a success. His innate knack for creating a "folk song" of his choosing is hilarious and, in his old-fashioned way, he offers various other commentaries on familiar comedy scenes. It's good, down-to-earth fun.

"BALLADS OF THE KING"—The Johnny Mann Singers—Liberty LP 3198
The "King" here is Elvis Presley. The 15-member chorus under Johnny Mann's direction offers readings of a dozen of Presley's ballad hits. It's a pleasurable performance that has both teen and adult appeal. Selections include "Surrender," "Love Me Tender," "Loving You," "It's Now Or Never" and "Are You Lonesome Tonight?"
ALBUM REVIEWS

JAZZ PICKS OF THE WEEK

"AL (HE'S THE KING) HIRT AND HIS BAND"—RCA Victor LPM-2354. The instrumentation and arrangements by Hirt's audiences, critics and the music world in general is matched only by the powerful, sweet and sturdy tones emitting from the little trumpet. His is a clarion call back to New Orleans, dominating all who play with him. Hear how he naturally assumes command of all three groups which back him on this set. Tunes include "The Jitterbug Waltz," "Jazz Me Blues," "Christopher Columbus" and "I Love Paris." Huge commercial potential.

"MILES DAVIS IN PERSON AT THE BLACKHAWK, SAN FRANCISCO"—Vol. 1—Friday Night—Columbia CL 1669 Vol. 2—Saturday Night-ECL 1670. Thankfully, these first "live" recordings of the Miles Davis group were made in the compatible atmosphere of the Blackhawk, for the conviviality of the place guaranteed a relaxed session. Except for the tunes, both discs are fairly similar—both maintaining the superb good taste and supreme artistry that has marked all of the Davis' group recording. On volume one he plays "No Blues," "All of You" and "Bye Bye Blackbird" among others; on the second set he plays "If I Were A Bell, "Oleo," "So What" and 3 others. Both sets will sell extremely well.

"PRE-BIRD"—Charlie Mingus—Mercury SR 56027. The title derives from the fact that the Mingus pieces were written before Mingus' introduction to the work of Parker, when Ellington was his major influence. Two Ellington pieces complete the tribute. But the performances are strictly post-Bird, more precisely—current Mingus. They contain a striking individuality, a militant drive, heavy emphasis on church music. Performing with Mingus are many of his familiar sidemen: Dannie Richmond, Ted Curson, Eric Dolphy, Jimmy Knepper. Included are two "songs" sung by Lorraine Cousins that adhere to the now-established Mingus pattern. Excellent offering for Mingus fans.

"THE YOUNG LIONS"—Vee Jay LP-3013. The composition of the group and the mean age are clearly indicative of at least one jazz trend—that of youngsters showing the way out of the morass of confusing trends and directions. Here, Lee Morgan, Wayne Shorter, Frank Strozier, Bobby Timmons and Louie Hayes (or Albert Hendrix) dig in hard for a pungent, groovy session in which blues and "soul" play a big hand. All perform with zeal and enthusiasm resulting in an exciting jazz package. The five tunes played are all originals by members of the group.

"JACK'S GROOVE"—Jack Sheldon—GNP 69. The lineup of the Sheldon-led bands here reads like a who's who of west coast musicians. They perform too with their expected excellence, providing Sheldon with a cracking good album for his leader debut. The writing for the nine and ten piece aggregations also shines. There's nothing heavy or unwieldy here and the groups move with the efficiency of a combo. Selections include "Oh Greens In Her Time," "Anyhow" and "I Had The Craziest Dream."
PHILADELPHIA, PA—Jules Maia-
mud, executive secretary of the Na-
tional Association of Record Merch-
isers (NARM) announced that the
NARM Mid-Year Meeting and Sales
Conference will be held at the Sher-
arton-Chicago Hotel, September 7-9.
will feature the largest membership
collected in the association's his-
tory. Forty record manufacturers will
attend, as well as thirty-five rack job-
bers.
NARM's Regular Membership (rack jobbers) will be on hand for a closed
meeting on Thursday morning, Sep-
ember 7, at which time. President of
NARM, Edward M. Snider: (Edge,
Ltd., Washington, D.C.) says, "Pro-
blems of immediate importance to
the service distributors in the phonog-
raph record industry will be discussed.
Recent trends in the industry with
which we are deeply concerned must
be brought before our membership." The
Person-to-Person Conferences
will begin Thursday afternoon, Sep-
ember 7, following a luncheon
gathered of all meeting partici-
pants and will continue all day Fri-
day, September 8. "The overwhelming
response to these personal appoint-
ments has been most gratifying," said
Ken Sachse: (Merchants Wholesale,
Detroit) chairman of the NARM func-
tion and a prime proponent of the
Person-to-Person plan. Each of the
forty suppliers to the rack jobbers
has a pre-arranged appointment with
each rack jobber. The phonograph rec-
cord manufacturers will use these ap-
pointments to present upcoming pro-
grams for fall and Christmas busi-
ness. Those firms who sell direct expect to do some real order-writing.
Those firms who operate through dis-
tributors will pre-sell for the distribu-
tors.
Records: Joe Brott, Cy Warner, Leo
Hofberg; Bernard Lowe Enterprises:
Al Cahn; Mercury Records: Kenneth
Myers, Harry Kelly; MGM/Verve
Records: Sol Handweger, Andy
Miele; Miller International Company:
David L. Miller, George Phillips,
Pickwick Sales Corp.: Cy Leslie, Ralph
Berson; Premier Albums, Inc.:
Philip Landwehr, Kay Kelleher,
George Koaftz; RCA Victor: William
O'Dell, C. J. Boyd; Recoton Corp.:
Peter Wish; Reprise Records: Jay H.
Lasker; Roulette Records: Morris
Levy, Bud Katee; Strand Records:
Sidney Pastner; Synthetic Plastics
Record Corp.: Ira Moss, Ralph Gould;
Tops Records: Larry Finley, Fred
Brockman, Fred Levi; Treasure Pro-
ductions: George Rosette; 20th Fox
RCA Victor: William Lasker; Capitol Records:
Joe S. Snyder; Columbia Records:
Jack Lezot, Joe Lyons, George Kling,
Mort Hoffman, Morris Cameron,
Crown Records: Saul Bihari, George
Panos; Decca Records: Claude Brena-
d; Dot Records: George Urey;
Freedman Aircraft Engineering; Gor-
don Freedman; Jubilee Records: Noel
Walls; Kapp Records: Philip Skaff,
Chris Saner; Laurie Records: Rulz
Schwartz; Lesco Records: Alvin Be-
mans; Pickwick Sales Corp.:
D. B. Macmillan; Willard Record
Merchandisers: Edward Jay,
Harold Goldman; Record Dist. Co. of
Dallas: James A. Routier; Record
Distributing Company: Larry M. Ros-
marin: Record Rack Service, Inc.: Ed
Mason; Record Service Company:
Donald B. Selier; Recordwagon, Inc.:
Cecil Reem; Supermarket Housewares,
Ltd.: Jack Post, Leonard Segal, Toy
House of Hudson Valley: Lou J.
Kastas; Utah Sundries: John Billinis;
Vambach Distributors, Inc.: Endo
Corzetti; Western Merchandisers: R.
H. Wilkinson; Western Rack Serv-
ices, Ltd.; D. B. Macmillan;
Record Merchandisers: Edward Jay,
Ken Poll.
Perhaps an even more important use
to which the Person-to-Person session
will be put, is the opportunity for each
rack jobber and record company of
facing problems and decisions which
have recently become a major factor
in industry relationships. In giving the
seller and the buyer this opportunity
of sitting down face-to-face, interesting solutions may result.
Another key facet of the Person-
to-Person sessions will be the discus-
sion of various packaging and mer-
chandising problems which have been
emphasized by the almost daily in-
crease of phonograph record business
in food, drug, and variety stores,
through the racks. These problems in-
clude polybagging, on-the-spot mer-
chandising aids, and promotional tie-
ups between record companies and
rack jobbers outlets.
On Saturday morning, a closed
breakfast-meeting attended by rec-
tain NARM members will be discus-
sion policy problems and decisions
which the Person-to-Person session
will take in the next six-month period.
Companies and reps attending the
NARM mid-year meeting include:
Affiliated Publishers: Richard Sha-
pio; Artia Recording Corp.: Stanley
C. Cumberpatch; Atlantic Records:
Robert Kornheiser; Budget Service
Corp.: Henry LaPides, Al Bean,
Frank Sutton; Capitol Records: Will-
iam B. Tallant, Jr.; Colpix Records:
Joe S. Snyder; Columbia Records:
Jack Loetz, Joe Lyons, George Kling,
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BIG TWO-SIDED HIT

“HIS LATEST FLAME”

RIDING WITH

LITTLE SISTER

His Latest Flame

ELVIS PRESLEY

Elvis Presley is great in his beltin’, rockin’ big beat style! Full-color sleeve, also available in 45 rpm. 37-7908. Order this double hit... big!
**NEW YORK** — Dean Martin, one of the hottest film names in the industry today, and a veteran record name with a long list of best selling singles and albums to his credit, is reported to have signed for a one-year Reprise recording contract.

With the signing reportedly taking place at our press time, no confirmation of the pact was available. However, it is expected that the deal will be made public next week. Complete details will be revealed.

Kaye's contract as a Capital Records artist expires December 31, 1961. Dean skyrocketed to stardom in one of the comedy field's most amazing success stories as half of the team of Martin and Lewis. Almost immediately he became a favorite vocalist and turned out such king-sized hits during his career as "That's Amore" and "Memories Are Made Of This," both million-selling hits.

After his split-up with Jerry Lewis, one of the most publicized pairings the entertainment world has ever witnessed, Martin broadened his career by devoting more time to varied character roles in films and was an immediate success. Today his is one of the movie industry's biggest box office attractions.

Dean Martin

The flashy hunk of the Pye Record Company Company were in Hollywood last week and were reported to have been in conferences with the Dot and Repri...
Mercury Aims High With New Merchandising Concepts

CHICAGO—At the annual Mercury Records Distributors meeting held here last week, the firm unveiled its new merchandising plans aimed at increasing the firm's single sales by 100 per cent and album sales by 500 per cent in the next year and a half. President Green, vice-president in charge of sales, said that Mercury is eying a long-range plan under the new concept to increase its gross annual business by 2½ times.

Irving B. Green, president of Mercury, hailed the fall program and the meeting as "the dawning of a new and greater era for Mercury." The meeting introduced the new fall line and also the firm's new sales program called "Project Mercury." In attendance were all the Mercury distributors including the recently named Lectro Specialties of Hawaii, and the newly appointed Seaboard Distributors of East Hartford, Conn. Highlighting the meeting was a complete broadside presentation of the firm's merchandising concept which is a sales policy of a complete sell-through from manufacturer to consumer involving special company strategy at all levels of manufacturer advertising and merchandising, distributor advertising, merchandising, and selling, as well as promotional strategy. Mercury laid the groundwork for this concept earlier this year by issuing the first complete listing and inventory control catalog for dealer use in pin-pointing his own local market buying and sales techniques. Groundwork was also laid earlier this year by the formation of Special services division, the special products division, and the re-naming of the Mercury A&R department.

Mercury officials indicated that the first motion on the new sales juggernaut will be pushed next week with a message to the trade which will spell out the complete broadside fall program encompassing the entire line of pop, classical and jazz product.

Product in the fall program was premiered to the group via a film strip presentation and Mercury officials addressed the gathering on all aspects of the line, sales plans, advertising and merchandising. Irwin H. Steinberg, executive vice-president, who outlined the "Project Mercury" program, announced distributor enthusiasm for the new product was at an all-time high.

Mercury officials and distributors alike were enthusiastic over the high ranking of the firm's singles on the charts this year and much credit was given to the A&R Department as set up by president Green early this year, of making the A&R team a flexible unit of individuals able to travel to the job rather than have the job come to them. Credit was also given the firm's policy of having individual Mercury promotion men at the distributor level who are geared to spot trends, watchdog hit indications, and operate faster because of their flexibility.

Merle Schirado, head of Mercury's creative services division, announced the new fall line will be kicked off next week with "the impact of a Hollywood premiere," utilizing the greatest advertising and merchandising program ever undertaken by the firm.

Following the meeting and up until the plan is announced next week, the Mercury regional sales force with the new sales concept in hand, is holding meetings with the distributors and their sales staffs to set up dealer demonstration in every major market in the country and Hawaii which will be held when the plans are announced to the trade. The demonstrations will feature complete showing of the new line via slide film strips and tape recordings of the product.

Jay Jay Expands Move Plant Offices

CHICAGO—Jay Jay Records continued its expansion moves last week by moving its pressing plant to its new building at 2446 South Kedzie Ave, this city, and its studios and offices to the adjoining building at 2448-2456 South Kedzie Ave. Jay Jay president Walter Jagiello claims that his firm, which specializes exclusively in polka records, is the only polka diskery in the U.S. to have its own pressing plant and recording studios.

2 New Capitol Religious LP's

HOLLYWOOD—Two new religious LP's only polka diskery in the U.S. to have its own pressing plant and recording studios.

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All Gummed Up

FABIAN DOES IT AGAIN!
A GIRL LIKE YOU
AND
DREAM FACTORY
by
FABIAN
C-1084

PEORIA—Program director V.L.J. (WIRL-Peoria, Ill.) and James H. Martin Distributing's area salesmen John Hudzicki help put Sally Jo Miller count 10,000 sticks of gum she received as winner of WIRL's contest to determine how many times Ronnie Donegan's "Does Your Chewing Gum Lose Its Flavor On The Bedpost Over Night" (Dot) can be written on the back of a gum wrapper. Sally wrote it 82 times.

Cash Box—September 9, 1961
LONDON—Vic Damone, in town for TV dates, meets with British publisher Ben Neshit (left) of Feldmanos. Also on hand is U.S. publisher Ivan Mogull, who's on one of his frequent trips to this country.

Webb Pierce Renews Decca Pact

NEW YORK—Following an uninter-
rupted decade as a consistent top-
selling Decca recording artist, Webb
Pierce has signed a new exclusive
long-term contract with the label, ac-
cording to an announcement from
executive vice-president, Leonard W.
Schneider.

Pierce, who first joined the Decca
roster in March 1951, catapulted to
stardom in March 1951, catapulted to
success with such hit singles as
"More And More," "I Ain't Never"
"More And More," "I Ain't Never"
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Leiber & Stoller To Produce For UA

NEW YORK—The hot writing and producing team of Jerry Leiber and Mike Stoller have been signed to develop, record and produce new artists for United Artists Records. It was announced last week by Art Talmadge, vice-president and general manager of the label.

In making this major step, Talmadge revealed that Leiber and Stoller, who in the past eight years have produced records which have sold more than 50,000,000 copies, will search out new talent for United Artists Records, prepare their material and produce their sessions. They will be allowed to project new talent ideas and will have full reign in selection of the talent as well as the material which they record.

The team will also be entering the album production picture under the United Artists arrangement, again with the stress on new talent.

While their UA pact will not restrict their present activities with other artists, such as the Drifters, Coasters, Ben E. King, Laverne Baker and others, they will produce all newly-narrated artists for UA.

The team will, under their UA affiliation, also work with motion picture producers in the development of special film themes for upcoming releases which will also be released as records.

The Leiber-Stoller deal, who wrote many of the top Elvis Presley hits, including such million-plus sellers as "Hound Dog," "Love Me," "Loving You," "King Creole," and "Jailhouse Rock," also composer for such artists as Johnny Mathis, Billy May, Billy Eckstine, Eddie Fisher, June Valli, Roy Hamilton, Faye Brothers, Perry Como, Julius LaRosa and many others.

Already released by UA are two Leiber-Stoller productions, "Drums" by Ketty Chandler, and "How Many Nights, How Many Days" and "I'll Bring Along My Banjo" by Johnny Ray. Two more Leiber-Stoller discoveries, the Shepperd Sisters and Terry Philips, have just completed sessions out by Leiber and Stoller, which were just released by UA.

Premier Series Moving Fast

HOLLYWOOD — Liberty Records "Premier Series" which has enjoyed a brisk sale since its inception, is now moving rapidly," said national sales manager, Don Bohanan, back at his desk in Los Angeles, following a cross-country trek on behalf of the label.

"Premier Series" which has enjoyed sales program, which includes the entire Liberty line (except Chipmunk product) has hopped earlier Premier product as well as the new LP's. Albums riding strongly include "Fifty Grand," "Guitars," "Great Band, Great Voices," "Street Scene," "Many Splendored Things" and "Out Of This World."

Orbison To Australia For P.A. Tour

NASHVILLE—Roy Orbison left this week (9/3) for a personal appearance tour of Australia that will take him to Melbourne, Sydney and other major Australian cities. The tour was booked by Melbourne promoter Jim Noall through arrangement with Jim McConnell, managing veep of Acuff-Rose, New York, which manages the Monument recording star.

Both Noall and Les Rose of Acuff-Rose publications will accompany Orbison on the tour.

Award For Duning

LOS ANGELES—Columnist Rosalind Wyman, representing the Los Angeles City Council, presents a resolution to composer-conductor George Duning in recognition of his contributions to motion picture music.

Schein Named Gen. Mgr. Of Columbia International

NEW YORK—Harvey Schein has been appointed to the newly-created post of general manager of Columbia Records International, it was announced last week.

In the new post Schein will supervise the company's relations with its licensees in Western Europe and other parts of the world, including Canada and Australia. All Columbia domestic operations relating to international activities will report to Schein.

Associated with Columbia since 1958, Schein has served as general attorney for the firm. For the past year he has also been responsible for international planning and acquisition activities, as well as coordination of operations with several overseas subsidiaries and licensees.

New Caedmon "Bonus Plan"

NEW YORK—The entire Caedmon and Shakespeare Recording Society line has been made available to dealers under the new fall 5% "bonus plan," it was announced last week by Harold Drayson, national sales manager of the two labels.

This is the first time Caedmon has made its catalog available to distributors on a buy-ten-get-one-free basis. The program, which began Sept. 1, expires Sept. 30.

Hodes Heads Pubbery

NEW YORK—Vera Hodes has taken over the helm of Shelly Berman's music publishing firm, Gallage Music. Under Miss Hodges direction the firm, located at 75 E. 55 St., this city, intends to move into active business in popular music.

Miss Hodes was formerly associated with Dick Clark's publishing firms.

Darin "Story" In Stereo

NEW YORK—Atlantic Records is releasing this week a stereo version of the LP, "The Bobby Darin Story." The album has been released in mono several months ago in mono and has been on the best-selling charts since its release.

According to Atlantic, it is one of the best-selling LP's Darin has had in his career and notably Atlantic's national stereo version, sales expectations are even higher.

"Theme From The Apartment" Is British Product

LONDON—In the list of British songs which had made the U.S. best-selling charts that appeared in the Directory Issue of Cash Box (Aug. 6, pp. 48-Part II) "Theme From the Apartment" was inadvertently omitted. The song was written by Charles Williams and is published in Britain by Lawrence Wright Music Co.

Reason for the omission was that "The Apartment" was an American-made film and featured, except for the title theme, an American musical score.

Cash Box—September 9, 1961
Climbing to the Top

"WALK ON"

NAG by The Halos

7 Arts #707
Nationally Distributed by
MORTY CRAFT, PRESIDENT
701 SEVENTH AVENUE
NEW YORK 36, N. Y.

The Halos

Irvig Berlin Writing
New Broadway Musical

NEW YORK—After 10 years absence from Broadway, Irving Berlin is writing a new musical. The show, entitled "Mr. President," is expected to take at least eight months to reach the boards.

Mr. President, Berlin's latest Broadway show was "Call Me Madam," the Ethel Merman vehicle, which completed a run of 644 performances in 1952. "Mr. President," which will again bring together Berlin, Howard Lindsay and Russell Crouse (book) and Leland Hayward (producer), all of whom collaborated on "Call Me Madam." As with "Call Me Madam," based on the story of international hostess Perle Mehta, "Mr. President," with its political theme, is sure to bring a fantastic character.

UA Into Country Music;
Names Daily To A&R

NEW YORK—In line with UA's expansion into other fields of the recording business, United Artists Records has appointed H. W. "Pappy" Daily to head its country music A & R department. It was announced last week by Art Talmadge, vice-president and general manager.

Daily, who is a pioneer in the country music field, headquartered in Houston, and has been a revered figure for introducing many of the top recording artists of this genre, will be signed with UA, Daily will continue to function from his Houston offices, where he will be in charge of future product in the C&W area for the label.

First disk to be released and distributed by UA under Daily's supervision is an LP, "Country Hitz" featuring such stars as George Jones, Leon Payne, Bill Mack, Claude Gray, James O'Gwynn, and Carl Sauceman.

Ford Records Pacts
Canadian Singer

NEW YORK—Twenty-year-old Canadian singer Jack Bailey from Peterborough, Ontario, has been signed to a five year recording pact with Ford Records here, company president Murry Scheck, Bailey's personal manager, and Carl Sauceman.

The agreement was negotiated by Murry Scheck, Bailey's personal manager, and Art Snider, president of Ford Records in Toronto. Bailey will continue to record for Chateaugay Records, which has headquarters in Houston, but he will be in charge of future product in the C&W area for the label.

Initial release to be issued by UA under Daily's supervision is an LP, "Country Hitz" featuring such stars as George Jones, Leon Payne, Bill Mack, Claude Gray, James O'Gwynn, and Carl Sauceman.

Applebaum's Arrangements Prove Charte Items

NEW YORK—Stan Applebaum has become one of the most successful and sought after arrangers in the pop singles field as a result of a string of smash hits—the beginning of this year. Since the beginning of this year, Applebaum's arrangements have accounted for a bevy of smash hits—this week turning up on the charts with "Summer Souvenirs" by Carl Sauceman.

Applebaum is currently arranging the charts with "Summer Souvenirs" by Kahl Hartwell, Jr.

Another "Rainin' in My Heart"

HELLO MARY LEE
Lightnin' Slim
Excello 2203

Smash New Gospel LP!
"ANGELIC GOSPEL SINGERS"
Nashboro 7003

BIG ALBUM!
"Rainin' In My Heart"
Slim Harpo
Excello LP 8003

SUN RECORDS

#30

Canada's Best Sellers

ENGLISH
1. I'm Gonna Knock On Your Door—Eddie Hodges—Cadence
2. Pretty Little Angel Eyes—Curtis Lee—Quality
3. Michael—The Highwaymen—United Artists
4. Wooden Heart—Joe Dowell—RCA Victor
5. Last Night—The Markys—London
6. Hurt—Tami Yuro—Vogue
7. School is Out—U.S. Steel—Ree
8. Tossin' and Turnin'—Bobby Lewis—Delta
9. I Don't Know What to Do—Elvis Presley—RCA Victor
10. Take Good Care Of My Baby—Bobby Vee—Liberty

FRENCH
1. Peppino—Los Muchachos—London
2. Adieu Mon Seul—Ginette Sain—Sparitan
3. Pardon Mon Amour—Claude Vincent—Fleure de lys
4. Dans Le Coeur De Ma Blonde—Marcel Amont—Apex
5. Le Flache—Les Jérômes—Vogue
6. Ne Sais Pas—Michel Louvain—Apex
7. Ne Sais Pas—Regrette— Edmund Pathe
8. Calemboue—Fernand Gignac—Trans Canada
9. Quand L'amour Est Mort—Gilbert Becaud—Pathe
10. Un Petit Besson—Claude Girardin—Rustessee

Cash Box—September 9, 1961
Like Old Times

NEW YORK—Former rock 'n' roll legend and former evangelist Richard Penniman, better known as Little Richard, has reunited with his old stained glass church. The church is located at 111 W. 84th St., New York, and features the original stained glass windows from the group's old church in Atlanta.

Pat Boone Inks

Australian Songster

Hollywood—Pat Boone last week signed Johnny Reb, a popular Australian singer, to star in a record deal with the group. The deal was reportedly worth $1 million and includes the exclusive rights to produce all of the group's future recordings.

Limeliters Wax Title

Tune From "Milk & Honey"

New York—RCA Victor Records has recorded the title tune from the upcoming Broadway musical "Milk and Honey" with the Limeliters. The recording was made with Don Covay, who got his start with Richard's group on road tours.

At Freedomland

WB Hopes To Increase Single Sales

By Introduction of "Plus 2" Disks

An obvious problem to the idea concerns the artist who has no past hits. Conkling said that the best approaches to this problem have been worked out and that others could be found. One way would be for the oldies portion to contain standards written by the new artist.

The major problem is cost. Because of increased royalty payments, etc., the profit margin for the Disney, the only one to foot the additional cost, would be considerably lower. Conkling commented that WB would have to show an increase of 12-15% on each single but that would not be hard to achieve because of increased consumer reaction to the "bargain" benefits of the "Plus 2." The label plans a very heavy advertising and promotional campaign to get consumer acceptance of the product, including concentrated consumer and trade advertising and special in-store displays. All "Plus 2s" will carry a full-color sleeve.

HOLLYWOOD—Warner Bros. Records last week introduced what it terms a revolutionary new approach to combat the lagging singles market with the release of its first "Plus 2" single. The single, a regular 45 rpm disk, will contain two new selections by an artist on the outside bands and edited down versions of the artist's previous (oldies) hits on the inside bands. Regular retail price will be maintained on the "Plus 2." The first four in the series is by The Beach Boys, comprising new releases "Don't Blame Me" and "Muskrat" and oldies "Lil' Wild One" and "Boy Back."}

NEW YORK—Two television programs, "The Beatles" and "The Rolling Stones," are planned for the new season, while Richard just waxed a religious album, having penned the music for Richard's group on road tours.

The Limeliters, currently riding high on the best-seller charts for almost thirty weeks with their hit "Shalom," have already begun its out-of-town tryout in New Haven on August 28. Since the musical's stars: "Shalom," is a real hit, it is expected the show will catch fire in Broadway. While Richard just waxed a religious album for Mercury backed by strings.

Conkling pointed out that almost every phase of the music industry will benefit from "Plus 2." The major problem is cost. Because of increased royalty payments, etc., the profit margin for the Disney, the only one to foot the additional cost, would be considerably lower. Conkling commented that WB would have to show an increase of 12-15% on each single but that would not be hard to achieve because of increased consumer reaction to the "bargain" benefits of the "Plus 2." The label plans a very heavy advertising and promotional campaign to get consumer acceptance of the product, including concentrated consumer and trade advertising and special in-store displays. All "Plus 2s" will carry a full-color sleeve.

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A LITTLE BIT OF SOAP 21
AMOR 20
*ANNIVERSARY OF LOVE 100
AS IF I DIDN'T KNOW 19
ASTRONAUT, THE 56
A THING OF THE PAST 54
*BABY, YOU'RE SO FINE 100
BACK (Arc Air BMI) 42
BIG CAT WINTER 82
BLACK LANTERN FARMER 85
BLESSED BE YOU 23
CANDY MAN 34
CINDERELLA 73
CRAYON 11
DOES YOUR CHEWING GUM 1 LEAVE ITS FLAVOR 7
DON'T BUY ME MONEY 15
DON'T CRY ME 58
DON'T PLAY ME NO MORE (Fire BMI) 52
DUM DUM 40
EVERY BREATH I TAKE 41
FOOT STOMPIN' (Part I) 96
FRANKIE AND THE JUNIOR 37
HATS OFF TO LARRY 69
HAT'S THE GREAT IMPOSTOR (His BMI) 66
HILLBILLY HEAVEN 43
HIS LATEST FLAME 41
*HIT THE ROAD, JACK 84
HUMAN 64
HURT 42
*I CAN'T TAKE IT 99
I FALL TO PIECES 22
I JUST DON'T UNDERSTAND 18
I LIKE IT LIKE THAT 25
I LOVE YOU LOVE ME 87
I WANT TO CRY 45
I'LL NEVER SMILE AGAIN 32
I'M TELLING YOU 75
I'M GONNA KNOCK ON YOUR DOOR 16
IT'S GONNA WORK OUT FINE 28
IT'S YOUR WORLD 91
JEREMIAH PEABODY'S PILLS 59
JOHNNY ON THE SPOT 99
JUKE BOX NIGHTMARE 74
*KEEP ON DANCING 93
KISSIN' ON THE PHONE 48
LAST NIGHT 13
*LET'S GET TOGETHER 48
*LET'S HANG 10 30
LET ME BE YOUR FRIEND 33
LET THE FOUR WINDS BLOW 26
LITTLE LIE 12
LONELY STREET 81

LOOK IN MY EYES 53
LOVER'S ISLAND 46
MAGICAL MUSIC (Conley ASCAP) 64
MEXICO 64
MICHAEL (United Artists BMI) 31
MISSING YOU 27
MOUNTAIN HIGH, THE 74
MORE MONEY FOR YOU AND ME 38
MUSIC, MUSIC, MUSIC 94
*MY BLUE HEAVEN 92
*I'M TELLING YOU 23
NAG 36
NEVER ON A SUNDAY 51
*NEW AGE (Roulette BMI) 65
ONE TRACK MIND (Lancelot BMI) 71
PRETTY LITTLE ANGEL SONG 17
QUARTER TO THREE (Pepé BMI) 79
RIGHT OR WRONG 80
ROLL OVER BEETHOVEN (Columbia BMI) 97
SAD MOVIES (Make Me Cry) (Arista ASCAP) 77
SAILING IN THE SEA OF HATRED (Capitol BMI) 47
SCHOOL IS OUT 35
SILVER CITY THEME 80
SOLITAIRE (Rondelet BMI) 39
*SOMETHING (Philips BMI) 95
SONG OF THE NAIROBI TRIO 100
STARGATE, STARBRIGHT 68
STICK SHIFT 83
SUMMER SOUVENIRS 70
SWEET LITTLE YOU 50
*SWEETS FOR MY SWEET (Brower, Progressive Trio BMI) 88
TAKE FIVE 76
TAKE GOOD CARE OF MY BABY 2
*THIS TIME 90
TOGETHER 55
TOSSIN' & TURNIN' (Tombstone BMI) 14
TRANSISTOR SISTER (Chryde BMI) 35
WATER BOY 75
WAY YOU LOOK TONIGHT, THE 61
WHEN YOU ARE ASLEEP 91
WHO PUT THE BOMP 29
WHEN WE GET MARRIED 11
WIZARD OF LOVE 67
WOODEN HEART 63

**YA YA (feat. Reel BMI) 72
*YEARS FROM NOW 97
*YOU DON'T KNOW WHAT 86
YOU DON'T KNOW WHAT YOU GOT 10
YOU MUST HAVE BEEN A BEAUTIFUL BABY (Amsterdam BMI) 49
YOU'RE THE REASON 49

John Leyton this week becomes the third successive British artiste to claim the No. 1 slot in the British charts. The song, "I'm Going Home," is written by Geoffrey Goddard who is under contract to the publishers Southern and recorded by independent A & R Manager Joe Week for release on the Top Rank label. With over 100,000 sales in the record's first week, the disk for sales exceeding a quarter million. In fact British artistes John Leyton and Helen Shapiro now hold the top two places in the British chart, with Cliff Richard's "A Girl Like You," Britain claims 7 out of the top 10 places.

Eden Kane's second disk for Decca, "Get Lost," is out this week. Specially written by Jimmy Nicol and recorded by the British vocalist, with Cliff Richard's "Well I Ask You," it again has the backing of Johnny Keating and his orchestra. With 8 TV shows and 3 broadcasts lined up Kane will give the disk maximum exploitation in the coming weeks. However, reports from the publishers, informs us that "Well I Ask You" is fast becoming an international hit record. The song has recently appeared on the Billboard charts in Germany, 3 in Scandinavia and 3 in the United States including one by Kay Starr on Capitol.

Another bright star from Decca, Mark Wynter, has gathered his biggest audience so far with his latest waxing "Girl For Every Day" published by Marilyn Music. Following his successful Australian tour earlier this year Mark returns "Down Under" in September for 6 weeks of TV, stage and broadcasting engagements.

Decca confidently expects a double sided hit with the latest Elvis Presley disc. "I Beg Of You" is being released in The States by A & M men Hugo & Luigi, which Presley sings in the film of the same title, in the "A" side maybe, as in the States, the rocking flip side "I Feel So Bad" will be the biggest seller.

Neil Gallaglar, vice president of Canadian American Records, in London with the talents to his label impressed by the warm reception accorded him by the British Press. Also desirous of seeing the market for his "Little Brown Jug" from Fisher, the publisher has added this title to the Decca British Best Selling album charts. Linda made a great impact with her vocal appearance first of all at C.M.I. who have signed her on a 3-year contract, and in the annual sales conference where she met with Matt Monro and Danny Wil- liams. Paul Anka and manager, Walter Fawkes, were also delighted. In the company of R. W. White, general marketing manager for EMI Records, reports that this year's annual sales conference has been the most successful to date. Highlight of the event was the presentation of releases for the coming season, with recorded messages from all EMI stars including Nat King Cole, Tennessee Ernie Ford, The Four Freshmen, etc. Innovation for the autumn is the introduction of colour sleeves for certain of the single jazz releases in the famous Landesdowne Jazz Series for recording at 7/10. The company is the official overseas copyright holder for all the music and music video rights. Visitor to the Cash Box office this week Ron Kass, controller of the Interdisc European Organisation, here for conferences with Ed Michiel, recently appointed president of Interdisc London, and A & M Manager in the Paris office. Kass has now left for Paris where he will attend the Vee-Jay Records Euro- pean Distributors Convention. The company is currently involved with two entries from Riverside by Cannonball Adderley "Them Dirty Blues" and "It's Now or Never." Leading factors, Thompson Drum & Butcher Ltd. have recently been appointed to represent the company in the UK.

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Neil Gallaglar, vice president of Canadian American Records, in London with the talents to his label impressed by the warm reception accorded him by the British Press. Also desirous of seeing the market for his "Little Brown Jug" from Fisher, the publisher has added this title to the Decca British Best Selling album charts. Linda made a great impact with her vocal appearance first of all at C.M.I. who have signed her on a 3-year contract, and in the annual sales conference where she met with Matt Monro and Danny Wil- liams. Paul Anka and manager, Walter Fawkes, were also delighted. In the company of R. W. White, general marketing manager for EMI Records, reports that this year's annual sales conference has been the most successful to date. Highlight of the event was the presentation of releases for the coming season, with recorded messages from all EMI stars including Nat King Cole, Tennessee Ernie Ford, The Four Freshmen, etc. Innovation for the autumn is the introduction of colour sleeves for certain of the single jazz releases in the famous Landesdowne Jazz Series for recording at 7/10. The company is the official overseas copyright holder for all the music and music video rights. Visitor to the Cash Box office this week Ron Kass, controller of the Interdisc European Organisation, here for conferences with Ed Michiel, recently appointed president of Interdisc London, and A & M Manager in the Paris office. Kass has now left for Paris where he will attend the Vee-Jay Records Euro- pean Distributors Convention. The company is currently involved with two entries from Riverside by Cannonball Adderley "Them Dirty Blues" and "It's Now or Never." Leading factors, Thompson Drum & Butcher Ltd. have recently been appointed to represent the company in the UK.
**England’s Best Sellers**

1. **Johnny Remember Me—John Leyton (Top Rank)** (Meridian)
2. **You Don’t Know—Ibid Shapiro (Columbia) (Lorna)**
3. **Well I Ask You—Ibid Kane (Columbia)**
4. **Reach For The Stars—Shirley Bassey (Columbia) (Kassandra)**
5. **Halfway To Paradise—Billy Fury (Decca) (Novis-Kirnitzer)**
6. **Roman Holiday—Clark (Pye) (Darewski)**
7. **Hello Mary Lou—Ricky Nelson (London) (Sidney Bron)**
8. **You Always Hurt The One You Love—Clarence Henry (Pye) (Pickwick)**
9. **Quarter To Three—U.S. Bonds (Top Rank) (Armodro & Beechwood)**

**England’s Top Ten LP’s**

1. **South Pacific—Soundtrack (RCA)**
2. **Black & White Minstrel Show—George Mitchell (H.M.V.)**
3. **Listen To Clift—Cliff Richard (Columbia)**
4. **His Hand In Mine—Elvis Presley (RCA)**
5. **G.I. Blues—Cliff Richard (RCA)**
6. **Oliver—London Cast (Decca)**
7. **Swing Out Of Music—London Cast (H.M.V.)**
8. **Adam—Adam Faith (Parlophone)**
9. **Beyond The Fringe—Original London Cast (Parlophone)**

**Swedish Best Sellers**

1. **Den Siste Mohikanen—Den Siste Mohikanen (Da Sprach’ Der Alte Häuptling) (Lille Gerhard/Karussell)**
3. **Hello Mary Lou—Ricky Nelson (California) Bens Music AB**
4. **Reach—Reach (Parlophone) (Capitol)**
5. **Time—Craig Douglas (Top Rank)**
6. **Adam—Adam Faith (Parlophone)**
7. **John Barry Sound—John Barry (Parlophone)**
8. **Unforgettable—Nat ‘King’ Cole (Capitol)**
9. **The Sound of Music—Various Artists (Pye)**

**England’s Top Ten EP’s**

1. **The Shadows To The Fore—The Shadows (Columbia)**
2. **The Wottendon Mind of Bob Newhart—Bob Newhart (Warner Bros.)**
3. **Adam’s Hit Parade—Adam Faith (Parlophone)**
4. **Cliff’s Silver Disk—Cliff Richard (RCA)**
5. **The Shadows—The Shadows (Columbia)**
6. **Exodus & Other Themes—Mantovani (Decca)**
7. **Adam & The World—Adam Faith (Parlophone)**
8. **The John Barry Sound—John Barry (Parlophone)**
9. **Unforgettable—Nat ‘King’ Cole (Capitol)**
10. **The Sound of Music—Various Artists (Pye)**

**Annual Marketing Confab in Australia**

**Sydney, Australia—Amalgamated Wireless (Australasia) Limited, national distributors of RCA Victor Records, recently held a marketing conference at its head office here which was attended by its distributors from all the Australian states.**

All aspects of marketing, advertising and distribution of RCA and RCA Carruthers were discussed and plans completed for up-coming sales and promotional campaigns. Particular emphasis was placed upon the future developments of the music market in Australia. Sales of both labels in 1961-62 are again expected to exceed those of preceding years.

The conference was opened by A.E.R. Fox, assistant general manager in charge of the broadcasting and recording division of A.W.A. Conference sessions were held by B. Witte, A.W.A.’s managing director, and H. Fraser. Representation from RCA of Australia Pty. Ltd. was headed by Rudi Tolnay. Pictureed above are: Standing, left to right: J. Turner (RCA), W. Cotton (RCA), B. Donald (A.W.A., NSW), B. Jarrett (A.W.A., Qld), K. Whittle (A.W.A. and B. Forrester (A.W.A., NSW).

Seated, left to right: A. Aldis (A.W.A., NSW), Mr. Harkness (A.W.A., Vic.), R. Tolnay (managing director RCA), A. E. R. Forrester (assistant general manager RCA), C. Pickford (RCA), B. Witte, (A.W.A., NSW), and P. Sainthill (A.W.A., NSW).
Belgium's Best Sellers

**FLEMISH**

4. Runaway (Del Shannon/London —Basart/Argentina).
5. Jungle Drums (Clyde Otis/Mercury).
6. Och Was Ik Maar (Johnny Hoos/Philips—Belexus Music/Weert).
7. Baby Sittin' Boogie (Buzz Clifford/Philips—Chappel/Paris).
8. Maharrada (The Tramps/Fon-

**WALLOON**

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American pianist George Greeley has recently completed a series of television appearances in Sydney for “Reveu ’61.” George is one of the most popular television personalities of the year and has visited several countries. In honor of his Australian visit, Australian Record Company—who handles the Warner Pacific Int. catalogue in this country—promoted a special luncheon at Romacono’s (Sydney) where leading disk jockeys—including John Laws, John O’Keefe, Johnny O’Keefe, and Ken Sparkes—met Greeley. As a result of this function, which was organized by John Brady, in addition to the usual good-natured banter, the disk jockeys were presented with a copy of “Reveu ’61” and “Bandstand” and it is getting strong DJ attention. Presentations are that Johnny will soon be the force he was some eighteen months ago.

That canny Scott, Andy Stewart, has done it again. His latest single release, “Donald, Where’s Your Trooers,” has just been issued on Top Rank and looks like three big ones in a row for Andy. This side is pulled from Stewart’s “Scottish Solder” package which is a big seller across the nation. In the singles field Stewart is currently the hottest disk attraction in Australia with “Scottish Solder” and “The Battle’s Over” both enjoying chart success.

One recent visitor to Cash Box (Australia) was Jack Argent, chief of Leed Music here. Jack was on one of his regular interstate visits—this one primarily to consolidate the distribution of Leed’s and associated songs.

Lana Cantrell, one of the finest female voices on the Australian stage at the moment, has a great little EP out on the label that’s developing success. The package features Lana with fresh arrangements of “In The Still Of The Night,” “I Don’t Know Why,” “It’s Been A Long Long Time” and “I‘ve Got A Feeling.” If Lana has already featured some of these sides on our national TV shows which should stimulate interest in her disk.

After much speculation throughout the trade, still nothing—at the time of writing—has been finalized regarding an Australian outlet for the American Reprise catalogue. Unless some quick action is forthcoming, the sales potential of the Frank and Nancy Sinatra singles will be lost to Australian disk jockeys. The disk jockeys are of the opinion that the Australian stars are the ones who could make any good disk-jockey attention and are not available to the public.

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Another Highwayman is Mexican, and one of them is now in Africa. As you

phoned us asking about the position of "Michael" in the Cash Box Top 100,

last in USA, he'll get in touch with two important labels and discuss the possi-
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Increasing and improving operations. Most Argentine labels sent representa-
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composer's names, the words "rights reserved." Exposito is currently produc-
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First Convention of Recording Companies, started in Rio de Janeiro, Brazil,

September 2, Members of diskeries from all parts of Latin America are meeting and discussing ways of coordinating their efforts and increasing and improving operations. Most Argentine labels sent representa-
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**BRAZIL**

**Sao Paulo's Top Ten LPs**

1. 'S Love — Ray Conniff — (Columbia)
2. Metais Em Brasa No 1 — Henry Jerome — (Decca)
3. Metais Em Brasa No 2 — Henry Jerome — (Decca)
4. Todas Voce — Ray Conniff — (Columbia)
5. As Aventuras Do Vitorio-Vari — Various Artists — (Odeon)

**Rio de Janeiro's Top Ten LPs**

1. 'S Love — Ray Conniff — (Columbia)
2. Metais Em Brasa No 1 — Henry Jerome — (Decca)
3. Metais Em Brasa No 2 — Henry Jerome — (Decca)
4. *O Sucesso E Samba — Walter Wanderley — (Odeon)
5. The Best Of Nat "King" Cole — Nat "King" Cole — (Capitol)
6. Orange Blossom Special And Wheels — Billy Vaughn — (Dot-RGE)
7. Billy Vaughn No Cinema — Billy Vaughn — (Dot-RGE)
8. "Noite De Nasceiro" — Nelson Goncalves — (RCA)
10. The Best Of Frank Sinatra — Frank Sinatra — (Capitol)

**Japan's Best Sellers**

1. Broken Promises/Henry De Paris, Colpix; Terumi Nagashima, King; Yozo Higashiyama, Victor; Hiroshi Mizuhara, Toshiba; Akira Kobayashi, Columbia; Hideki Irie, King.
2. Surrender (Sorrento) — Elvis Presley, Victor; June Valli, Mercury; Pee Wee Hunt & His Orch., Capitol.
4. Essex/Manipontan, London; Pat Boone, Dot; Ferrante & Teicher, UA.
5. Neil Sedaka — (Dot-RGE) Record Los Machucambos (Decca).
6. Sues Sueno/Ping Ping, Kapp; The Peanuts, King; Danny Eide & Paradise, Historic.
8. "Do Bebê" — Del Shannoff, King.
9. Pochet Transistor/Alma Cogan, Angel; Kayoko Moriyama, Toshiba.
10. Apolice/Jorgen Ingmann, Top Rank; Sonny James, Victor.

**France's Best Sellers**

5. "Moco" — Nelson Goncalves — (RCA) — (Euterpe)
6. "Uografia" — Anisio de Moura — (Odeon)
7. "Dinah — Chelo Moreira — (Tiger)
8. "S Love — Ray Conniff — (Columbia)
9. Metais Em Brasa No 1 — Henry Jerome — (Decca)
10. "Te Quero " — Dona Nelson — (Columbia)

**International Tunes**

1. Kitagami Yakyoku — Kitagami-Gawa Jojoh — Hiroshi Wada & Mahina Stars, Victor; Dark Ducks, King; Tazakou Sugawara, Teichiku; Toshiaki, King.
2. "I Like It" — Toshiaki Ishihara — (Columbia) — (Vitale)
3. "I Like It" — Toshiaki Ishihara — (Columbia) — (Vitale)
4. "S Love — Ray Conniff — (Columbia) — (Vitale)
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**GERMANY**

The Berlin Phono-Radio-TV Fair is underway, and in addition to the fine displays, TV shows featuring international stars and the big meeting of RCA, there is another attraction. Johnny Cash, who is an American recording artist for the Apex label, has made an appearance. The fair is open to the public and is located in the Kaiserdamm area of Berlin.

Cash Box—September 9, 1961

**MEXICO**

In the new elections to find a leader of the S.U.T.M. (Syndicate of the Musicians' Workers), Venes Rey won the elections with 79% of the votes. Rey is a trombonist and conductor and a hard fighter for musicians' rights.

Cash Box—September 9, 1961

**CANADA**

King Records has begun its "Grand Customers Sale" for the next five months in celebration of the firm's 30th anniversary. Customers who purchase any King products receive lottery tickets. The lottery will be held monthly, 5 times in all by the deadline on January 20th, 1962. Ten automobiles are allotted for the first of these draws, but the other 25,000 people, will receive a single set of King products receive lottery tickets. The lottery will be held monthly, 5 times in all by the deadline on January 20th, 1962. Ten automobiles are allotted for the first of these draws, but the other 25,000 people, will receive a single set of King products.

Cash Box—September 9, 1961

**JAPAN**

Japan Phonograph Record Association (JPIRA) announced the best selling albums by all commercial companies for the 50th of this year, the "Japan Phonograph Record Association" for the 50th of this year, the "Japan Phonograph Record Association".

Cash Box—September 9, 1961

**ASIA**

In the new elections to find a leader of the S.U.T.M. (Syndicate of the Musicians' Workers), Venes Rey won the elections with 79% of the votes. Rey is a trombonist and conductor and a hard fighter for musicians' rights.

Cash Box—September 9, 1961
10. When Two Worlds Collide
10. Hungry For Love (S. Jackson)
10. Funny How Time Slips Away

9. Diggy Liggy Lo
8. Po’ (B. Anderson)
7. Po’ (C. Copas)
6. Walk On By (L. VanDyke)
5. Hello Fool (I. Allen)
4. Sea Of Heartbreak
3. Stand At Your Window
2. Tender Years (G. Jones)
1. Cozy Inn (L. VanDyke)

ADDRESS
1721 BROADWAY

Cash Box—September 9, 1961
**Cash Box Top 50**

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<thead>
<tr>
<th>Pos.</th>
<th>Last Week</th>
<th>This Week</th>
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<tbody>
<tr>
<td>1</td>
<td>SEA OF HEARTBREAK</td>
<td>26 BIG MAMOU</td>
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<td>2</td>
<td>TENDER YEARS</td>
<td>27 CALL OF THE WILD</td>
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<td>3</td>
<td>I FALL TO PIECES</td>
<td>28 COZY INN</td>
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<td>4</td>
<td>MY EARS SHOULD BURN</td>
<td>29 YOU'RE NOT THE KIND</td>
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<td>5</td>
<td>UNDER THE INFLUENCE OF LOVE</td>
<td>30 LET ME KNOW</td>
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<td>6</td>
<td>HILLBILLY HEAVEN</td>
<td>31 HANGOVER TAVERN</td>
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<td>7</td>
<td>HELLO FOOL</td>
<td>32 YOU'RE THE REASON</td>
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<td>8</td>
<td>SWEET LIPS</td>
<td>33 WALK ON BY</td>
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<td>9</td>
<td>HEARTBREAK U.S.A.</td>
<td>34 NO LEGAL RIGHT</td>
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<td>10</td>
<td>PO' FOLKS</td>
<td>35 HAVE A DRINK ON ME</td>
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<td>11</td>
<td>WHEN TWO WORLDS COLLIDE</td>
<td>36 HELLO WOLLS</td>
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<td>12</td>
<td>WHAT WOULD YOU DO</td>
<td>37 WILLOW TREE</td>
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<td>13</td>
<td>HUNGRY FOR LOVE</td>
<td>38 AIN'T YOU EVER</td>
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<td>14</td>
<td>STAND AT YOUR WINDOW</td>
<td>39 SAN ANTONIO ROSE</td>
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<td>15</td>
<td>Beggars To A King</td>
<td>40 TAKE A LOOK</td>
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<td>16</td>
<td>Funny How Time Slips Away</td>
<td>41 FINALLY</td>
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<td>17</td>
<td>It's Your World</td>
<td>42 LOWLY STREET</td>
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<tr>
<td>18</td>
<td>Stand By The Phone</td>
<td>43 EVERY DAY OF MY LIFE</td>
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<td>19</td>
<td>Ole Slew-Foot</td>
<td>44 OLD LONESOME FEELING</td>
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<td>20</td>
<td>Three Steps To The Phone</td>
<td>45 STOP THE WORLD</td>
</tr>
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<td>21</td>
<td>Come In</td>
<td>46 EVERYTHING SHE TOUCHES</td>
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<td>22</td>
<td>Sunny Tennessee</td>
<td>47 LAMONT WILLIAMS</td>
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<td>23</td>
<td>Right Or Wrong</td>
<td>48 BOBBY HELM</td>
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<td>24</td>
<td>Black Land Farmer</td>
<td>49 ROYER McCOUGHL</td>
</tr>
</tbody>
</table>

**Cash Box Round Up**

Once again Horace Logan is looking for good country talent. This time he’s scoping out “Big D Jamboree” — which seems to be growing steadily each time out. Logan, as usual, has produced the “Louisiana Hayride” from its inception in 1947 through the middle of 1957. In addition to his booking chores, Horace has a big crew of newscasters. In addition to the big 5,000 watt er Fort Worth, replacing the ailing Parker Venard, Horace made a visit to the jamboree with three other stations. Logans current single out this week that couples off June 26 with Slim Whitman, George Jones and Charlie Walker playing to a near-capacity crowd in the new Austin Municipal Auditorium, July 1st at the Loma show at which Faron Young, Claude Gray, Wayne Smith, Frank Miller, Bill Mack, Claude King, Billie Jean Horan and local of the great acts played a bugtress ever in the Auditorium. The third show has been set for September 5th. Look for Ferlin Husky, Patsy Cline, Hank Locklin, Leon Payne and others in a spread capacity crowd. Seen’s they’re doing a heck of a job.

**Marvin McCougle**

Marvin McCougle took a two-week vacation from the turntables at KRMG-Tulsa, Okla., to hit the press. Marvin reports that KOKO- Austin, a recent convertees to the market, has taken over production and distribution of the recent Razorback label release, “Please Devil”/“Just For A Little While”. "Baby My Baby" and "Andorra" are a recent example of the two-market hit proporations a Harlan Howard tune. As a result of the "Cozy Inn" hit, Leon is producing an LP that will be released by Franklin Music Co. this fall as well. promo copies of the "Please Devil"/"Just For A Little While" package, with a series of monthly stage shows and for "Cozy Inn" and "Andorra" will be released later this month. Claude Gray into Nashville to cut a new full-time country a art school.

**CALL OF THE WILD**

Buck Owens (Mercury 4602)

**COZY INN**

Leon McAuliff (Capitol 4506)

**YOU’RE NOT THE KIND**

Bill Mack (MGM 13053)

**LET ME KNOW**

Jan Howard (Challenge 59717)

**HANGOVER TAVERN**

Hank Thompson (Capitol 4605)

**YOU’RE THE REASON**

Booby Edwards (Crest 1973)

**WALK ON BY**

Leroy Van Dyke (Mercury 73184)

**NO LEGAL RIGHT**

Willie Lee (Decca 12726)

**HAVING A DRINK ON ME**

Bill Ceclis (Columbia 45049)

**HELLO WOLLS**

Faron Young (Capitol 4533)

**WILLOW TREE**

Ferlin Husky (Capitol 4598)

**AIN’T YOU EVER**

Johnny & June Marcy (Topps 1099)

**SAN ANTONIO ROSE**

Faron Young (Mercury 7899)

**TAKE A LOOK**

Ferlin Husky (Capitol 4598)

**FINALLY**

Jimmy Newman (Decca 31281)

**LOWLY STREET**

Rose Maddox (Capitol 4598)

**EVERY DAY OF MY LIFE**

George Morgan (Columbia 42060)

**OLD LONESOME FEELING**

Vernon Smith (Liberty 55256)

**STOP THE WORLD**

Carl Bales (Decca 31273)

**EVERYTHING SHE TOUCHES**

Vernon Spenner (Mercury 78901)

**IN A LIFETIME**

Slim Whitman (Imperial 5766)

**YOU’RE PART OF ME**

Ray Presley (Nashville 5001)

**CONSCIENCE I’M GUILTY**

Joe Helms (Capitol 4599)

**WHY I’M WALKIN’**

Shirley Collins & Warren Smith (Liberty 53364)
Editorial

NAMA Convention Presents
A Fine Opportunity

It's Time For
The Manufacturers
To Take A Stand

Procrastination can sometimes lead to great expense for while we wait for certain events to take place we often miss the boat entirely. This is commonplace in business where many firms await the bottom of a bad business dip instead of doing everything possible to increase sales on their own thereby contributing to an earlier business curve upward.

The random reports issued at varying intervals by MOA officials since the close of last year's annual convention disaster have indicated nothing that might be construed as constructive planning for a more efficient MOA convention in 1962. Certainly the coin machine business has not experienced any surge of new business that would lead momentum to a program for 1962—even if there were one. And so we must make the best of what we have in order to build at least a temporary showcase for the display of new equipment that represents an investment of millions by our factories.

The first opportunity that presents itself takes place in October at McCormick Place in Chicago. On October 28 the National Automatic Merchandising Association will begin its annual convention. The vending show will attract at least 5000 representatives of the trade in the person of operators, suppliers, distributors and manufacturers. This figure does not include an additional 500 to 1000 representatives from around the world who will join with NAMA in its International Symposium, a foreign adjunct of this year's convention.

At no other time can our industry band together as many potential customers as will be in Chicago during NAMA. There is no doubt that practically every music and games operator of any account will make it his business to be present. For these are the ranks of new vending customers who are passing into the vending picture at a daily rate. "I just bought my first vending machine!" is a remark heard more often than ever along the coinrows of the country. And it is a fact that more music and games operators than were ever expected, today earn a sizable portion of their income from the merchandise machines. The number of vending operators with an interest in music and games represent a solid customer list for any manufacturer of phonographs and amusement machines. To overlook this opportunity of displaying equipment from an adjacent hotel at NAMA time, with appropriate advertising and promotion, would indeed be to miss the boat.

It is the responsibility of every phonograph and amusement machine manufacturer both to the entire industry and to his firm to do all in his power to arrange for an annual trade show. Since the almost complete demise of MOA as a meaningful trade organization, and no evidence of any new leader on the horizon, Cash Box firmly believes that a simple, informal arrangement agreed to by all participating manufacturers, for a group display in Chicago, October 28 thru November 1, could very well be the turning point in what appears to be a hopeless state of affairs for an industry trade convention. The manufacturers can remedy the situation with a self-styled exhibit for the vast sales potential that will be in Chicago at NAMA time.
AMI Hosts Graduation Party As
15 Ops Receive Service Diplomas
Factory School Is A Monthly Program

AMI EXECS LED OPS THROUGH WEEK-LONG COURSE: Above, front row
left to right, Gerard "Vady" Vaudelboncoeur, Keith Norwalk, Tom Sams and Phil

GRADUATING CLASS OF AUGUST 1961-15 PROUD MUSIC OPERATORS!

LENS EYE VIEW OF OPS AND AMI EXECS: Banquet was held following
week-long classes. Lee Brooks, Cash Box, and Cliff Bitting, flank Tom Sams,
AC Automatic vice-president.

AMI EXEC LED OPS THROUGH WEEK-LONG COURSE: Above, front row
left to right, Gerard "Vady" Vaudelboncoeur, Keith Norwalk, Tom Sams and Phil

CHICAGO—Tom Sams, vice president of AC Automatic Services, Incorporated's AMI Division, hosted a gala banquet, cocktail party and graduation service school course to 15 coin machine operators, for the period from August 21-25 in the firm's "Little Red Schoolhouse." (See separate story.) Among the AMI executives present during the banquet with Sams were Keith Norwalk, director of manufacturing and engineering; Phil Glover, director of sales; Jerry Routzahn, supervisor of the instruction manual department; Clifford L. Bitting, supervisor of field service engineering; Gerard Vaudelboncoeur, field service engineer; and Bosko Trbovich, recently appointed field representative for the state of Pennsylvania. Included among the coin machine operators who successfully completed the service school course were: Edwin W. Williams and Jerry L. McCall

SHUFFLEBOARD TOURNIE TO BE HELD IN NEBRASKA

OMAHA, NEB.—Howard Ellis and Frank Hawley, Coin-A-Matic Inc., local operating firm here, will officiate at a Championship Shuffleboard Tourney to be held here October 6, 7 and 8. Cash prizes offered total $800 and the tourney will be sponsored by American Shuffleboard Corp., Union City, N.J.

The tourney is part of this area's promotion activities to stimulate shuffleboard play. This particular contest will attract players from Iowa and Nebraska.

Donan Displays "Bally Bowler" At Showing

CHICAGO—Johnny Tillotson, Cadence recording artist, couldn't resist a spot of bowling Sunday evening, August 11, when he noticed the new Bally Bowler on exhibit at the Donan Distributing Co. showroom in the Old Chicago Room of the Hotel Sherman.

Tillotson was in this city on a three-day stopover during his whirlwind promotional tour, and was invited to attend the gala affair by Don Moloney and Mac Brier of Donan. Herbert Jones, vice president of Bally Mfg. Co., smilingly looked on while Tillotson tried very hard to beat his bowling opponent (standing at right).

Johnny Tillotson, Cadence recording artist, bowls on "Bally Bowler" during Donan Distributing showing in Chicago.

Williams Names Bush Intl.
For Games Line In Florida Area

CHICAGO—Jack Baigelman, general sales manager for Williams Electronic Manufacturing Corporation, this city, announced the appointment this past week of Bush International Distributors, with offices and showrooms in Miami (main headquarters), Jacksonville and Tampa, Florida, and Santurce, Puerto Rico, to handle distribution for all of Williams Electronic's amusement equipment in those territories.

Ozzie R. Truppman, president of Bush International, manages the Miami headquarters. The Jacksonville branch is headed by D. J. Barton. Bill Whitcomb manages the Tampa offices and showrooms, and the Puerto Rico distributorship is headed by Leon Nick.

Current amusement games in production in the Williams line include the "Double Barrel" two-player pinball game, Standard "75" model, DeLuxe "75" model and DeLuxe "90" model pool tables.

In commenting on the appointment of Bush International to handle distribution for the firm, Sam Stern, president of Williams Electronic Manufacturing Corp., stated that he is very happy to invite Ozzie Truppman and his organization into the Williams Electronic family of distributors. He said, in conclusion, that the Bush firms not only covers a lot of territory, but does it very well.

AMI Names Trbovich For Penna. Territory

CHICAGO—Tom Sams, vice president of AC Automatic Services, Incorporated, in charge of the AMI Division, announced the appointment this past week of Bosko Trbovich to the position of field Sales representative throughout the state of Pennsylvania. Trbovich was associated with Atlas Music Company of Pittsburgh for the past 18 years. The announcement of his appointment was made while Trbovich attended the AMI music school in Grand Rapids, Michigan.

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Interstate Buys 5 More Companies Bringing Total To 20 Since Nov.

CHICAGO—The acquisition of five vending companies with combined sales in excess of $4,000,000 were announced last week by Interstate Vending Company, Chicago headquarters for national vending and food service companies.

The acquisitions bring to 20 the number of companies purchased by Interstate in the eight months since it became publicly owned in November, 1962.

The newly acquired firms are Cigarette Machine Service Company, Houston, Texas; Cigarette Service Company, Wichita, Kansas; Dairy Belle Company, Wichita, Kansas; Kwik-Kafe of Detroit, Inc., Detroit, Michigan; and Columbine Cigarette Sales, Denver, Colorado.

"The acquisition of Cigarette Machine Service Company, the largest commercial cigarette vending company in Houston marks Interstate's entry into one of America's fastest growing vending markets for us as a base for expansion into full line vending in the western states," Interstate's president, said. "Further expansion in these areas will enable us to penetrate the Southwest, the far western sector of the country," Wolff said.

Consumers Automatic Acquires Two Companies In Nationwide Move

NEW YORK—As the initial step in the establishment of a nationwide vending service, Consumers Automatic Vending Company, Champaign, Illinois, announced the acquisition of Kwik Kafe Coffee Distributors Inc. of Columbia, South Carolina, and AAA Food Processors Inc. of New York City.

Edward M. Sahagian, President of Consumers Automatic Vending, said the two companies will be operated as subsidiaries. The management of both will be continued.

"The remainder of Kwik Kafe and operates vending machines throughout South Carolina and Georgia. We shall enlarge its operations to a full line vending company," Sahagian said. "This would include the vending of cold drinks, cigarettes, candy, pastries, sandwiches, salads and hot meals. In addition, we will expand the manual food service operations so we can serve industries, colleges and schools.

AAA Food Processors presently processes a dairy product which Consumers Automatic Vending uses in its coffee vending machines in the Metropolitan New York area. This operation will be expanded to also produce flavored non-carbonated soft drinks in half-pint containers, Sahagian said.

Coin Laundry Firm Gets 7-State Rights To German Cleaning Equip.

MINNEAPOLIS—Thomas L. Warner, president of 200 Wash Corp., Minneapolis (St. Louis Park), announced last week his firm has been awarded a seven-state franchise for the distribution of German-made Permac commercial and Permost II coin operated dry cleaning equipment.

200 Wash Corp., a wholly owned subsidiary of Eagle Wash Corp., Minneapolis (St. Louis Park), distributes Frigidaire washers, Gaskell dryers and other allied equipment such as water softeners, coin changers and related equipment for coin operated and self-service laundry sales.

Distribution rights, according to Warner, were granted to the firm by Frigidaire Products, Chicago, Ill., a midwestern importer representing Boehler & Wever KG, Augsburg, Germany, one of the world's largest manufacturers of dry cleaning equipment.

Products manufactured by that firm are distributed in 61 countries, Warner stated.

American Univend Offering

NEW YORK—Robert A. Martin Associates offered to the public last week 100,000 common shares of American Univend Corporation at $9 a share.

Net proceeds will be used for purchase of additional machines.

Patch It Yourself In Dublin!

LONDON—Politicians in the City of Dublin are worried about having vending machines supplied by the City for the purpose of vending first aid materials to citizens who may receive the urine of a Seeburg cigarette vending machine in the Cole showroom.

Seeburg Buys Bally Coffee Vender For $3 Million

CHICAGO—The Seeburg Corporation announced Thursday week that it has agreed to buy the coffee vending machine assets of Bally Vending Corporation for a price in excess of $3 million. The company declined to say if the stock or cash was involved.

The firm advised that the acquisition would markedly elevate the quality of its coffee vending equipment.

Details of the acquisition were not available at press time.

Mfrs. Approve New NAMA Safety and Education Program During Meet

Coffee Machine Mishaps Lead To Action

CHICAGO—Initial steps for an integrated coffee vending machine Safety Standards and Education program were mapped at an NAMA meeting in Chicago on Tuesday, December 17. The plan included representatives of a majority of hot beverage machine and component manufacturers.

According to Thomas B. Donahue, NAMA president, who called the meeting last week his firm has been awarded an $800,000 contract for a seven-state franchise for the distribution of Seeburg and Bally equipment, and signed by Jordan Grossenbaum, manager of the Union News Company vending department is mighty pleased with the job we are doing. This operation is expanding into all beverage vending machine manufacturers, and suppliers to hot beverage operators.

Details of the entire program will be worked out in a few weeks.

Donahue explained that three mishaps involving coffee vending machines in the last three years did in part lead to the new program. "However, the urgent need for a national safety program has always existed and it is time that we standardized methods and practices on an industry-wide basis," he said.

A Foreign Exchange

New foreign currency dispenser produced by National Rejectors Inc., 111 East William St., Canton, Ohio, will be available at New York's Idlewild Airport. Two of the machines have been installed at the airport by the Perera Co., New York City, and are to be distributed by National Rejectors.

Details of the acquisition were not available at press time.

Cash Box—September 9, 1961
New York—In answer to a plea from MONTY's Al Denver on the juke box association here, and Lou Casola, CMIC head, for a chance to show the public that the average juke box operator is an "honest, hardworking and skilled individual," New York Daily Mirror, local metropolitan newspaper with a circulation of more than one million, printed a second article on the juke box industry last week.

The wires to the Mirror's editors were the result of a previous day's editorial which headlined the article "Smash the Juke Box Racket" (CB, Sept. 2). The article stated that the industry was being controlled by racketeers.

The second story, which was supposed to portray the air and reflection of what was written previously, devoted several lines of copy to Denver's quote but followed through with a broad program outlining how racketeers infiltrate the juke box business. It was written in much the same vein as the editorial which inaccurately portrayed this City's juke box operator.

A press release did not add news pertaining to the request for an accurate report on the industry appeared and it was doubtless that any retraction would appear in print.

The Mirror's stories appeared in New York's papers last week, pointing the finger at the juke box industry began when a Brooklyn racketeer, Lawrence Gallo, was almost murdered by police at a meeting in a Brooklyn tavern. The attempt was prevented when police appeared on the scene.

Newspapers immediately tied Gallo to the juke box industry, through his prior association via paper union and organizational articles which failed to materialize two years ago.

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**Coin Machines At Willow Grove**

**Rosen Installation In Largest Bowling Alley Comprises 80 Units**

WILLOW GROVE, PENNA. - On Wednesday, August 23, the Hanks Brothers, leading real estate figures here, officially opened what is billed as "the world's largest bowling alley" and Dave Rosen, coin machine distributor with headquarters in Philadelphia, installed eighty coin-operated machines within the confines of the Willow Grove Bowling Lane building, making it one of the largest installations ever placed by an individual coin machine operating firm.

Rosen, president of David Rosen Inc., factory distributors for Rowe, AMI and several amusement machine factories, will operate the location under the firm name of Arcade Coin-O-Matic Systems Inc., a separately owned operating firm headed by Rosen. All of the lines handled by David Rosen Inc. are well represented in the wide array of machines placed at varying intervals throughout the fantastic amusement palace which occupies 160,000 square feet. The building sets on 15 acres of land and is adjacent to the Willow Grove Amusement Park, a famous Pennsylvania playland.

The coin machine installation is actually four locations in one with a Game Room set off at one end of the building featuring a bank of Chicago Coin "Princess" bowlers, a wall covered with Williams pinballs, from the latest "Ten-Spot" pinpugme to "Double Barrel" and "Add-A-Ball" plus prototype machines which are being tested on location. A separate section offers Midway's "Rifle Gallery" and "Shooting Gallery" divided into a plastic sealing vending machine "I-Seal-It," a machine developed by Aaron Lieberman in conjunction with Rosen and his associates several years ago. An Auto-Photo "Photo Studio" greets the visitor at the entrance and is flanked with a Williams "Voice-O-Graph." Off on the side is the new AMI "Vo-Tastic" phonograph and All-Tech's new "Ferris Wheel" kiddies ride. Another end of the same room has Chicago Coin's "Triple Gold Pin" featured with the "Ray Gun" also displayed against a side wall. There is a "Musical Chair" that's coin-operated for the weary.

**Special Pool Table Area**

A second coin machine section that has been specially designed is the pool table area, which flanks the Willow Grove site is alongside amusement park. Can be seen by thousands.

**INTERIOR VIEW SHOWS HALF OF 116 ALLEYS: 800' concourse offers variety of twenty vending machines on wall-to-wall carpeting.**

Grove's own Billiard Parlor. The sections are separated by the concourse and are placed in a stone wall setting. One dozen pool tables are represented with models from Irving Kaye Company and Williams Mfg. Corp.

At another end of the oblong building is still another amusement section which is placed alongside the above-mentioned "Hutch" snack bar. In addition, Rosen has installed a variety of machines with Chicago Coin's "Basketball" and "Hockey" games facing each other, plus several metal tippers and Grandma Fortune Telling machines setting an arcade atmosphere. The installation is just opposite an electric golf driving range which is operated by Willow Grove management and faces a far wall. Rosen is factory distributor for all of the amusement machine lines mentioned.

Rosen's vending machines, which total twenty, (sixty of the machines offer amusement and a service), are strung out along an eight-hundred foot plush concourse. All of the vending equipment is manufactured by Rowe Manufacturing Company. An A.B.T. Dollar-Bill Changer is also utilized on the Willow Grove premises.

**Open 24 Hours A Day**

The location is open twenty-four hours each day, seven days each week and is policed by a staff of patrolmen. Rosen's firm requires two attendants. The operation is conducted under the supervision of Al Goren, veteran Rosen employee.

Rosen was awarded the contract for the coin machine section of the vast amusement center after bids were made by several leading operating firms. The investment represents approximately $50,000 in equipment. Rosen is only outside concession on the premises.

**Average Op Can Handle**

The giant coin machine installation represents a large investment and appears to be limited to a distributor the size of Rosen. "However," stated Rosen during a tour of the location last week, "I believe that the average operator with a two-man type operation can adequately handle this installation and I intend to prove it. My staff of ten men have spent weeks getting this location set up. If we were doing it for an operator would we have spent less time? Done a less (Continued on pg. 46)
Double Barrel

2 SHOOTERS FIRE BALL FROM BOTTOM AT
MOVING TARGET
to increase values of 2 side skill pockets

FEATURES:
- 2 Launching Pads at lower playfield "bang" balls back up playfield to hit "Moving Target." Boost up values of 2 side pockets.
- Rollovers increase values of Jet Bumpers.
- Plasticote Finish on playfield. Very Smooth.

OPERATE Williams DOUBLE BARREL!
This is an opportunity that comes only once in a while. Make the most of it. Order your Double Barrel games now.

See Your Williams Distributor Now!

CASH BOX - SEPTEMBER 9, 1961

Wurlitzer's L.A. Cordovez Wins First Prize For Display At Exposition

QUITO, ECUADOR—The Wurlitzer Distributor for Ecuador, L. A. Cordovez, doing business as Casa Nacional de Quito, in this South American city, has been awarded First Prize for their display of products of North American manufacture. The most outstanding element in the display was the Wurlitzer "Model 2500" Phonograph which brought musical enjoyment to the thousands who visited the Exposition.

Typically North American in the promotion was the selection of an attractive young lady as Miss Cordovez who welcomed visitors to the booth during the exhibition period. Presentation of the top award for a display was given important space in the Ecuadorian newspaper El Comercio.

The purpose of the North American Commercial Exposition is to further cement trade relations between North and South America. New products are introduced, and interest runs high.

The Cincinnati Coin Machine Center

Bob Jones Shifts From London To The Hague—Gets Stuck In 2nd Gear!

LONDON—Bob Jones, Sales Manager of Redd Distributing Company phoned the Cash Box London office from Rotterdam and reports that his continental tour is proving very successful in establishing good relations with many firms as well as resulting in good business deals. When we spoke to him Bob was still recovering from the ordeal of a visit to The Hague when the car in which he was traveling back late at night got stuck in second gear. Not able to read any of the signs he managed to locate a garage only to find no English speaking mechanics on duty! Next stop Germany.

Jones is in Europe for several reasons. First off, Redd Distributing does a large export business and Jones is calling on the firm’s many customers. Second, Redd is in need of a permanent European representative to handle the firm’s export business. To date, Jones has been unable to find a man that can fill the bill.

WE EXPORT TO SOUTH AMERICA!

ROYAL DISTRIBUTING CO. INC.

We know the S0. American market—let us serve YOU.

GAMES
1 DUCHESS BOWLER $795.00
1 USED BOWL-A-RAMA 1500.00
UNITED 16 JUMBO BOWLERS 300.00
CHICAGO COIN 16 TV BOWLERS 275.00

AMI G-120 PHONOS
AMI G-200 PHONOS
AMI F-120 PHONOS

WRITE!

ELmhurst 1-7400
Ask for Harold or Clint

2070 SEYMOUR AVE. CINCINNATI 2, OHIO

THE CINCINNATI COIN MACHINE CENTER

POOL TABLES

73" X 43"

Completely Reconditioned

$1600

New Slate
New Cushions
New Sticks
New Accessories

READY FOR LOCATION

1/3 Deposit, Balance C.O.D.

BETSON ENTERPRISES, INC.

1756 Manhattan Avenue
Union City, New Jersey

Union 9-9627
AMI’s “Little Red School House” Has Trained Operators The World Over

CHICAGO—One of the installations Tom Sams, vice president of AC Automatic Music Inc., incorporated, is charge of the AMI Division, has consistently expressed great pride in the "new little Red Schoolhouse" service school building in Grand Rapids, Michigan, (the home of AMI), which is almost adjacent to the AMI phonograph and background music systems plant. Another Rowland AMI plant is located in Grand Rapids.

Same detailed the vast accomplishments the school has achieved over the past 6½ years since it was first conceived (January, 1955) when operators first learned of the operation of the then current AMI “P” model coin-operated phonograph—during a banquet and graduation exercise for the August, 1955 service school class.

"Literally hundreds of operators have attended our 'Little Red Schoolhouse' sessions over the past several years," Sams said. "From every nook and cranny of this country and from far away as Austria, England, Denmark and Switzerland—to name just a few European countries. Heavy attendance is also derived from our Latin American neighbors and from far distant shores such as the Union of South Africa."

Along with comprehensive practical work and operating and service procedures concerning current model phonographs operators also discuss with their instructors the current problems of the day.

"Actually," Sam add, "we are all just 'people engineers,' and that is the sum and substance of our daily work. In this way we keep AMI equipment in locations working full time to gain the highest possible earnings for everyone concerned."

The "Little Red Schoolhouse" service school facility is under the direct supervision of Keith Norwalk, director of education, and supervised by a large staff of competent and experienced technicians. The actual operation of the school is the responsibility of Clifford L. Bitting, supervisor of field service engineering for AMI. He is assisted by Gerard Valmoeiser.

With Labor Day hanging over the horizon (and behind us once again as you read this column) we can begin thinking about what we'd like to see happen better business that is. It just naturally follows that with the people back from the shores, the taverns ought to pick up again. Let’s hope that the UAW Automobile Workers strike winds will begin to die out and that good weather will bring us expect a good year from now till December. If they strike, however, be damned."

This week’s editorial, in case you haven’t read it, outlines a suggestion for a meeting to talk over the possibility of holding an exciting NAMA convention in Chicago. While it’s too early to tell exactly what will get the attention of an annual trade show everyone—suffer and that it doesn’t happen, it is felt in AMI circles will ever get the inducement as it has in the past and that the people will get the attention. Without an annual trade show everyone—suffer and that it doesn’t happen, it is felt in AMI circles will ever get the inducement as it has in the past and that the people will get the attention.

The NY Daily Mirror did almost as much harm with their story on Friday, and that all the more separating the "tunnelers" from the rest of the business. They only outlined a "6 Point Program" on how the rackets infiltrate the juke box business. About one or two sentences were devoted to white washing the previous day’s damaging article in the July issue of Billboard. We need an additional staff. "We need an additional staff."

More educated ops in the business now that AMI has held its "Little Red Schoolhouse" graduation ceremonies. (See separate story.) Wurlitzer, distributor in Ecuador, L. A. Cordoves, was awarded first prize for his display of Wurlitzer "5900" machine during a recent exposition in that country. Newspapers give liberal coverage to the event.

Ozie Truppman, head of Bush International, Miami, was appointed director of customer service. He was with AMI in Chicago for the past 6½ years. The machines have been situated there ever since it was first conceived (January, 1955) when operators first learned of the operation of the then current AMI "P" model coin-operated phonograph—during a banquet and graduation exercise for the August, 1955 service school class.

The "Little Red Schoolhouse" service school facility is under the direct supervision of Keith Norwalk, director of education, and supervised by a large staff of competent and experienced technicians. The actual operation of the school is the responsibility of Clifford L. Bitting, supervisor of field service engineering for AMI. He is assisted by Gerard Valmoeiser.

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One reason why classes are so interesting.

Students take plant tour of AMI.

Now that it's stripped, it'll put it together!

Final assembly before trip to distrub.

**Eastern Flashes**

**THE FAMED SCHOOLHOUSE**

"Vady" briefs students on "Continental 2" mechanism.

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**PRO BASKETBALL**

**WILD WEST**

**PRINCESS BOWLER**

**PRO BOWLER**

CHICAGO DYNAMIC INDUSTRIES, INC. 1725 W. DIVERSITY, CHICAGO 14

(Courtesy Chicago Daily Mirror)
ROCK-OLA presents

the Princess

all purpose stereophonic monaural compact console phonograph

a totally new concept in Compact design

MODEL 1493 100 Selections
COMPACT NEW DESIGN FOR GREATER FLEXIBILITY
SAVES ON SPACE, SAVES ON SERVICE

The entire mechanism and selector system of the "Princess" was designed specifically for use in a compact phonograph. For this reason you will find in the ROCK-OLA "PRINCESS" many new innovations in phonograph design and engineering.

With these many new features made possible by Rock-Ola's long tradition of engineering skill, the famous Rock-Ola dependability has been preserved and increased for greater operating profits. The Rock-Ola "Princess" is your guarantee of years of trouble free performance.

33 1/3 - 45 RPM MECH-O-MATIC INTERMIX PLAY. Dual-speed Rock-Ola Built turntable permits complete intermix of 33 1/3 and 45 RPM records in any sequence in any bank of records. No matter the speed or whether it's stereo or monaural records, they can all be played on the PRINCESS, the one truly flexible phonograph. Only the PRINCESS gives complete protection for all future location needs. (Optional Equipment)

PERSONALIZED LOCATION PANEL. Now you can personalize the Princess Phonograph for each location, by quickly and easily snapping into place the Title bar letters provided. A full set of snap-in letters provides you with full Location Personalization Flexibility.

FEATHER-TOUCH TONE ARM PLUG-IN CARTRIDGE SNAP-IN STYLUS. Longer record playing time and better performance are now possible. The Princess incorporates a new, stylish, feather weight tone arm containing a specially designed Adelic high compliance stereo cartridge with a snap-in DIAMOND stylus. The famous Rock-Ola serviceability is again shown in the cartridge which merely plugs in with no wires or connections to loosen or solder. These features are just another proof of Rock-Ola's economy of operation developed through years of on Location Testing.

TRI-FONIC FLEXIBILITY

Only from a Rock-Ola Phonograph with its Tri-Fonic Flexibility do you get three phonographs in one.

The Rock-Ola built dual-channel amplifier with its Tri-Fonic switch permits instant conversion from monaural to stereo or reinforced stereo at the flip-of-a-switch.

There is no need for costly conversion parts. Only stereo extension speakers are needed. Rock-Ola's three position "Tri-Fonic" switch offers these three sound choices:

MONOaurAL SOUND POSITION on the TRI-FONIC SWITCH DELIVERS All the sound thru the two built-in main unit speakers. One heavy duty 12" speaker and a wide dispersion high compression driver horn which are skillfully matched for the finest of high fidelity music in any location.

REINFORCED STEREO SOUND POSITION on the TRI-FONIC SWITCH DELIVERS the true stereo music to the extension speakers and also supplies monaural music to the main unit speakers. This combined woofer and tweeter speaker arrangement fully compensates for any acoustic deficiencies and provides smooth, aural-balanced, stereophonic sound even in extra large or odd shaped locations.

STEREOPHONIC SOUND Position on the TRI-FONIC SWITCH Delivers all sound power to the two separate stereo extension speakers. Eliminating the main unit speakers, this allows the phonograph to be placed in a profitable heavy traffic area while the speakers are placed for best stereo reproduction.

Rock-Ola's "REVERBA-SOUND" is the Sound of the Future... Today... is available on the PRINCESS COMPACT PHONOGRAPH. (Optional Equipment).

Reverberation Unit produces concert hall realism from recorded music in all locations regardless of size or configuration through an electronically integrated acoustical delay line system. Rock-Ola's "REVERBA-SOUND" fills every corner of the location with deep, rich, melodic tones for true living presence "wall to wall" music.

Look to ROCK-OLA for advanced products for profits.
As Labor Day marks the end of the current resort season coinbox looks to the big Fall season, and according to reports from top government economists this fall should be a "dilly." Its ironic, but whenever coinmen get together and discuss problems concerning poor press coverage for the industry, etc., they always agree wholeheartedly that there is a crisis in relations for public relations. So- why not support the fully staffed PR group already functioning—and quite well?

We had the privilege of addressing a representative group of operators Friday afternoon while visiting with AMI brass (Tom Sams, AC Automatic vice prez in charge of AMI; Keith Norwalk, director of manufacturing & engineering; Phil Glover, Mr. Seeburg; Mike Giblin, director of purchasing; Jerry Routzahn, head of instruction manuals; Cliff Bitting, supervisor of field engineering; and Gerry Wadeboncoeur), and there was not one single dissenting voice. It's a shame the press isn't interested in covering the reports of the AMI "Little Red Schoolhouse." It took a lot of urging by Nate Feinste in of Atlas Music in Chi to get us to make the trip originally, and to do it at all in view of the fact the generosity of our hosts was a memorable visit.

Production in the big Bally Mfg. plant is humming along on all cylinders according to Art Garvey. General sales manager Bill O'Donnell lists as Bally's top sellers "Bikini," "Barrel-O-Fun" pingames, and the "Marksmen" gun target game. Smilo! Art Weindan, director of sales for Chicago Dynamic Industries, is back in the saddle after a busy two week vacation.

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What could Joe Robbins and Empire Coin owner Gil Kitt have been thinking of when they scheduled Empire Coin's service school session and dinner for operators in this area for Monday, Sept. 11 (The dates of the Jewish High Holidays are Sept. 11-12)? Well, Joe caught on fast and re-scheduled the big affair for Wednesday, Sept. 13 (so there). The ops will be tutored on how to get a fresh, clean shirt and will then resume his travels.

Meanwhile a brief visit to World Wide Distribs and chats with Joel Stern and Len Mecon assured us that Seeburg's "Artist of the Week" and "Ice- O-Vend" cold drink machine have been heavy sales items all summer. Sales on all Seeburg equipment for the Fall season should not only continue strong, but increase by leaps and bounds, according to Fred Skor and Howie Freer. Meanwhile a brief visit to World Wide Distribs and chats with Joel Stern and Len Mecon assured us that Seeburg's "Artist of the Week" and "Ice-O-Vend" cold drink machine have been heavy sales items all summer. Sales on all Seeburg equipment for the Fall season should not only continue strong, but increase by leaps and bounds, according to Fred Skor and Howie Freer.

Back to more Coin for a moment: Jack Burns and Bob Wylie are amused at the current reception of Rock-Ola's "Princess" compact phonos throughout the state of Michigan. Ops are clamoring for it, they report.

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From Virginia To Saranac Lake

Rock-Ola “Princess” Greeted On E. Coast

NEW YORK—Frank Mitchell, Rock-Ola sales manager, is a busy man these days, what with Rock-Ola “Princess” showings and all of the excitement that goes with it. He always manages to catch a few distributors and some operators in the camera lens, and always at the right time—when the “Princess” looks her best! Here are some shots Mitchell caught along the sales trail.

Herman Perrin looks on.

“Princess” showings and all of the excitement that goes with these

Dave Stern, New Jersey distrib, gives up Victor Reggie, Branch Amusement, a sales pitch on merits of Rock-Ola “Princess.”

Art Arnold gets the VIP treatment during Conte open house showing in upstate showrooms.

Irv Block, Balti distrib, shows machine to John Chandler, J. Westwood Smithers, a college prof, and Al Dodge, guest speaker at the MOV banquet last month. Scene is Virginia Beach.

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 MY FIRM OPERATES THE FOLLOWING EQUIPMENT: JUKE BOXES □ AMUSEMENT GAMES □ CIGARETTES □ VENDING MACHINES □ OTHER □

Bovis Bishop, Oakland, Calif.
Hatha Curry Love, Atlanta, Ga.
Earl G. Gralin, Jacksonville, Fla.
M. F. Whitaker, San Antonio, Tex.
Aglof L. Kropp, Tuscaloosa, Ala.
Gerald Barren, Belmont, Calif.
Robb M. Carter, Land O’Lakes, Wis.
Hy Sandler, Lieberman Co.
Nate Solle on vacation and spending most of the time at home.
Mary Solle on vacation and spending most of the time at home.

Happy Birthday This Week To:

John B. Turcotte, Detroit, Mich.
Jim Donatel, Spooner, Wis.

California Clippings

The long Labor Day week-end provided many operators and distributors an opportunity to get out of town, and numerous ones found the mountain areas to be the most attractive spots... Jack Simon, at Simon Distributing, back from Detroit after buying trip to Chicago. Sonny Lomborg comments that both local and export business continues at a good pace. C. A. Robinson & Co., Hank Tronick reports they point with pride to the line-up of equipment which is sure to bring good business for the coming Fall and Winter. United’s “Classic” bowling alley and “Dolphin” shuffle alley, make the happiest summertime, Hank continued. Robert Rappalti of Rock-Ola is awaiting the arrival of the 3rd member of the family—the United “UPD” 100 phonograph. Hank went on to say the Williams pin balls, “Ten Spot” and “Double Barrel,” are getting some good acceptance. Pool tables figure a lot among the big demand currently for good used juke-boxes. Bill also wished to announce that American is now handling all types of vending equipment.

Midwest Musings

Art Haganess, Grand Forks, No. Dakota, in town for a couple of days making the rounds and picking up his parts and record order... Irv Gornes, Acme One Stop Minneapolis took his family on a two week vacation... Kenny Morgan, Lieberman Music Co. back on the job after spending a two week vacation and Hy Sandler, Lieberman Co. back after spending two weeks vacation up north... The Harold Lieberman Co. had a picnic outing Friday Aug. 18 for their employees. Had one last year and they enjoyed it so much that they will now have one every year. Our deepest sympathy is to extended to the Walter Huffman family on the death of Wally Huffman Thursday 17th. Mr. Huffman was 57 years old and had been in the coin machine business for over 30 years. Death was caused by a heart attack. Mr. and Mrs. Huffman and their children had a very nice vacation for two weeks visiting Mrs. Huffman’s family in Pittsburgh, Pa. Solly Rose, Sandler Dist. Co. Mpls. back on the job after spending a few days vacationing... Elgin McDaniel, Wadena, Minn. in town for a few hours making the rounds... Stan Woznak, Little Falls, Minn. in town for a few hours to pick up some parts. Hal had a very pleasant summer at his lake home. At Donat, Spooner, Wis. in the cities for a few hours picking up some parts and records... Also seen in town were Billy Gummow, Hopkins, Minn., Red Wilbur, Duluth, Cab. Anderson, Hudson, Wis.

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GOTTIEB'S 2 PLAYER

Proven Player Appeal! Performance! Profit!

No doubt about it—Lancers has everything it takes to attract more play, more players, more profit! Coupled with its sensational new cabinet design you have a dream performer.

Its massive stainless steel mouldings and chrome corners provide a clean, "new game" appearance forever. Eliminates the need for many expensive service calls.

Drop in to your distributor today for a demonstration

- Top rollers light pop bumpers, kick-out holes and side rollers for super score
- 2 center kick-out holes fire balls to top of playfield—2 side holes kick balls toward Flippers
- Bottom rollers score 200 points when lit
- 2 cyclonic kickers light alternately
- Match Feature — 3 or 5 ball play

D. Gottlieb & Co.
1140-55 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

WHYN'T?

Exchange your old Model 100B or 100C cabinet for one completely restyled . . .

DO YOUR OWN CABINET RESTYLING WITH OUR PROVEN, EASY-TO-FOLLOW RESTYLING KITS

Low Cost! Big Savings!

FREE! New Illustrated Circular

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WANT

WANT—Call Collect! Want Immediate exp., Bally Bingo, Gottlieb Pinballs, All Types of Vendor, Quick Sale, Big Bills. 1531 N. Tenth Ave., Milwaukee, Wis. (Tel. Fulton 4-5521)

WANT—New or used 45 RPM Records, not over 4 years old. Pay cash or pay freight. Can use any quantity. WALLY RECORDS, 1775 N. W., 108 Planck Miami, Fl.

WANT—We pay cash for all late World, all late Arcade Machines. State lowest price in your box. 1430 Davis St., Chicago 18, Ill. (Tel. Dickinson 7-5827)

WANT—Will buy cash for all late World, all late Arcade Machines. State lowest price in your box. 1430 Davis St., Chicago 18, Ill. (Tel. Dickinson 7-5827)


WANT—We want high cash for all late World, all late Arcade Machines. State lowest price in your box. 1430 Davis St., Chicago 18, Ill. (Tel. Dickinson 7-5827)

WANT—We buy your old 45 RPM Records. We pay cash. We have a steady source of supply. Quote best price. No Race Records. LIEBERMAN MUSIC COMPANY, 257 Plymouth Ave., No., Minneap. Minn. (Tel. Newton 6-2531)

WANT—New (sawage, overrun, scrap) 45 RPM singles, kiddy & 11" long play records, all quantities and conditions. Pay cash or pay freight. BEACON RECORD DIS- TRIBUTORS INC., 413 N. Milwaukee, Ill. (Tel. W1-4711)

WANT—We buy your old 45 RPM Records. We pay cash. We have a steady source of supply. Quote best price. No Race Records. LIEBERMAN MUSIC COMPANY, 257 Plymouth Ave., No., Minneap. Minn. (Tel. Newton 6-2531)

WANT—We pay the highest prices for all Bally Bingo and Gottlieb Pinball Games. Call or write: HOLLAND-BELGIUM, EUROPE, AIR MAIL, 180 MEIR 23, ANTWERP, BELGIUM. (Cash in v. a. ROBEL- LEUR PARK, Antwerp, Belgium, MEIR 23, ANTWERP, BELGIUM)

WANT—late, 4, 4 player Full Ball Amuse- ment Machines. Coin Machine EX- PORTER, 1421 S. Ninth St., Chicago 10, Ill. 1063-3437

WANT—We are interested in buying your used 45 RPM Records. We will offer best cash price. ST. THOMAS COIN SALES INC., 1111 2nd Ave., New York 21, N. Y.

WANT—New and used Arcade Equipment. All types of Vending Machines for sale. AUTOMATIC MUSIC CO., 121 W. 14th St., NEW YORK, N. Y.

WANT—Cash waiting. BELGIAN AMUSEMENT VENDING CO., 1611 K 100A, AMI J-120, AMI 1-200, AMI 1-300, AMI 1-400, AMI 1-500, AMI 1-600, AMI 1-700, AMI 1-800, AMI 1-900, AMI 1-1000.

WANT—Used Records, 45, no quantity too small. FREE WORLDWIDE DELIVERY. BOO HUNGAME TECHNICAL SALES, INC., 125 W. 32nd St., New York 1, N. Y. (Tel. RIT 3-5295)


WANT—Want—For Sale—Complete line of Arcade Equipment, good quality, for highest quality for $45.35. Easy to install, write: NL 159, 607 Grand River Ave., Woodside, N. Y.

WANT—Want—Complete line of Cash Box—September 9, 1961

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Products listed here are currently in production. Prices are manufacturers' list prices, where no prices are listed, the manufacturers have not authorized price publication.

AFI, INC.
3200 5200 STEREO ROUND w/ Automatic, 200 Sel. Stereo Phone. Continental 2-100 STEREO ROUND w/ Automatic, 200 Sel. Stereo Phone. Continental 2-100 Monoloon Automatic, 200 Sel. Monoloon Phone. (*STEREO ROUND plays 33-1/3 rpm records interchangeably.)

HAPPY HAVEN, 200 Sel. Monoloon or Stereo
WQ-120 120 Sel. W. B. B
WQ-200 200 Sel. W. B. W
KW-200 200 Sel. W. D. Price Play
Bat-4 Rejoinder
B-3, 5, 7, 9, 11, 13, Magnetic Brackets
EX-600 Cylindrical Wall Spkr.
L-2400 Wall Spkr. Choice of Grille
Types Listed
Pista Pool (Bumper)
L-235 Random Pattern Grille
L-236 Uniform Pattern Grille
Remote Vol. & Control, St. or Mo.

AUTO-PHOTO CO.
Model 12 Studio $5.25

BALLY MFG. CO.
Bally Bingo $1,000
Bally Jolly Joker $1,100
Bally Miss Americas $1,650
Miss Deluxe Skill Parades $1,250
Skill Scores $1,250

FISCHER SALES & MFG. CO.
Imperial VII
Imperial VI
B-7
B-6

G. F. FRANTZ MFG. CO.
New Frontier (Counter Pistol)
Dodge City (Counter Pistol)
Kicker & Catcher
AIG Challenge Pistol
AIG Master Scale
AIG Rifle Sport
AICO Scale

G. G. MFG.
Twin Trail Blazer

D. GOTTLEIB & CO.
Lancers, 2-Phyr

IVING MACE CO., INC.
Deluxe Eldorado & Plxt Series
Mark I, 77x45; Mark II, 82x46;
Mark III, 93x47;
Mark IV, 106x58.

REDD DISTRIBUTING CO., INC.
Skill Cards $15.50

Roll-O-Matic
Model 1480 120 Sel.
Model 1493 100-300 Sel. Princess stereo-
1495 200 Sel.

Hedron 200 Wall Phone—100
1622 Stereo Twin Speakers
1625 Stereo Twin jr. speakers
1652 Hide Fidelity Equalizer Speakers

Speak-ers

315-345 Vmme Mechanical internal play Dual-Speed turntable
1956 Remote Vol. with Cancel

Dual Credit Unit Available for 200 Sel. Model 1485
1555 Dual W.B. for 120 or 200 Sel.
1575 Dual W. D. for 600 Sel.

THE SIEBBER CORP.
A1160S—Stereo 100 selection phonog-ram machine, remote control, optional.
A1180S—Stereo 100 selection phonog-ram. Half dollar, remote control.
Y100M—Monoloon 100 selection phonog-ram. Half dollar, remote control.

3W10—Wall-O-Matic 100
SW160—Wall-O-Matic 160
Single pricing.

T-2—Twin stereo wall speakers
TCL—Twin stereo corner speakers
TCL-2—Twin stereo wall speakers.

ETRC-12—Twin stereo extended bass—12" corner speakers.
PRC-2—Powered remote volume control.

Speakers—Coin counters
P561Z—Power supply
BMS—Background music unit plays 100 or 200 records.
BMC—Background music compact unit 100 or 250 records.
BMW—Background music compact unit 100 or 250 records.
EEZ—Cigarette vend—beige or gray
EXM—Cigarette vend—beige or gray
EGH—Cold drink vendor—with or without 25c coin changer.

SF-1000—Fresh brew coffee vendor
SF-500—Fresh brew coffee vendor
SBB-50—Fresh brew coffee vendor.

SOUTHLAND ENGINEERING INC.
Western Trails
UNIVERSAL STEREO CO.
Viking Shuffle Alley

1-2500—Stereo
1-2500M—Stereo

UNITED MUSIC CORP.
UFO-100 Monaural
UPB-6—100 Sel. 3 Wire B.W.

VALLEY SALES CO.
MI-77x45 or MI-93x47 Mark I or II.

WILLIAMS MFG. CO.
Dual Eastern Stereo
Dual Eastern Stereo
Deluxe 75 Sel. Pillbox

The Wurlitzer Company
2500-250 Stereo, 200 Sel. Phone.
2504M-250, stereo, 100 Sel. Phone.
2504, Mono. 100, Mono. Phone.
2517, Mono. 100, Mono. Phone.

Dual pricing on 200 and 100 selections.

Wall Boxes
5200, 200 Sel. with Dual Prices & Half Dollar Play
5250, W.B., 200 Sel. 10-25-50c
5200, W.B., 100 Sel. 10-25-50c
5200, W.B., 200 Sel. 10-25-50c
5200, W.B., 100 Sel. 10-25-50c

Speaker

9950—High Fidelity Ceiling Spkr.—12" Cone

921—Stereo Convertible Canopy Spkr.
971—Stereo Wall Spkr.—12" Coaxial
9214—Stereo Corner Spkr.—8" Extended Range

9215—Stereo Extender Spkr. (Packaged in Pairs)

9216—Stereo Directional Spkr. (Packed in Pairs)

Hobby Phonographs
5215 S. Stereo, 200 Sel.
5214 S. Stereo, 104 Sel.
5213 S. Stereo, 100 Sel.
5212 S. Stereo, 100 Sel.

5211 S. Stereo, 100 Sel.
5210 S. Stereo, 100 Sel.
5209 S. Stereo, 100 Sel.
5208 S. Stereo, 100 Sel.
5207 S. Stereo, 100 Sel.
5206 S. Stereo, 100 Sel.
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5198 S. Stereo, 100 Sel.
5197 S. Stereo, 100 Sel.
5196 S. Stereo, 100 Sel.
NOTE: HIGH and LOW price quotes appearing in Cash Box Price Lists are WHOLESALER SELLING PRICES received each week from various sections of the United States and DO NOT necessarily reflect trade-in values on equipment. Prices tend to vary in different cities due to the status of a particular market, condition of equipment offered, and the general nature of a specific sale.

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

**PRICE LISTS**

**This Week's Used Machine Quotations**

**WURLITZER**

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During the first five weeks that the Ten Top Tunes Play Stimulator feature, offering 10 tunes for 50 cents, was added to the Wurlitzer Phonograph in Johnny's Do-Nut Dinette in Charlotte . . . earnings jumped 53%. During the fifth week the phonograph took in 46 half dollars.

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UNITED'S FROLICS DELUXE BOWLING ALLEY

SKILL SHOT TIMING FLASH SCORES

Traveling lights on playfield and pin-hood register changing values of Strikes and Spares

<table>
<thead>
<tr>
<th>STRIKE</th>
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Rubber Lined BALL RETURN

REGULATION SCORING

CHOICE OF PLAY

PROGRESSIVE SCORING

(ALL SPARES FEATURE)

MYSTERY SPARES Change Each Frame

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